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The Effects of Green Marketing on Consumer's Purchasing Decisions and Product Preferences in the Turkish Fast Moving Consumer Goods Sector

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Abstract

This study aims to examine the effects of green marketing on consumer purchasing behavior and product preference in Turkish FMCG Sector. First, the concepts of green marketing and green consumer are explained. Past studies on green marketing are examined as part of the secondary research for this study. The research continues with results of a survey which was taken by eighty-six participants that live in the country of Turkey, either in the city of Istanbul or outside of Istanbul. The survey results are analyzed to examine what are the most important parts of marketing strategy that influence Turkish Consumers to buy or not too buy eco-friendly products.

Key Words

Eco-friendly products, green marketing, consumers, Turkey, buying behavior, Fast Moving Consumer Goods, FMCG

Abbreviations

FMCG – Fast Moving Consumer Goods

IISD – International Institute for Sustainable Development

TL – Turkish Liras

TUIK – Turkish Statistical Institute

1.Introduction to study

The rapid economic growth and globalization of recent years have brought some problems. One of these problems is an environmental problem that impacts people all over the world negatively. These environmental problems, including global warming, depletion of stratospheric ozone layer, pollution of sea and rivers, noise and light pollution, acid rain and desertification have changed the perspective some consumers. They have worries about the future of the world. As a result, individuals and organizations have implemented changes for improving the current state of the environment. More sustainable consumption is required and it is important to increase people's environmental awareness and consciousness. Consumers can reduce their impact on environment and make a positive difference through their purchasing decisions. The rising number of consumers who prefer and are willing to buy eco-friendly products are creating opportunity for business that are using "eco-friendly" or "environmental friendly" as a component of their value proposition.

Consumers' growing concern for the environment and environment related issues are driving businesses across the globe to offer a wide range of eco-friendly products choices across a wide variety product categories: Fast Moving Consumer Goods (FMCG) companies, the fashion industry, the automobile industry and technology industry are all starting to offer eco-friendly products and services in respond to the concerns.

Concern about Environmental issues are important to consumers who are environmentally conscious when making purchases. A better understanding of consumer preference has emerged, and green marketing is responding to their concerns.

Consumers who are concerned with the environment and are knowledgeable about environmental issues when shopping try to purchase only eco-friendly products. (Laroche, Bergeron & Barbara- Farleo 2011). Increasing environmental concerns and awareness of eco-friendly products among consumers has resulted in their green buying behavior. Recent increases in the number of consumers who are willing to pay for the eco-friendly suggests that the market for eco- friendly products is expanding. (Laroche et al., 2001)

Previous research conducted internationally suggests that the eco-friendly category of consumers is continuing to evolve and that consumers tend to vary in terms of their acceptance of eco friendly products and lifestyle. (Jungerman & Jungerman, 2010). Buying eco-friendly products has become all trendy among consumers with environmental concerns, while others remain skeptical or not interested.

Organization and consumers should have a responsibility towards environmental issues and when they purchase green products they participate in the process of acting on this responsibility. Although the reasons they participate in green activities and their commitment to environment vary, green consumers have a vital role in helping the environment. These concerned consumers will not buy products that endanger environment, inflict serious damage to the environment during the process of production, produce excess waste or are involved in the extraction of raw materials, damage endangered plant and animal species and/or a natural resource.

Some studies have investigated the change in consumer's behavior. The studies show those who worry about the environment will indicate their concerns through different behaviors. One example of a changed buying behavior is a concerned consumer checking the product's label before they will buy it to ensure they are buying ethically.

This study explores the attitudes of Turkish consumers regarding both their environmental consciousness and their willingness to adopt environmentally friendly consumption behavior, specifically in the Turkish FMCG Sector.

1.1 Background of the study

Many articles suggest that marketing is one of the most important elements that will help to create a sustainable relationship between ecology and industry. Green marketing efforts have spread worldwide and have an impact among people of the world. All of these developments revealed and increased the concept of "Green Marketing" and it has taken an important place in marketing. The large list of references for this study shows there are many available resources that discuss "Green Marketing".

During the time consumers behavior has changed and shopping list along with them. Majority of shoppers are now buying some green products from time to time, fueling mass markets for clothing made from organically grown fibers, organically produced foods, cold-water and ultra –concentrated detergents' natural cleaning, personal care, and pet-care products, air and water devices; portable bottled water containers and biological pesticides and fertilizers. In Turkey environmental awareness and environmental marketing activities are increasing rapidly in recent years. In business advertising messages, products, packaging, manufacturing strategies and in many other different areas which do not harm the

environment and strategies to protect the natural balance of the results began appear in daily life routine. However, the problem is after marketers started to use the green marketing as a marketing strategy the perspective of consumers to green marketing has been losing its significance. The problem has emerged in this point. Consumers want to make sure about this is not only green marketing strategy but also the products that undamaged the environment or not tested in animals during the production.

1.2 Importance and Relevance of The Research

The main reason of this research to explain green consumer behavior, many factors have been proposed as determinants such as changing consumer values (Peattie, 2001; Lien- Ti & Simpson, 1995), environmental attitudes (Schlegelmilch, Bohlen & Diamantopoulos, 1996) , demographic factors such as age, gender, education and income (Roberts , 1996; Diamantopoulos, et al.2003) as well as psychographic factors including altruism (Stern et al., 1993) , knowledge of environmental problems and alternative products (Chan ,1999) perceived personal relevance (Mainieri et al., 1997) and the ability of the individual to make an affective contribution(Dembkowski & Hanmer- Lloyd , 1994.)

In this research is going to clarify what Turkish consumers think about while making decision the eco-friendly products. What are the factors to affect them buying or not buying eco-friendly products. The results of the research might enlighten the why some Turkish people do not tend to buy eco-friendly products. This research might be helpful for organization and business, which are sustainable in Turkey.

1.3 Research aim, questions and objectives

Companies are becoming more conscious of their own behavior with respect to environment. For this reason companies started to change their marketing strategies. Nowadays eco-friendly products are becoming more popular in the world. This research will focus on how green marketing plays an important role to both Turkish consumers and companies in the Turkish FMCG Sector.

The aim of this research is to examine the influence of Turkish consumers' environmental concerns, awareness of green products, and product preferences on their purchase decisions in FMCG Sector.

The five main Research Questions are given below:

- 1) How does green marketing impact consumers purchasing decisions in the Turkish FMCG Sector?
- 2) How does pricing of green-marketed products effect consumer decisions? Will consumers pay more for green products in Turkey?
- 3) What are the motivations for Turkish consumer's buying decisions that are influenced by green marketing?
- 4) Does green packaging design influence consumers purchasing decisions in the Turkish FMCG Sector?
- 5) What types of green products are Turkish consumers buying most frequently?

One purpose of this research is to explore the attitudes of Turkish consumers regarding their environmental consciousness and their willingness to adopt environmentally friendly consumption behavior.

The main objective of current study is to understand the concept of Green Marketing and identify the relationship between the consumer attitudes, purchasing decisions and green marketing in the Turkish FMCG Sector.

Justification of this research is that green marketing is very essential for the sustainability both organization and consumers these days, and there is a gap in availability of research regarding the Turkish market. This gap is revealed in the literature review where there are only a few available resources from Turkey but there are many resources available for other markets. In Turkey not much work done as far as the impact green marketing on consumer behavior, so this research is trying to address this issue.

2.Literature Review

2.1 Introduction

Today the world is going through many changes. There are changes in business management, scope of activities, and marketing strategies. Consumer needs and demands are developing. Environmental awareness is settling into the consumer's mind and conversations about understanding nature are reaching a crucial point around the world. These developments which relate to criteria in international quality standards and legal regulations start to have an impact on business life. All these developments also significantly affect marketing activities. Green marketing is taking into account ecological factors, influencing marketing activities at many levels.

Concern over the environmental impact of business has been discussed for decades among researchers. Recently, however it is enjoying a new prominent place in mainstream culture. Two of the central actors in this discussion, as both parts of the problem and parts of the solution are businesses and consumers. Organization and businesses are being encouraged to adopt more environmentally friendly business practices and are carefully monitored for their environmental performance. Individual consumers are asked to incorporate environmental or green factors into their buying behavior, be it by consuming less, consuming locally, purchasing environmentally friendly products, recycling and sharing among many approaches to improved, greener consumer behavior.

2.2 The Definition and Importance of Green Marketing

The true definition of green marketing is quite difficult. Defining green marketing is not a simple task. Indeed the terminology used in this area has varied. It includes: Green Marketing, Environmental Marketing and Ecological Marketing. To date, the studies have been carried out under multiple titles but now these are carried out under the heading of green marketing (Chammorro, 2009). Although green marketing came into prominence in the late 1980s and early 1990s it was first discussed much earlier. Descriptions of "green marketing" have been have changed over time. Terms like Recyclable, Refillable, Ozone Friendly and Environmentally Friendly are some of the things consumers most often associate with green marketing (Polonsky, 1994).

Today's green marketing experts define green marketing as "A holistic management process which is responsible for identifying the needs of consumers and the community as profitable and sustainable manner and also it is responsible for forecasting and satisfaction these needs" (Annick, 2004). Also, according to the American Marketing Association definition, green marketing is a science that analysis on marketing studies about pollution and it analysis advantages and disadvantages of energy consumption and consumption of exhaustible resources (Uydaci, 2002).

In general green marketing approach is a marketing activity that businesses more realized the importance of natural environment (Tarhan, 1996). Furthermore according to the Oxford University Business Dictionary definition of green marketing is as follows; "Green marketing approach can be define as if businesses do its production, promotion and distribution activities firstly in order to be the benefit of environment, it is called as green marketing." (Oxford, 2002).

Green marketing is a plan that serves to satisfy customers' needs and to minimize the impact of green marketing on the natural environment (Polonosky & Jay, 1994). One definition for green marketing is that green marketing serves fulfill individual or organization goals while preserving the condition of environment (Mintu, Lozada & Polonsky, 1993). The task of defining green marketing has not been simple because a fixed definition for green marketing has yet to exist (Kinoti, 2011).

Green marketing covers a wide range of business activities.(Kinoti,2011). These activities vary from modifying a product to become environmentally friendly, plastic packaging changed to sustainable packaging and modifying advertisements that support environmentally friendly products (Ghosh, 2010). Murthy (2011) stated that green marketing is how the firms use the limited resources to produce green products and achieved the firms' goal (Kinoti, 2011).

Sustainability requires internal reforms in organizations and serves as a "bridge between business and green" and ensuring to make better "life of everyone now and for generations to come" (Grant, 2007) One objective of green marketing is to minimize of environmental harm. According to (Ottman 2006) the green marketing satisfies two objectives: improved environmental quality and customer satisfaction.

Peattie and Charter (2003) defined green marketing as the holistic management process responsible for identifying, anticipating and satisfying customer needs and society in

profitable and sustainable perspective. Soonthonsmai (2007) adds to definition that firms which are concern about the environment should develop green products and services with the aim of achieving consumers' and society's satisfaction.

Indeed, several authors advocate that green marketing incorporates a broad range of activities, from the R&D design, manufacturing process and packaging to advertising. According to Peattie and Charter (2003), marketers should not only look for internal processes of production but also impact of production and consumption in the quality of life and development of a sustainable society. The same authors suggested that for the success of green marketing it is necessary to add to the four traditional Ps of marketing the four "Ss": customer Satisfaction, product Safety, Social acceptability and Sustainability of the products.

Overall , the purpose of green marketing is to minimize environmental harm caused by corporation or advertising of products with environmental characteristics (Kinoti,2011).In terms of like phosphate free, recyclable, refillable, ozone friendly and environmental friendly are some of the things consumers most often associate with green marketing. In general green marketing is a broader concept, one that can be applied to consumer goods and industrial goods and services. (Kinoti, 2011).

The question of why green marketing has increased in importance is quite simple and relies on the basic definition of Economics:

“ Economics is the study of how people use their limited resources to try to satisfy unlimited wants.”(McTaggart, Findlay and Parkin ,1992). This mankind has limited resources on the earth, with she/he attempt to provide for the worlds' unlimited wants. In market societies where there is “freedom of choice” , it has generally been accepted that individuals and organizations have the right to attempt to have their wants satisfied. As firms face limited natural resources, they must develop new or alternative ways of satisfying these unlimited wants. Ultimately green marketing looks how marketing activities utilize these limited resources, while satisfying consumer wants individuals and industry as well as achieving selling organizations objectives.

Earth is constantly abused by inconsiderate corporations who wish to gain self profit as its natural resources slowly depletes day by day (Kinoti, 2011). The companies have to develop alternative manner to satisfy the need of the customers by using green marketing (Kinoti,2011) The importance of green marketing is to save the earth by reducing the hazardous wastage, sewage, deforestation and air pollution(Kinoti, 2011). This will also

preserve and conserve the limited sources for our future generations (Kinoti, 2011). Most of the international firms started to realize the importance of going green and started to develop green marketing.

For example, Procter and Gamble, S.C Johnson and Reckitt Benckiser, all major home cleaning products companies, have begun to invest more environmental sustainability. (P&G Annual Report 2014) Procter and Gamble introduced a laundry detergent named Ariel. It is a formulation of detergent that is optimized for use in cold water, avoiding the need to heat water for washing altogether. In another example, Colgate- Palmolive has also committed to developing a recyclable toothpaste tube or package. Most toothpaste tubes are made from unrecyclable plastic laminates. (Colgate& Palmolive Annual Report 2013)

The “Green Consumer” is a driving force behind the green marketing process. It is consumer demands that are encouraging improvements in the environmental performance of many products and companies that produce them. For marketers it is important to understand what it means to be a green consumer.

If green marketing involves providing consumers with more sustainable and socially acceptable products, then green consumption must involve consuming in a more sustainable and socially responsible way. In the Green Consumer Guide, Elkington and Hailes define green consumption as the process of avoiding products, which are likely to:

- Endanger the health of consumers or others;
- Significantly damage the environment in production, use or disposal;
- Consume disproportionately large amounts of resources during production use or disposal;
- Cause unnecessary waste through over- packaging, excess product features or and unduly short life span;
- Involve cruelty to or needless exploitation of, animals;
- Adversely affect other countries, particularly developing countries.

The “Green Consumer” is generally defined as one who adopts environmentally friendly behaviors and or who purchases green products over the standard alternatives. Green consumers are more internally controlled, as they believe that an individual consumer can be effective in environmental protection. Thus, they feel that the job environmental protection

should be left to the government, business environmentalists and scientists only; they as consumers can also play a part. They are also less dogmatic and more open-minded or tolerant toward new products and ideas. Their open-mindedness helps them to accept green products and behaviors more readily (Shamdasani et al 1993: 491)

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

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

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

- Many are young adults, influenced by their young children
- Women are key target market. They often make purchases on behalf of men
- The best green consumers are those with money to spend (good prospects for businesses at the high end of the market)
- Consumers born before 1950 are the least green

Defining green consumption as: “The purchasing and non-purchasing decisions made by consumers based at least partly on environmental or social criteria.” (Peattie, K. 1992)

2.3 Green Marketing Mix and Green Consumers Purchase Decisions

Green marketing is very significant not only because of a wide range of responsibilities but also for its overall impact on marketing elements. Green marketing mix is composed of green products, green pricing, green promotion and green distribution. While all of these are important, pricing is an important part of the consumer’s purchase decisions.

The large number of environmental problems that consumers face is the key reason behind the shift from traditional or non-green purchasing behavior to greener purchasing patterns. Dagher and Itani (2012) posited that consumers are trying to help improve the environment with green purchasing. Being environmentally friendly is not the only aim of consumer who engage in green purchasing behavior; they also purchase green products when they know that such a purchase will bring them immediate benefit. (Vermillion and Peart, 2010).

Kotler (2011) found that consumers are using a new dimension the degree of social corporate responsibility towards the environment, when they want to choose among brands available in the market. In recent years, the proportion of consumers who had never bought a green product decreased to less than one –half. (Mange et al., 2009). “ The product market for healthy and sustainable lifestyle is valued to be worth approximately \$209 billion covers approximately 17% to 19% of all consumers’(Kotler,2011). Green consumers are changing market places in many significant ways and consumers are recognizing the enormous impact that their buying behaviors has on the environment (Vermillion and Peart, 2010)

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

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

The field of consumer behavior covers many different areas. Antonies & Raaji define consumer behavior as “studies concerning, attitudes, intentions and decision processes in order to explain and predict behavior.” (Ottman ,1993) defines green consumer as “ Those

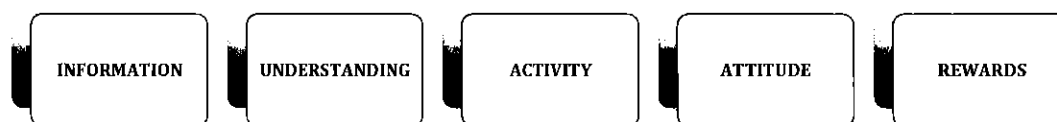
actively seek and support those products satisfy their needs that are having less impact on environment. Judy Mey as cited (Ottman, 1993) is in the opinion that “ Habits are decided early in life” children will make better decisions if they start educate at an early age.

Consumers become more suspicious towards those firms should design strategy carefully for the long term.(Darling, Heller & Tablada 2009). Anderson &Cunnigham states that research shows that income and education have positive relationship direct impact on green behavior. Kassaye (2001) pointed out that existence of environmentally conscious consumers in fast moving consumers goods packaged with recycled materials has created a demand in niche markets for green power.

A consumer who is knowledgeable about the environment will tend to make “ green purchases” (Peattie, 2001). Ottman supports that, providing an added benefit in product either a cost effective or environmentally friendly solution can motivate a green consumer. Peattie (2001) states that consumer behavior can be developed by highlighting the relative advantage of Greener Products as compared with other products creates environmental problems.

Green consumer purchasing behavior describes a five steps decision mechanism. In this model required knowledge, understanding, attitude, action and reward. Lack of one of these steps completely disrupts the functioning systems of decision-making. This model will be clarified below. Although green consumers express environmental thinking in individual ways, this consumer group is motivated by universal needs. These requirements constitute the basis of green marketing.

Figure 1 Green Consumer Purchase Behavior Model



Source:Aslan, Filiz (2007), *Yesil Pazarlama Faaliyetleri Cercevesinde Kafkas Universitesi Ogrencilerinin Cevreye Duyarli Urunleri Kullama Egilimlerini Belirlemeye Yonelik Bir Arastirma.*

The first step is “information”, consumer get the information from print media such as newspaper and magazines, electronic media; TV, Radio, Internet, Social and Political movements , personal efforts or interest to the sources that tried to be kept confidential. The second step is “understanding” that thoughts based on remembrance in the problem realization stage: Confirmation that is more of simulation type rather than being logical. The third step is “rewards” that better health, recreation opportunities, more cooperation with society, less stress, life standard, ethical satisfaction. The fourth step is “ attitude” that appropriate interest, positive feelings towards the activity, need for ethical actions, cooperation need. Finally “activity “ that means protectionism: fossil, fuels, wild nature, avoidance to use CFC, avoidance to cut forestry, recycling the wastes, activities to remove problem sufficiently.

Green consumers usually make purchase decisions based on information about the product and producer rather than catchy advertisements. According to Jacquelyn Ottman of Consulting, green consumers seek out the following when they make purchase decisions.(Ryan, 2006). Fuller (1999) has suggested that consumer purchase decision help the marketers to design the marketing mix to achieve the target of sustainability and provide the criteria that the product system must be “compatible with ecosystems”. Fuller (1999) further stated that “

Consumers must learn to base their purchase decision not only on how well products satisfy individual needs but also on how these products affect the natural environment.”

Green consumers want to know how raw materials are procured and where they come from, how food is grown, and what their potential impact is on the environment during the production processes. Nowadays eco-friendly brands play important role on consumer's decisions. Especially beauty and personal care products; consumers care the product, which is not tested on animals.

To clarify this research Roberts (1996) developed ECCB scale, also used in Straughan and Roberts (1999), which considered a wide variety of behaviors. Socio-demographic characterization, Berkowitz and Lutterman (1968) and Anderson and Cunningham (1972) were pioneers in studying the profile of green consumers. Anderson and Cunningham characterized them as individuals that not only intend to satisfy their personal needs, but also are concerned about the welfare of society and the environment. They profiled the typical green consumer as female, 40 years old with high level of education and socio-economic status above average.

Other studies have also shown that women tend to be more environmentally conscious than men (Banerjee and McKeage, 1994). However, Reizenstein et al, (1974) found that only men were more willing to pay more to control air pollution and Balderjahn (1998) stated that the relation between attitudes and use of environmentally conscious products was more intense in men than women.

For many studies the following socio-demographic variables were taken into the analysis: sex, age, income, and education level.

Age: Many authors investigated this variable and many of them argue that young people are likely to be more sensitive to green marketing issues. Nevertheless, over the last two decades, several studies identified green consumer as being older than average (Sandahl and Robertson, 1989; Roberts, 1966; D'Souza et al., 2007). The reason of this can be older consumers who have children worried about the future of the planet more than younger consumers. Other authors also explored the relation between age and other variables. However results are contradictory. Some found non-significant relations between age and green behavior (McEvoy, 1972; Kinnear et al 1974; Straughan and Roberts, 1999) while others have found significant and positive relations (Sandahl and Robertson, 1989).

Sex. Several authors investigated the impact of gender green consumer behavior (McEvoy, 1972, Brooker, 1976; Van Liere and Dunlap, 1981, Sandahl and Robertson 1989; Stern et al, 1993, Roberts and Bacon, 1997) Despite the fact of many researchers argue that women are more likely to act in a more environmentally aware manner than men in terms of green consumption.

Income. According to Awad (2011), income was always perceived to have a positive relation to green consumer behavior due to the general assumption that most green products have higher prices than conventional ones. Many authors took this variable into their analyses.

Education. The vast majority of studies that include literacy level have found a positive relationship with green consumer behavior (Mc Evoy, 1972; Van Liere and Dunlap 1981; Aaker and Bagozzi 1982; Schwarts and Miller 1991; Roberts 1996; Zimmer et al 1994). Consumers with higher education are more sensitive to the cause and tend to act in accordance. On the other hand, Sandahl and Robertson (1989) and Straughan and Roberts (1999) observed that education did not have a positive relation with green consumer behavior.

Green consumers often do not have the same consumptive spending patterns as mass the consumers. According to the consumption report of EU (Consumers in Europe) ten percent of consumers recognize the ecological product labels or green labels on the products sold in supermarkets. Although companies in Turkey progress with significant speed in terms of the environment, it is not possible for Turkish consumers to say that they have reached the same level regarding consumer sensitivity. The most recent and classical example regarding to this subject is European consumers tend to go to shopping with their own bags, instead of plastic bags.

Consumer purchase intention has been an important concept in marketing. Many previous studies have exposed that consumer with intention to buy products exhibit higher actual buying rates than those customers who demonstrate that they have no intention of buying. (Brown, 2003). Blackwell et al. (2001) also support this by indicating that purchase intentions represent what consumers think they will buy.

Furthermore, behavior towards a particular object is approximated by intention to perform that behavior. (Malhotra and Mccort 2001). Thus, purchase intention positively affects the probability of customer decision that he will buy green products. Environmental concerns play an important role on consumers' intention to purchase green products. Thus, environmental concerns are not the only factor for consumers to purchase environmentally friendly products. There are other factors that lead to the purchases.

Green consumers have been shown to be willing to pay a higher price for environmentally products. (Laroche et al 2001; Peattie ,2011) A high price of green product is an indicator of environmental performance, because less polluting products are more costly produce (Mahenc, 2008) A study conducted by D'Souza et al., (2006) contrary reported that generally perception of green products is negatively associated with customer's intention to purchase them if they are not higher prices and low quality in comparison to traditional products.

The quality if green products are also a concerned factor for most consumers. Green consumers generally trust on these brand and are not ready to compromise on quality. As there is an expectation on the part of customers that all products offered should be environmentally safe without a need to sacrifice quality. There are other reveal things that traditional product characteristics such as brand name, its price and quality are still the most important ones that consumers considered when making decision (Gan et al, 2008).

Other studies have indicated that many consumers are willing to give up essential products benefits during their purchase decision. Therefore green products must also perform competitively not only according to environmental aspects, but also on the basis of other important product characteristics for instance convenience or durability (Diamantopoulos et al, 2003).

Consumers' choice for green products also can be heavily influenced by the packaging. Packaging attributes can persuade consumers to purchase the product. According to Dantas et al., (2004) packages and labels have only a few seconds to make an impact on the consumer's mind; during that time it must catch the consumer's eye and convince the shopper that it is optimum option on the shelf (Rowan, 2000).

Based on the previous research, the following factors have been chosen for this study that affect consumers; buying behavior for green products; price, environmental concerns, quality,

product, convenience, durability and packaging. These factors are considered during preparation of questionnaire.

The purpose of this research is to find out which of these elements have an influence on customers of eco-friendly products and what are the factors that push them to buy or not to buy eco-friendly products. This research is conducted using a survey to gain understanding on what these consumers' preferences are and what factors influence them to buy eco-friendly products.

2.4 Overview of the FMCG Sector in Turkey and Turkish Consumers

Fast Moving Consumer Goods (FMCG) is popularly named as consumer packaged goods. These items are meant for daily or frequent consumption and have high return. The fast moving consumer goods (FMCG) sector in its broadest sense and specialize in following areas: Food and Beverages, Consumer Durables, Personal Care and Cosmetics, Household Goods.

The years 1990s were the beginning of retail era for Turkey, 2000s were the years of modern retailing and internationalization movements(Tek and Ozgul, 2005). In 1992, the numbers of grocery stores were 124.877 whereas the numbers of supermarket were 11.372 (Kursunoglu, 2006). Turkey Grocery Stores and Dealers (2000) Federation showed that market shares of hypermarkets and supermarkets in the total retail market were %10 in 1995, 14% in 1997. Consumers preferred purchasing from organized retailers instead of grocery stores due to supermarkets offered lots of products, varieties, faster service, store atmosphere elements such as exhibition and internal design, wide shopping area, reliable image, lower price, early opening and late closing time, different customer services such as parking, café, restaurant and playground.

Retailing sector has been developing for two decades in Turkey. Especially after the year 2000, the industry became attractive of the economy since its increasing attraction. The attraction of retail sector have been affected by some factors (Cengiz and Ozden, 2002) such as increasing in consumption, increasing the numbers of large sized retailers' stores, attracting investments through deferred payment and cash selling, being profitable investments' in the long term for investors since finding the appropriate location.

A consumer profile is a way of describing a consumer categorically so that they can be grouped for marketing and advertising purposes. It has been shown to be more profitable to target advertising to a specific market segment. As a short-hand way of talking about consumers, market segments is often represented by consumer profiles. Consumers can be identified by many different preference, lifestyle, attribute and categories.

Turkish consumers are aware of quality. Products, which have the “CE” label, accompanied by directions for use or certificates of guarantee are appreciated for their guarantee of quality. When deciding to buy the Turkish consumer finds out about conditions of payment. Young people are aware of advertising and like products close to those, which suit western tastes. However, concerning foodstuffs, traditional Turkish products are unanimously approved.

Turkish consumers have been keen on new products coming from abroad, especially Asian products, which are less expensive and western products, which have luxurious, modern connotation. 81% of consumers plan their purchases ahead of time but 88% of consumers buy products they had not planned to acquire. (Turkish Association for Consumer Protection 2015).

3. Research Design and Methodology

3.1 Introduction

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

Making an environmentally friendly product is not enough by itself for a sustainable world. Environmental awareness is also needed in matters regarding consuming. Consumers have started to support the environment by using their buying power with their post consuming responsibilities. A study carried out between 1989-1990 supports the idea of a correlation between an increase in the number of consumers who expressed concern about the environment and a climb in the number of environmentally friendly products purchased. However some studies in the early 1990s do not fully support these claims. For example, in 1991, according to the Simmons market research bureau's (SMRB) study, there is low correlation between consumer's environmental concern and the willingness to purchase environmentally friendly products. Kleiner (1991), Schlossberg (1991) and Winski (1991) found in their studies a weak relationship between a consumer's positive attitudes to environmental issues and the actual buying behavior.

The aim of this research is to discuss the effects of green marketing consumers purchasing decision, and determine if there is a significant relationship between the income, education, price, brand on green consumers buying behavior, if any.

3.2 Research Design and Strategy

This part explains the basis of research design and the process through which the research questions would be addressed.

The research philosophy is linked to researcher views on the development of knowledge. The other words, what researcher thinks constitutes knowledge will impact the way that he or she goes about the research. Understanding research philosophy is significant because it is fundamental to how to approach the research. Easterby-Smith et al (2002) suggested there are three reasons why understanding of philosophical issues very useful. First, it can help to clarify research design. Second, knowledge of philosophy can help the researcher to recognize which designs work best. Finally, knowledge of philosophy can help researcher identify and adapt research design according to the constraints of different subject or knowledge structures.

“Positivism , a research philosophy similar to those used in the physical and natural sciences. Highly structured methods are employed to facilitate replication, resulting in law-like generalizations. (Mark Saunders and Philip Lewis, 2012). The positivist researcher’s main concern is to study observable and measurable variables in certain controllable conditions and to describe the reaction of these variables to treatment applied by the researcher. At the roof of positivist research philosophy is the law of cause and effect. Applying treatments A to variable B will lead to result C , with A being the cause and C the effect. “

Positivists believe that research needs to be carried out in a scientific nature. It is empirical research that follows a strict set of guidelines and should be carried out by appropriately trained scientists. The carrying out of this research is usually based on a deductive approach, moving from theory to observation.

“Realism; a research philosophy which stresses that objects exist independently of our knowledge of their existence. The basis of realism , is that what our senses show us as reality and truth; therefore objects have an existence independent of the human mind.”

“ Interpretivism, a research philosophy which advocates the necessity to understand differences between humans in their role as social actors. *Interpretivism* relates to the study of social phenomena in their natural environment .*Interprevitism* is an epistemology that supports the view that the researcher must enter the social world of what is being examined.

A key factor for the interpretivist researcher is to understand the social world of the research participant. Thus, interpretivists are often interdependent of their research and their research is truly subjective.

“ *Pragmatism*, a research philosophy which argues that the most important determinant of research philosophy adopted are the research questions and objectives.”

Research methods are often associated with two approaches – inductive and deductive. First, Kenneth F. Hyde (2000) defined inductive as “theory –building process, starting with observations of specific instances, and seeking to establish generalization about the phenomenon under investigation.” Conversely a deductive approach begins with well-known theory. A deductive approach is concerned with developing hypothesis based on existing theory and the designing a research strategy to test the hypothesis. In this type of research, theory and hypothesis built on it, come first and influence the rest of research process. This type of research is often associated with quantitative type of research. (Ghauri and Grohaugh, 2005). On the other hand, an inductive approach would collect data and develop theory as a result of the data analysis.

Quantitative methods involve the processes of collecting, analyzing, interpreting and writing the results of a study. Specific method exist in both survey and experimental research that relate to identifying a sample and population, specifying the type of design, collecting and analyzing data, presenting the results making and interpretation and writing the research in a manner consistent with a survey or experimental study.

Qualitative approach to data collection, analysis, interpretation and report writing differ from the traditional quantitative approaches. Purposeful sampling, collection of open-ended data, analysis of text or pictures and tables and personal interpretation of the findings all inform qualitative methods.

There are three main types of studies which are exploratory, descriptive and explanatory studies. Firstly, exploratory research is about covering general information about a topic that is not understood clearly by researcher. Exploratory research follows an inductive approach. In exploratory research the researcher conducts research into a research problem where there currently exists very little, if any earlier work to refer to.

The aim of this type of research is to develop a better insight into a particular topic, leading to the development of a set of hypotheses. Exploratory designs are largely qualitative and typically employ focus groups in-depth interviews, historical analysis and

observation. As a result, exploratory research provides conclusive answer and observation and also helps to generate future research direction. Secondly descriptive research defines to carry out to describe existing or past phenomena. More specifically it sets out to describe subject using observation. Descriptive research can be either qualitative or quantitative. Basically a survey is used to gather data that can later be analyzed using range of descriptive statistics.

In descriptive research, questions start with either “what” or “how”. In a positive way, descriptive studies tend to provide accurate information and help to form the basis of simple decision-making by setting out to provide answer to what, how, when, who or where questions, but they do not determine cause and effect relationships.

Lastly, casual research is concerned with learning why. In this type of research, a researcher engaged in casual research aims to determine cause and effect relationships. According to Gavin Dick et al (2008) , causality is usually accepted in empirical research as requiring three conditions:

- 1) There is an association variables that logically might influence one another.
- 2) The casual variable must produce its influence before the outcome occurs.
- 3) Other possible explanations must be eliminated such as third variable that influences both variables.

After all the information that mention above , it is time to decide which research philosophies are convenient in my research. As positivism mentions physical and natural science, it is going to be used in this research. Because the topic is related to consumers behavior which means physical activities in the natural environment.

The research is also interpretivism because it is meant to understand the social world of the participant and make an interpretation of their behavior. The data is not going to be explained by any software program like SPSS. The findings will be developed with qualitative approach. First the collected data will be turn out bar chart and every single question in the survey will be analyzed by researcher herself.

The main types of research in my study is descriptive and casual research. Descriptive study answers to what , how when, who , where questions types. In my survey , the questions accept demographic questions consists of “WH” questions types. For instance “What do you think about quality and performance of eco-friendly product that you have used in the past?” Casual research is highlighted before related to learning why. For instance is there any

correlation between income and tend to buying green products? Is there any association between variables such as , gender, income, education?

3.3 Preparing the Questionnaire

A well- produced questionnaire is capable of generating effective and accurate data. The thoughtful design, testing and administration of the questionnaire can all contribute to the generation of accurate data. For this reason, I looked at questionnaires implemented by previous researchers in my subject area. The question order, layout and length are essential while preparing the questionnaire.

The surveys examined in the prior research all start with demographic questions such as age, sex, education and occupation. So this survey also starts with demographic questions. They are followed with descriptive and casual questions.

The survey is consist of fourteen (14) questions which include multiple choice questions, Likert-scale type questions and one open-ended answer question. According to Fisher et al. (2007) , the purpose of open questions is to allow the participants to give their own opinion.

The survey was conducted using the online survey tool called “Kwiksurvey”. It can be found at <http://www.kwiksurveys.com>. The survey itself can be found at:

<http://kwiksurveys.com/s/PRTMmciM>

Use of the online survey tool was beneficial in multiple ways. First, the time spent gathering information with an online survey is on average two-thirds shorter than that of a traditional research method. All the information is gathered and added automatically, which makes the process much faster. It is faster than waiting for paper questionnaires to come back. Using the online survey tool also makes it much easier to get the survey questions to the participants. It is easy to reach to many people, especially via Social Media.

The second reason is that the tool is easy to use for participants. With an online survey, the participants can pick a time that suits them best and the time needed to complete the survey is much shorter than using traditional research methods.

So using online survey is less time consuming, cheaper, and the results are gather more quickly. Because of all these factors, the questionnaire was prepared and sent to participants online.

3.4 Data Collection

Both primary and secondary research are used in this study. The data will be gathered through primary and secondary sources in order to answer the research questions. The primary data will be collected through the survey questionnaires

3.4.1. Primary Data

Primary data are defined as data collected specifically and uniquely for a research study. The information is gathered to answer the research questions. The main types of primary data collection tools are interviews, questionnaires and observation. For this study a questionnaire was a convenient tool to collect data and was used to collect the primary data.

3.4.2 Secondary Data

Secondary data are data that have been collected by other researchers. This type of data includes everything from annual reports, promotional material, parent company documentation published case description, magazine, journal articles and newspaper reports as well as government printed sources. Secondary data would be collected through different sources, studying the previous research on the research topic. The Anglia Ruskin University online library contains many journals about the subject area. In addition, a few Turkish resources and previous thesis topics which are close to the subject area were beneficial. Annual reports published by FMCG companies including P&G, Unilever, and Colgate provided secondary data.

3.5. The Practicalities and Sampling

The first step in the sampling process is to clarify and define the target population. The population is often related to the number of people living in a particular country. The target population of this research is composed of individuals living in or outside of Istanbul, Turkey who are either sex and over 18 years old.

In general, sampling techniques can be divided into two types which are *probability sampling* and *non-probability sampling*. Probability sampling means that every item in the population has an equal chance of being included in the sample. There are five different types of probability sampling which are simple sampling, stratified sampling, cluster sampling, systematic sampling and multi-stage sampling.

Multi- sampling is a process of moving from a broad to narrow sample, using a step by step process. The main purpose of multi-stage sampling is to select samples which are concentrated in a few geographical regions. This saves times and money. For my research The population of Turkey approximately is 77 million. It would be time consuming and not relevant data if the survey was conducted in Turkey . For this reason , I have chosen Istanbul to carry out my questionnaire. The population of Istanbul approximately is 14 million. On the other hand, non-probability sampling means in the research , the probability of each case being selected from the total population is not known. It is not possible to make statistical inferences in relation to wider population. There are four techniques in non-probability sampling which are Quota sampling, snowball sampling, convenience sampling and purposive or judgmental sampling.

Quota sampling is a non-random sampling technique in which participants are chosen on the basis of predetermined characteristics so that the total sample will have the same distribution of characteristics as the wider population.

Snowball sampling is a non-random sampling method that uses a few cases to help encourage other cases to take part in the study, thereby increasing sample size.

Convenience sampling is selecting participants because they are often readily and easily available. Typically convenience sampling tends to be a frequently used sampling techniques among students as it is not expensive and difficult option compared the other sampling techniques.

Purposive or judgmental sampling is a strategy in which particular settings persons or events are selected deliberately in order to provide important information that cannot be obtained from other choices.(Patton, 1990; Maxwell, 1996).

In this research, multi- sampling method , snowball sampling method and convenience sampling method are used. In multi-sampling method, the wide population was narrowed and the specific area was chosen to make the research relevant. After that, questionnaire was send out to individuals via Facebook messages, and ask them to share with friends in their

accounts. Snowball sampling and convenience sampling method were used while sending out my questionnaire.

The disadvantages of these sampling methods will be represented in this part. Multi-stage sampling contains high level of subjectivity. Research findings can never be %100 representative of population.

The disadvantages of snowball sampling are that they provide the researcher with very little control over the cases within the sample. As the survey is sending out to friends , who may share similar views. A key limitation connected with convenience sampling is the potential for high levels of bias as well as the inability to make generalization across the wider population.

3.6. Reliability and Validity

Reliability of the primary data is very important because the research depends upon respondent's opinion. A questionnaire must be able to collect data that is valid and reliable. While validity is concerned with accuracy with which the variable stated in the research can be measured by questionnaire (Creswell, 2013). Reliability indicates stability and consistency of the measures used in the research. A reliable measure would be able to ensure consistent results. (Davis, et al., 1988).

The primary data was collected using an online survey tool. Another benefit from using an online survey tool is that the data can be examined on a case-by-case individual level. The data is provided for download into Microsoft Excel for analysis. An analysis of the data using the method showed that the data appeared to be reliable and valid. No strange information was entered by any participants. No participants simply entered the first answer for each question.

For secondary data, academic resources such as journals, books, previous researchers were used in order to secure reliable information and data.

3.7. Ethical Issues

Ethical issues are very important for research in terms of providing valuable and independent information. Therefore, ethics is not just considered as from the point of view of researcher but as well form the viewpoint of those who has an interest in the research namely individuals, organizations and government. A definition that describes this view of the

ethics as: “ The principles, norms and standards of conduct governing an individual or a group.” (Trevino, Nelson 1999). The term “ethics” has a lot in common with the term “social responsibility”. However, it has distinctive differences. Social responsibility relates to the public’s expectations of companies to act in a manner that is socially responsible, while ethics relates to morality rather than society interests. (Wilson, 2010).

According to the information above, several ethical issues apply to the current study (Sunders,2012).

Coercion: Participants, neither researcher did not receive any pressure or motivation to fill questionnaire.

Respect: Participants were free to ask the questions anytime before or during the research.

Freedom: Participants were free to refuse or withdraw from the research at anytime without any explanations, particular reasons or prejudice.

Data collected during the research needs to be carefully handled by researcher in order to prevent any misuse of information collected during the research process. This research has been also approved by the Ethics Committee of Anglia Ruskin University of Cambridge.

3.8.Limitation of the Study

There are a number of limitations in this review which must be addressed. Firstly the data collected does not represent a random sample of people inside or outside of Istanbul. For this reason, the results and conclusions from the survey cannot be applied to everyone in Istanbul.

Secondly, ninety-two percent (92%) of survey respondents are younger than 35 years old. This means the survey results do not apply to the older population in Istanbul. According to Tuik, (Turkish Statistical Institution), the number of people who are older than thirty-five who live in Istanbul is 1,436,242. However, using the theory of purposive sampling, the survey does represent a fairly good sample of university educated people under 35 years of age in Turkey. Marketers who focus on this demographic data should feel comfortable with the interpretation of the results.

4.Data Analysis and Findings

4.1 Description of Participants

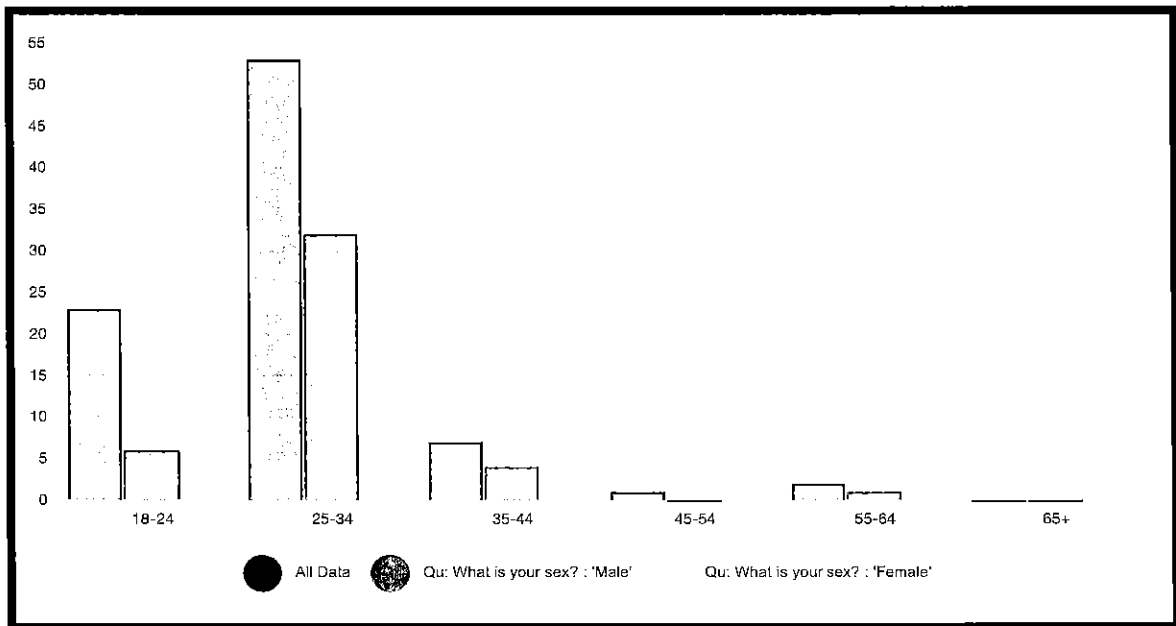
The participants that took the survey live mostly Istanbul, are older than 18 years old and are equally male and female. They are in different educated groups and also have different incomes. In total there were 86 respondents. Not all participants completed every question. Demographical properties of consumers participating in the research will be clarified starting on the next page.

Gender and Age

Fifty percent of participant were female and the rest of them male.

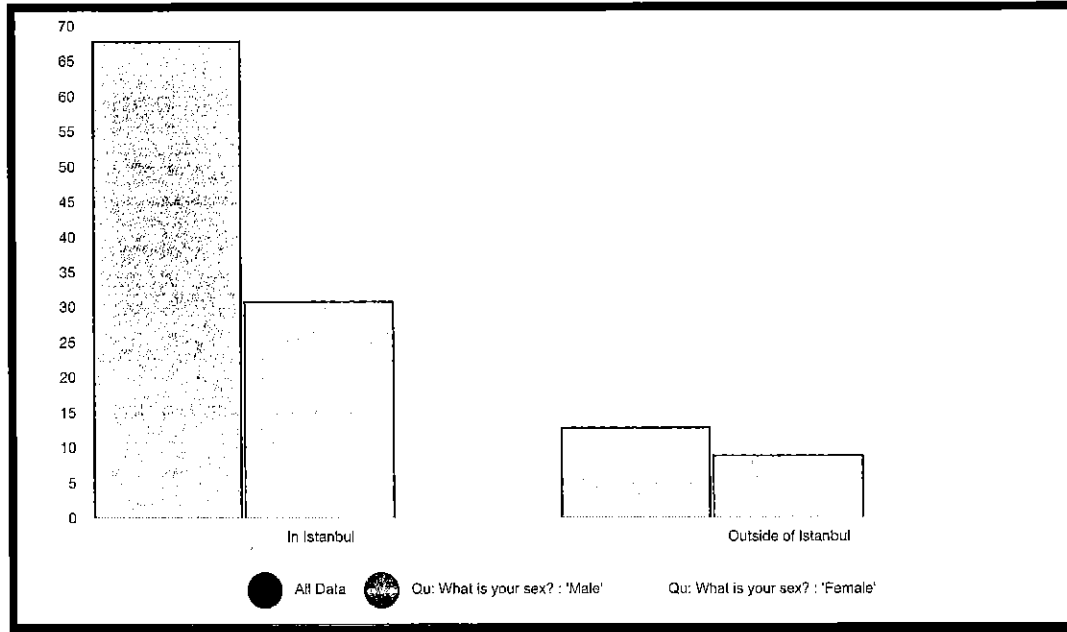
Twenty three (27%) of the participants were in the 18-24 age group. Fifty three (61.63%) of the participants were in the 25-34 age group. Seven (8.14%) of the participants were in the 35-44 age group. Only one (1.16%) participant is from the 45-54 age group. Two participants represented 55-64 age group and in the sixty-five plus age group there were no participants.

	18-24	25-34	35-44	45-54	55-64	65+	N
All Data	23 (26.74%)	53 (61.63%)	7 (8.14%)	1 (1.16%)	2 (2.33%)	0 (0%)	86
What is your sex? : "Male"	6 (13.95%)	32 (74.42%)	4 (9.3%)	0 (0%)	1 (2.33%)	0 (0%)	43
What is your sex? : "Female"	17 (39.53%)	21 (48.84%)	3 (6.98%)	1 (2.33%)	1 (2.33%)	0 (0%)	43



Location

Sixty-eight (84 %) participants live in Istanbul. Thirteen (16%) of the participants live outside of Istanbul.

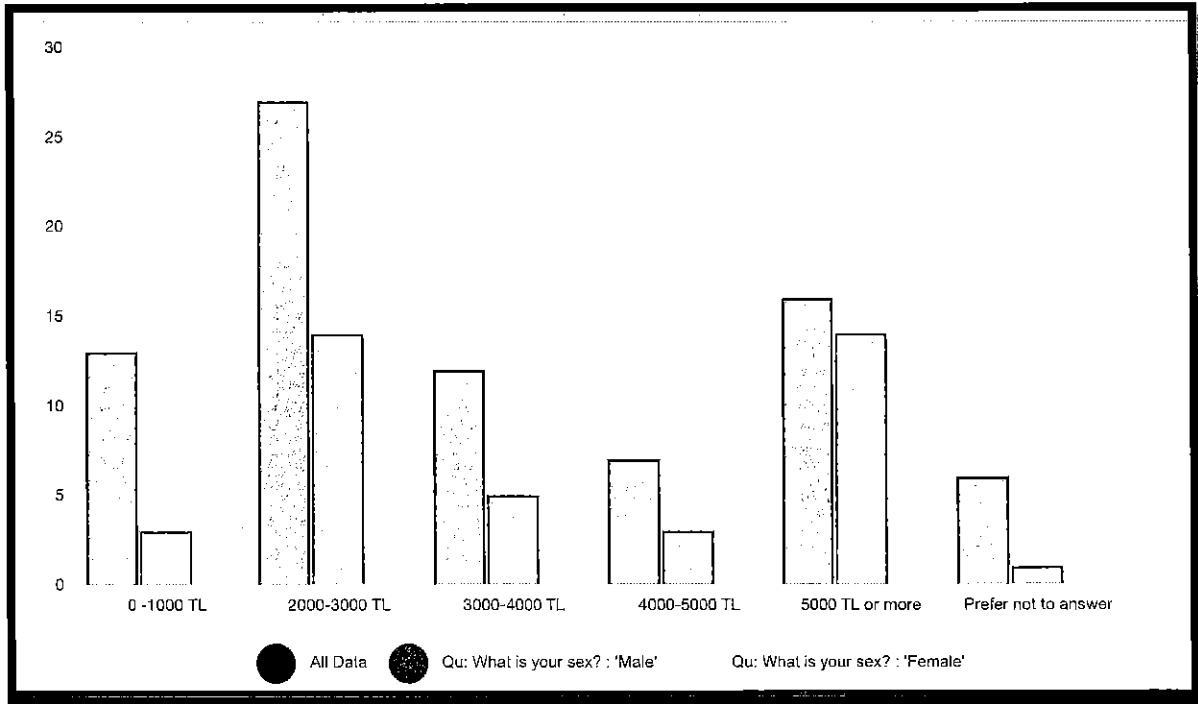


	In Istanbul	Outside of Istanbul	Standard Deviation	Responses
All Data	68 (83.95%)	13 (16.05%)	27.5	81
What is your sex? 'Male'	31 (77.5%)	9 (22.5%)	11	40
What is your sex? 'Female'	37 (90.24%)	4 (9.76%)	16.5	41

Income

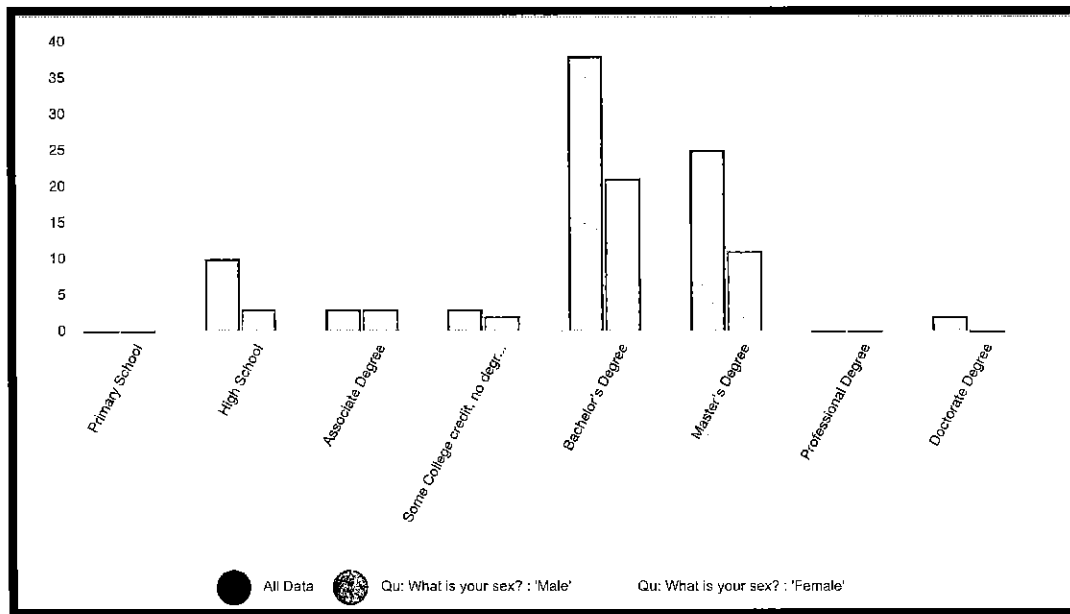
Thirteen (16.05%) of the participants have income between zero and one thousand Turkish Liras (TL). Twenty-seven (33.33%) of the participants have income between two thousand and three thousand Turkish Liras. Twelve (14.81%) of the participants have income between three thousand and four thousand Liras. Sixteen (19.75%) of the participants have income between four thousand and five thousand Liras. Six (7.41 %) of participants do not prefer answer this question.

	0 - 1000 TL	2000- 3000 TL	3000- 4000 TL	4000- 5000 TL	5000 TL or more	Prefer not to answer	Std Dev.	N
All Data	13 (16.05 %)	27 (33.33 %)	12 (14.81 %)	7 (8.64%)	16 (19.75%)	6 (7.41%)	6.95	81
What is your sex? : 'Male'	3 (7.5%)	14 (35%)	5 (12.5%)	3 (7.5%)	14 (35%)	1 (2.5%)	5.31	40
What is your sex? : 'Female'	10 (24.39 %)	13 (31.71 %)	7 (17.07 %)	4 (9.76%)	2 (4.88%)	5 (12.2%)	3.72	41



Education

Sixteen participants (19.75 %) have attended some college or less. Thirty-eight (46.91%) participants have a Bachelor's Degree. Twenty-seven (33.33%) participants have a master degree or higher.



	Prim. Sch/	High School	Assoc. Degree	Some College	BA Degree	MS	Prof. Degree	Phd	N
All Data	0 (0%)	10 (12.35%)	3 (3.7%)	3 (3.7%)	38 (46.91%)	25 (30.86%)	0 (0%)	2 (2.47%)	81
What is your sex? : 'Male'	0 (0%)	3 (7.5%)	3 (7.5%)	2 (5%)	21 (52.5%)	11 (27.5%)	0 (0%)	0 (0%)	40
What is your sex? : 'Female'	0 (0%)	7 (17.07%)	0 (0%)	1 (2.44%)	17 (41.46%)	14 (34.15%)	0 (0%)	2 (4.88%)	41

4.2 Data Analysis and Interpretation

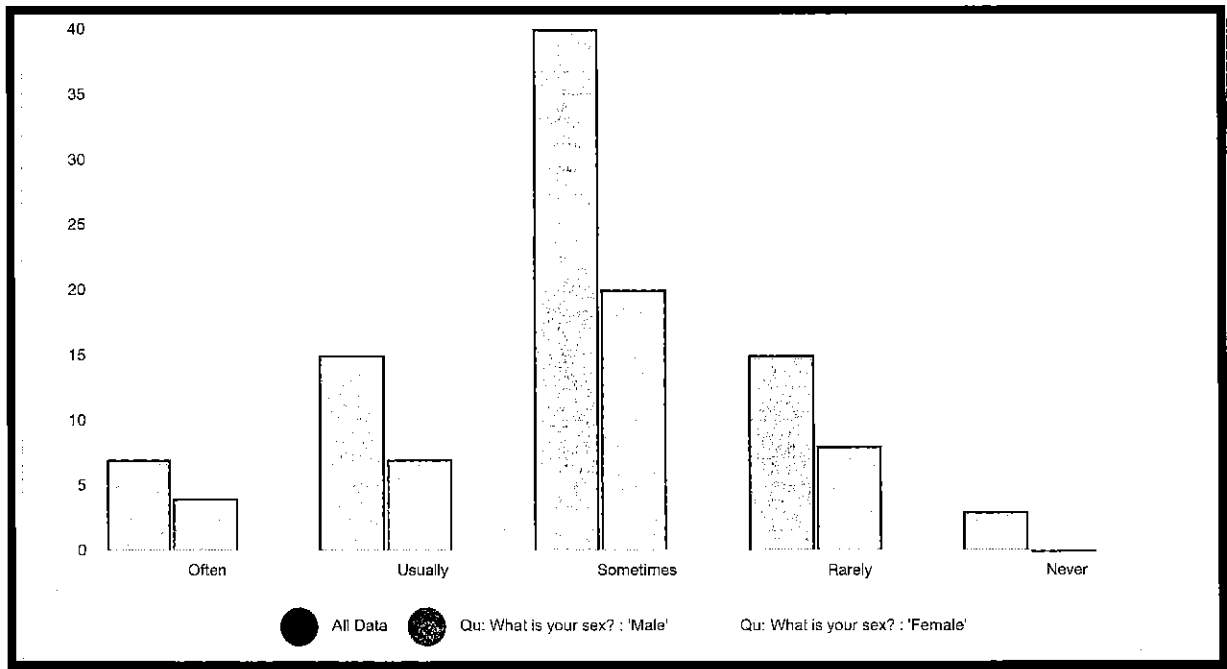
The eighty-six respondents described above took the fourteen question survey in July of 2015. The responses are reported on and analyzed below. For each question the overall response is provided and analyzed.

Additionally, responses by different groups of people based on gender, age, income, education were analyzed. If there was something different in the responses from any of these groups, the results are included in this section. In many cases the sample sizes of the groups were too small and too small to give definite results. However the data still provides some indication of the differences or non-differences between the different groups of consumers.

Question 1) How often do you buy eco-friendly products?

This question was asked of respondents to see how often they buy eco-friendly products and to find out if there is any market in Turkey for eco-friendly products. The survey responses show there is a strong market in Turkey for eco-friendly products.

	Often	Usually	Sometimes	Rarely	Never	Standard Deviation	Responses
All Data	7 (8.75%)	15 (18.75%)	40 (50%)	15 (18.75%)	3 (3.75%)	12.87	80
What is your sex? : 'Male'	4 (10.26%)	7 (17.95%)	20 (51.28%)	8 (20.51%)	0 (0%)	6.71	39
What is your sex? : 'Female'	3 (7.32%)	8 (19.51%)	20 (48.78%)	7 (17.07%)	3 (7.32%)	6.24	41



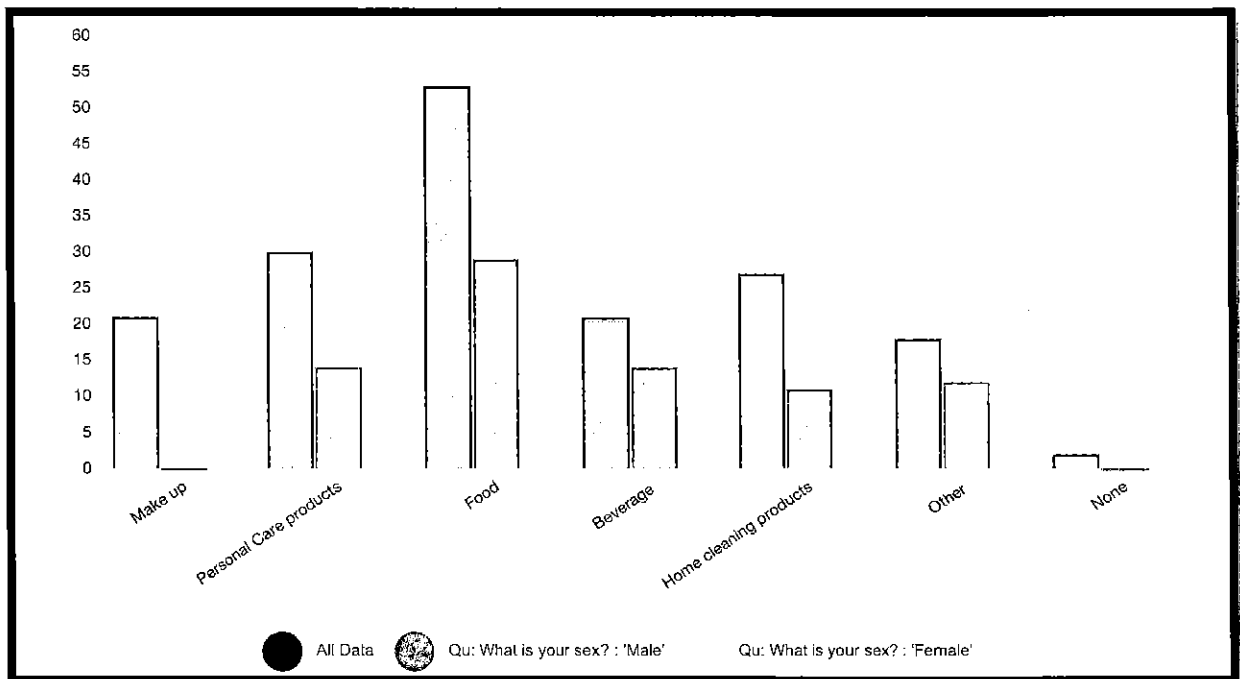
The bar chart shows that seven (8.75 %) participants buy eco-friendly products “often”. Fifteen (18.75%) participants buy eco-friendly products “usually”. Forty (40%) participants buy eco-friendly products “ sometimes.” Almost seventy percent (70%) of participants buy eco-friendly products. On the other hand, eighteen participants (22.5%) indicated they buy eco-friendly products rarely and never. This means there is a large portion of the population that does not buy eco-friendly products.

Analysis of the data by different groups of age, gender, education and income was also conducted. The data indicates there is does not appear to be a correlation between age, gender education and income buying eco-friendly products. The frequency of buying eco-friendly products is approximately the same for the ages, genders, education and income levels examined in the research population.

Question 2) What types of eco-friendly products have you used so far? Check all that apply.

The reason to ask this question was to see which categories of eco-friendly products are most frequently purchased in the Turkish FMCG sector. Food is by far the most frequently purchased eco-friendly product.

	Make up	Personal Care products	Food	Bev.	Home clean	Oth.	None	N
All Data	21 (26.58%)	30 (37.97%)	53 (67%)	21 (26.58%)	27 (34.18%)	18 (22.78%)	2 (2.53%)	79
What is your sex? : 'Male'	0 (0%)	14 (36.84%)	29 (76.%)	14 (36.84%)	11 (28.95%)	12 (31.58%)	0 (0%)	38
What is your sex? : 'Female'	21 (51.22%)	16 (39.02%)	24 (58.54%)	7 (17.07%)	16 (39.02%)	6 (14.63%)	2 (4.88%)	41



The most popular eco friendly products which are preferred by participants was food. Almost 70% of participants report buying eco-friendly food. This is true for both female and male participants.

The second popular eco friendly product was personal care products. It was followed by home cleaning products and then beverages.

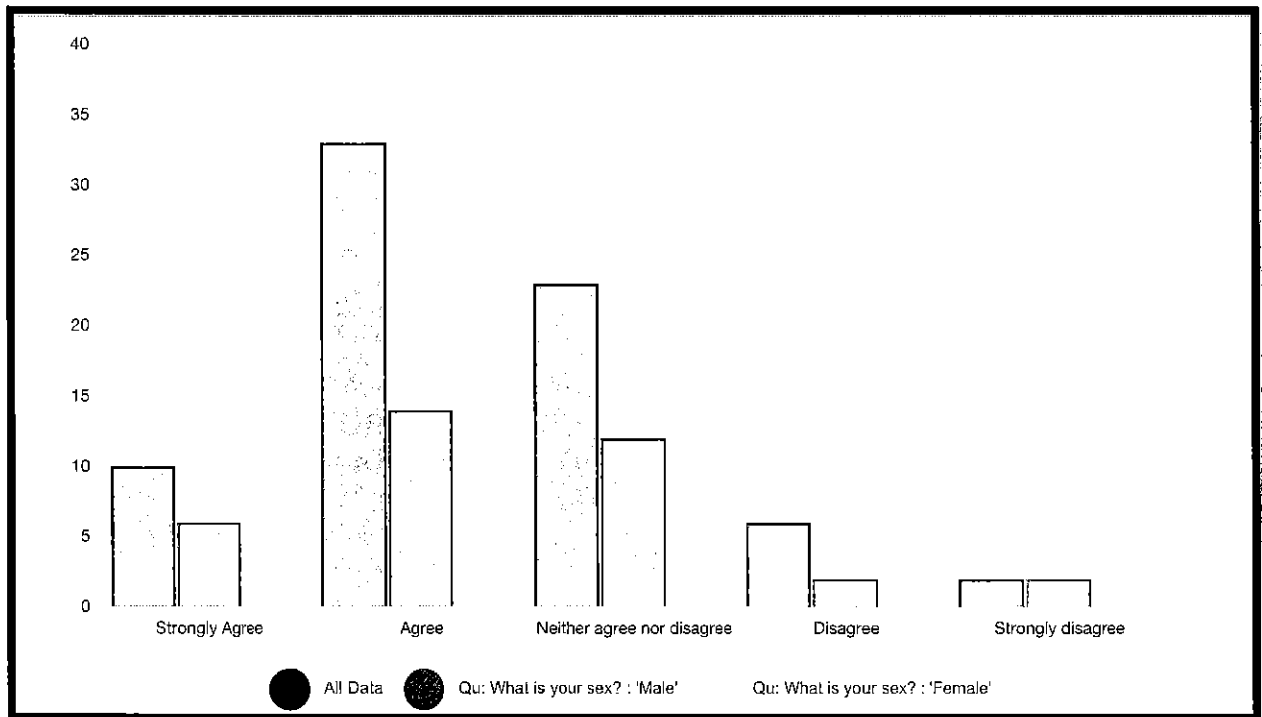
Twenty- one (26.58 %) participants have used eco-friendly make up products. Thirty (38%) participants have used personal care eco-friendly products. Fifty-three (67.09%) participants have used eco-friendly food products. Twenty- seven (34.18%) participants have used home cleaning eco-friendly products. Only two participants have not used any eco-friendly products. Twenty-two percent (22%) of the participants report using other eco-friendly products.

The data shows for this question, eighty-three percent (83%) of consumers who live outside of Istanbul have purchased eco-friendly food. This compares to sixty-four percent of consumers (64%) who live inside of Istanbul that have purchased eco-friendly food. This means there may be a correlation between location and buying eco-friendly food. People who live outside of Istanbul buy more often eco-friendly food products compared to people that live in Istanbul.

Question 3) Are you willing to pay extra money for eco-friendly products?

This question was asked to respondents to see, they are willing to pay extra money for eco-friendly products or not. If a consumer does not want to pay extra money for them, marketers should consider their products pricing strategy. However, the data shows people are willing to pay more for eco-friendly products.

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Standard Deviation	Responses
All Data	10 (13.51%)	33 (44.59%)	23 (31.08%)	6 (8.11%)	2 (2.7%)	11.51	74
What is your sex? : 'Male'	6 (16.67%)	14 (38.89%)	12 (33.33%)	2 (5.56%)	2 (5.56%)	5	36
What is your sex? : 'Female'	4 (10.53%)	19 (50%)	11 (28.95%)	4 (10.53%)	0 (0%)	6.71	38



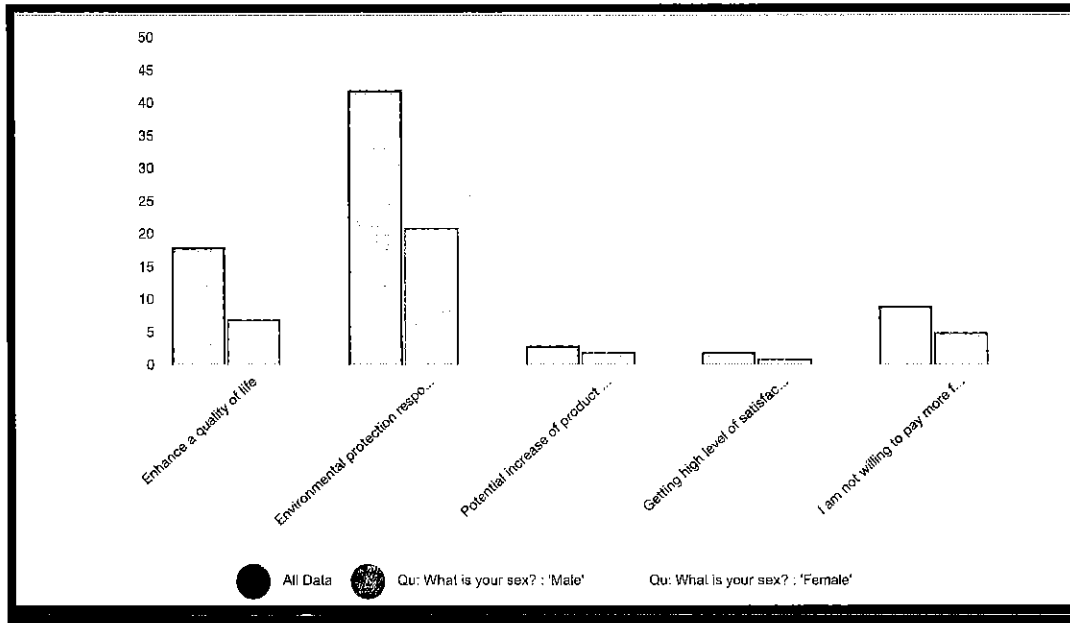
This bar chart shows forty-three respondents (58%) agree or strongly agree with paying more for eco-friendly products. Twenty-three respondents (31%) neither agree nor disagree. Eight respondents (10.18%) to this question strongly disagree or disagree. The data shows that many people are willing to pay extra money for this products. Ninety percent of the people replied with strongly agree, agree or neither agree nor disagree.

Analysis by the different demographic groups show that none of the people with the highest income answered this question disagree or strongly disagree. So people with the most income may be the most willing to pay more for eco-friendly products. This might be valuable data for companies pricing strategies for the products.

The analysis of the other demographic groups did not show any conclusive differences from the overall survey population.

Question 4) What is the main reason that makes you willing to pay more for “green products”?

The reason to ask this question is to see why people are willing to pay more money for green products.



	Enhance quality of life	Protect Environment	Increase of product value	Level of Satisfact.	Not willing to pay more	N
All Data	18 (24.32%)	42 (56.76%)	3 (4.05%)	2 (2.7%)	9 (12.16%)	74
What is your sex? : 'Male'	7 (19.44%)	21 (58.33%)	2 (5.56%)	1 (2.78%)	5 (13.89%)	36
What is your sex? : 'Female'	11 (28.95%)	21 (55.26%)	1 (2.63%)	1 (2.63%)	4 (10.53%)	38

The most popular response had forty-two participants (57%). These people are willing to pay to extra money to protect the environment.

Eighteen participants (24%) are willing to pay more money to enhance their quality of life.

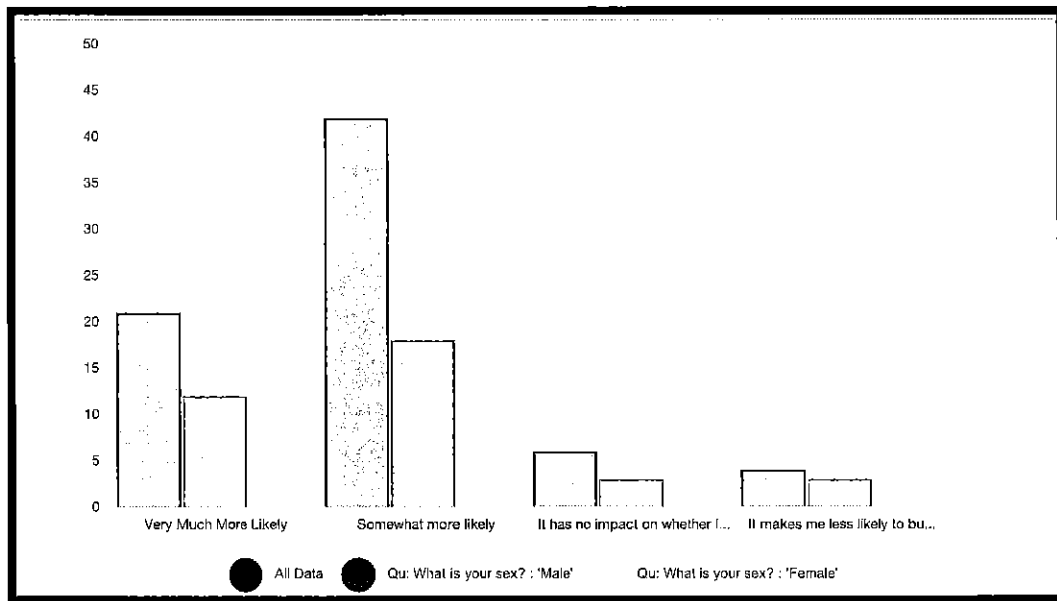
Only two participants (3%) want to get high level of satisfaction for the products. This level of response shows Three participants (4%) perceive an increase in product value. However, nine participants (12%) do not want to pay more for green products.

These answers appear to be the same for the different demographic groups. There does not appear to be any difference in answers from different age groups or different incomes, genders, or education levels.

Question 5) How much more likely are you to buy a product if it says “Eco-Friendly” on the label?

This question was asked the participants to see if there is any influence of eco-friendly label on their purchasing behavior.

	Very Much More Likely	Somewhat more likely	It has no impact on whether I buy the product	It makes me less likely to buy the product	Std dev	N
All Data	21 (28.77%)	42 (57.53%)	6 (8.22%)	4 (5.48%)	15.2	73
What is your sex? 'Male'	12 (33.33%)	18 (50%)	3 (8.33%)	3 (8.33%)	6.36	36
What is your sex? : 'Female'	9 (24.32%)	24 (64.86%)	3 (8.11%)	1 (2.7%)	9.01	37



Eighty-six percent (86%) of respondents say that seeing that the product is labeled “eco-friendly” increases their likelihood of buying an eco-friendly product. As you see the bar chart and data table, twenty-one participants (29%) are very much more likely to buy products which have an eco-friendly label. Forty-two participants (56%) are somewhat more likely to buy an eco-friendly product after reading that it is eco-friendly on the label.

Six participants (8%) say there is no impact whether they buy the product which have eco-friendly label. On the other hand, four participants (3%) are affected by a label that says “eco-friendly” in a negative way and they are less likely to buy the products.

Looking at the different demographic groups shows there maybe is a small difference in response by gender. The bar chart shows us women are more likely than men to report they are “somewhat” more likely to purchase eco-friendly products after seeing “eco-friendly” on the label. However, a few more men indicate they are very much more likely to buy after seeing an “eco-friendly” label, so the results by gender are not certain.

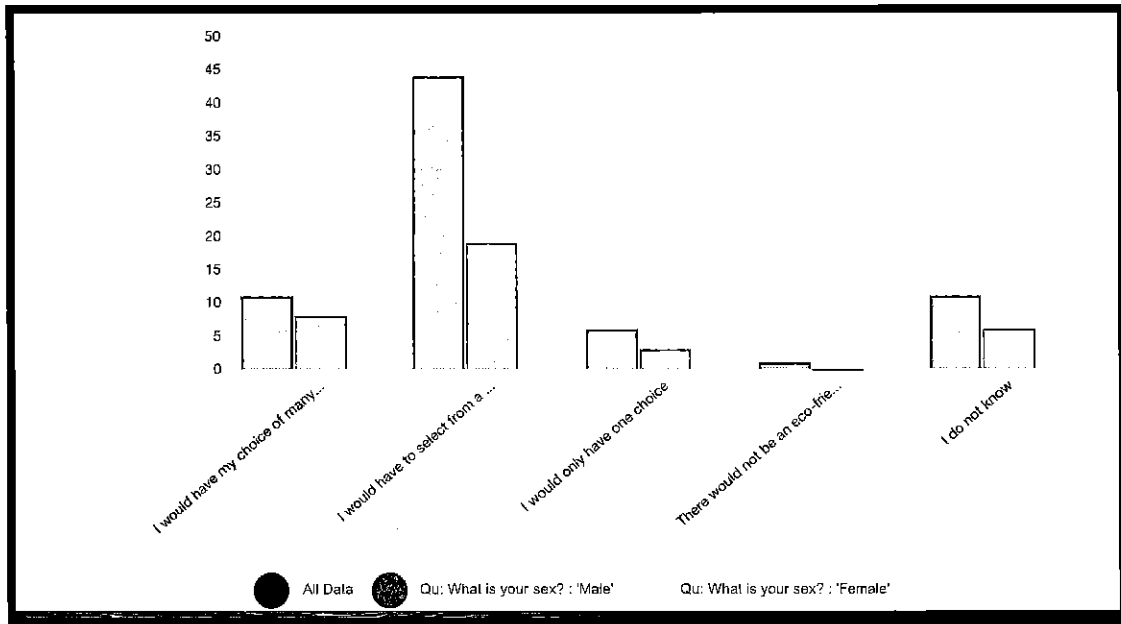
The other different demographic groups did not show any interesting differences compared to the overall survey response group.

It is very clear from the bar chart that there is strong positive effect from people reading “eco-friendly” and eco-labeling on some consumer’s purchasing decisions.

Question 6) If you were going to buy an eco-friendly product, how many brand choices would you have?

The reason to ask this question is to see from participants' perspective how many brand choices in Turkish market. Do consumers think they have many choices in the marketplace for eco-friendly products?

	I would have my choice of many brands	I would have to select from a few brands	I would only have one choice	There would not be an eco-friendly brand	I do not know	Standard Deviation	Responses
All Data	11 (15.07%)	44 (60.27%)	6 (8.22%)	1 (1.37%)	11 (15.07%)	15.16	73
What is your sex? : 'Male'	8 (22.22%)	19 (52.78%)	3 (8.33%)	0 (0%)	6 (16.67%)	6.49	36
What is your sex? : 'Female'	3 (8.11%)	25 (67.57%)	3 (8.11%)	1 (2.7%)	5 (13.51%)	8.89	37

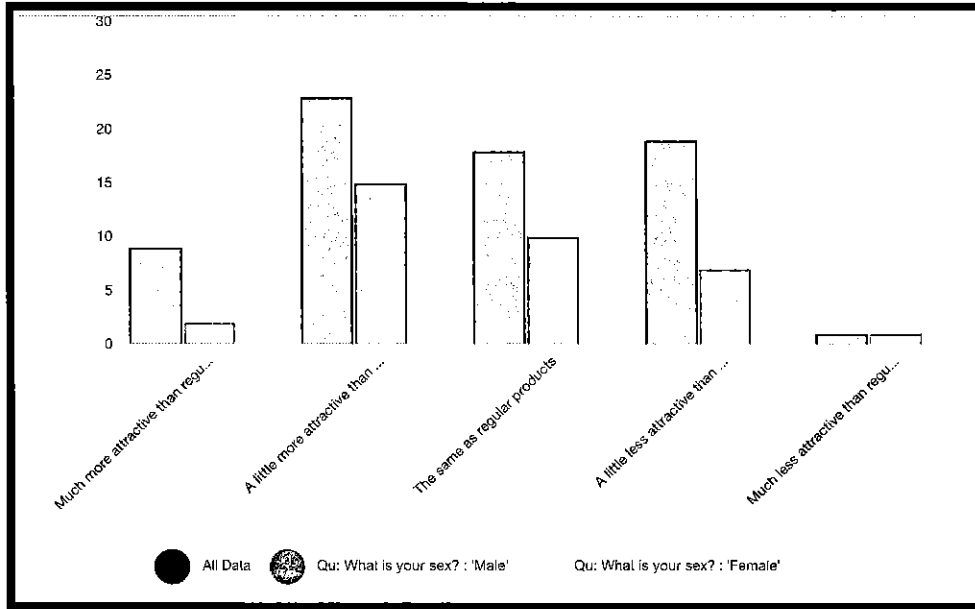


Only eleven participants (15%) agreed that there were many brand choices in the Turkish market. Forty-four participants (60%) think that there are a few brand choices. Six participants (8%) said that they had only one choice of brand. Eleven participants (15%) say they do not know how many choices of green products they have in the Turkish market.

This means that eighty-five percent (85%) of participants do not think there are many brand choices in the Turkish market. So according to this data, consumers may want to have more brand choices for green products in the Turkish market.

Question 7) The packaging of eco-friendly products is usually...

This question was asked to participants to find out what they think about the packaging of eco-friendly products in Turkey.



	Much more attractive than regular products	A little more attractive than regular products	The same as regular products	A little less attractive than regular products	Much less attractive than regular products	Std dev	N
All Data	9 (12.86%)	23 (32.86%)	18 (25.71%)	19 (27.14%)	1 (1.43%)	7.95	70
What is your sex? : 'Male'	2 (5.71%)	15 (42.86%)	10 (28.57%)	7 (20%)	1 (2.86%)	5.18	35
What is your sex? : 'Female'	7 (20%)	8 (22.86%)	8 (22.86%)	12 (34.29%)	0 (0%)	3.9	35

The data shows twenty-three participants (33%) find the packaging of green products a little more attractive than regular products. Nine participants (13%) find the packaging of green products much more attractive than the packaging of regular products. Eighteen participants (26%) think that there is no difference between green products packaging and the others. Twenty participants (28%) say that green products packaging is a little less attractive or much less attractive than regular products.

This means over half of the respondents (54%) think the packaging of green products in Turkey is either not different from regular products or not as attractive than regular products. For many people the eco-friendly products are not marketed better than the regular products. Since an earlier question shows that labeling the product as “eco-friendly” has a positive influence on the purchasing decisions of consumers in the Turkish market, the results of this question show that marketers are missing a chance to improve the frequency of purchase of green products in Turkey.

The analysis by gender shows that there may be a little bit of difference in the sexes in response to the packaging of eco-friendly products in Turkey. A higher percentage of women (20%) reported that the packaging of eco-friendly products is “much more attractive” than men (6%). However the number of people in the group that says “much more attractive” is only nine. So the sample size is not large.

A much larger percentage of men (43%) said they find the packing of eco-friendly products in Turkey to be “somewhat more attractive” than women (23%). So it is possible that some women are strongly affected more (“much more attractive”) and the men are only affected “somewhat”.

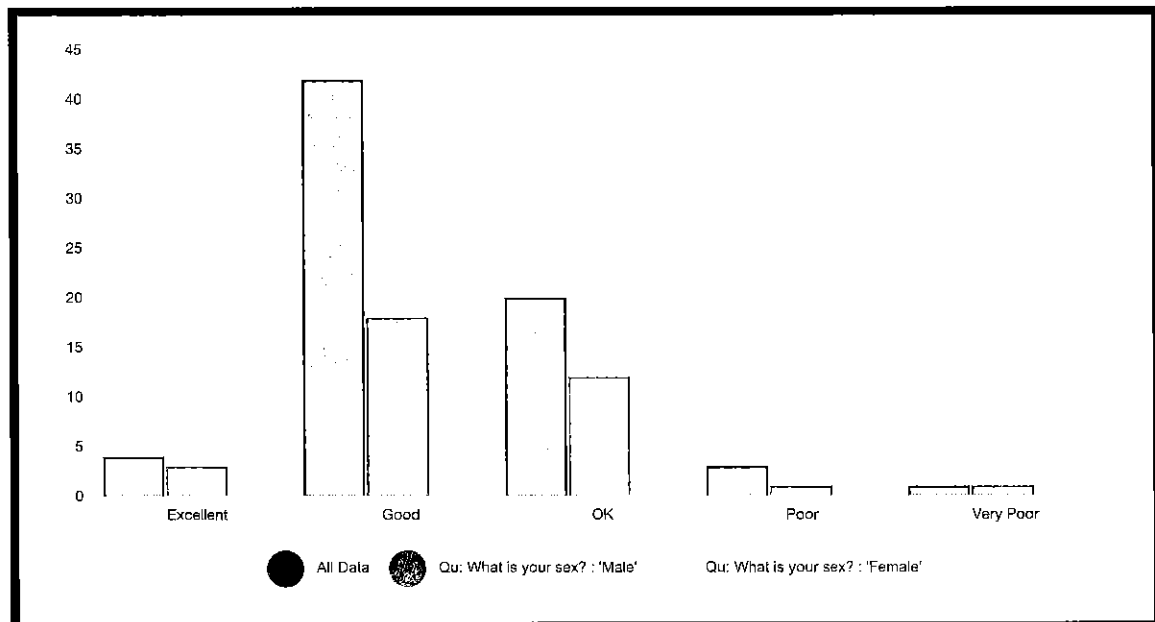
The other demographic groups did not show any results that were different from the overall survey response group. So the response may differ by gender, but appears to be the same by education level, income, and whether the person lives inside or outside of Istanbul.

As mention earlier, labeling is one of the most effective factor to influence consumers purchasing decision. The response to this packaging question suggests that marketers should consider their green products labeling and packaging when making their marketing decisions. Packaging that is more eye-catching may attract more customers. This will result in increased sales and more use of eco-friendly products. This will help the companies and help the environment.

Question 8) What do you think about the quality and performance of eco-friendly product that you have used in the past?

This question was asked to see what consumers think about the quality and performance of eco-friendly products. Are they satisfied or unsatisfied with these important factors?

	Excellent	Good	OK	Poor	Very Poor	Std dev	N
All Data	4 (5.71%)	42 (60%)	20 (28.57%)	3 (4.29%)	1 (1.43%)	15.56	70
What is your sex? : 'Male'	3 (8.57%)	18 (51.43%)	12 (34.29%)	1 (2.86%)	1 (2.86%)	6.84	35
What is your sex? : 'Female'	1 (2.86%)	24 (68.57%)	8 (22.86%)	2 (5.71%)	0 (0%)	8.94	35



Only four participants (6%) said that the quality and performance of eco-friendly products in Turkey are excellent. Forty-two participants (60%) said that the quality and performance

are good, which is the most common answer. Twenty participants (29%) report that they are okay. On the other hand, 4 participants (5%) say that the quality and performance of the green products are poor or very poor.

This means in general that consumers in Turkey are satisfied with the quality and performance of eco-friendly products. Ninety-four percent (94%) say that the quality and performance of these products is “OK” or better. So quality and performance of eco-friendly products is not the most important issue marketers in Turkey need to worry about if they are trying to improve their green marketing. However, thirty-four percent (34%) of participants say the quality and performance of the products are less than “good”. So there is still some room for improvement of quality and performance of eco-friendly products in Turkey.

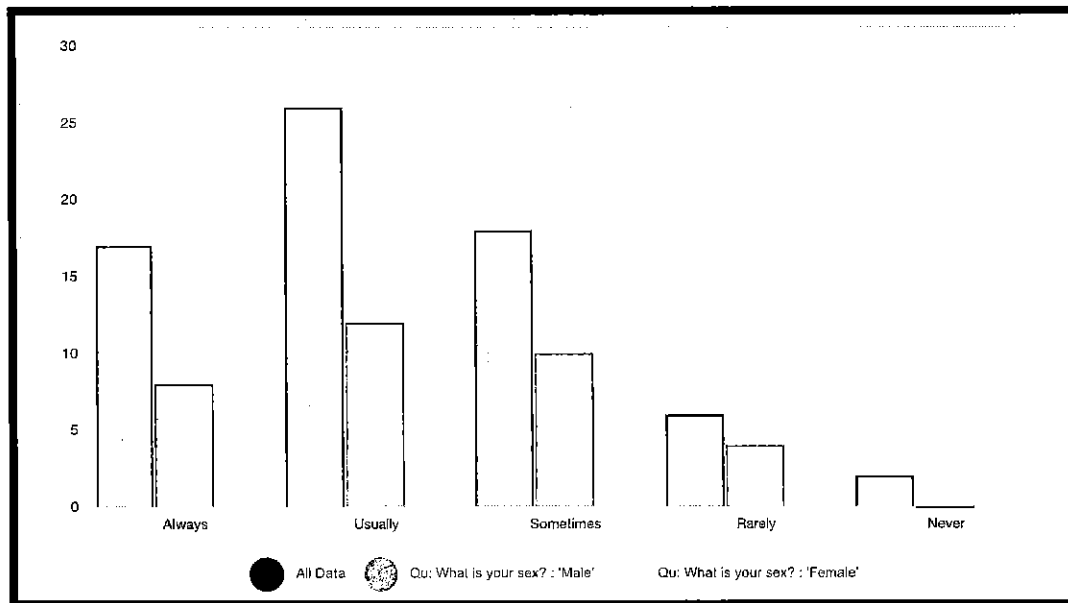
There might be correlation between education and what consumers think about the quality and performance of eco-friendly products. Eight-five percent (85%) of people with a masters degree think quality is good or excellent but only sixty-three percent (63%) of people with high school education think quality and performance is good or excellent. However there is not enough data to be sure that this difference is significant.

The analysis of the other demographic groups did not show any interesting differences.

Question 9) Do you read the labels of products before buying them?

This question was asked participants to see how much information they get from reading label of products and also to evaluate their buying behaviour before making decision to purchase any products.

	Always	Usually	Sometimes	Rarely	Never	N
All Data	17 (24.64%)	26 (37.68%)	18 (26.09%)	6 (8.7%)	2 (2.9%)	69
What is your sex? : 'Male'	8 (23.53%)	12 (35.29%)	10 (29.41%)	4 (11.76%)	0 (0%)	34
What is your sex? : 'Female'	9 (25.71%)	14 (40%)	8 (22.86%)	2 (5.71%)	2 (5.71%)	35



According to data, seventeen participants (25%) always read the labels of products before buying them. Twenty-six participants (34%) usually read the labels of products. So almost sixty percent (60%) report that they definitely read the labels of products before purchase. Eighteen participants (26%) answered this question with “sometimes”, and eight participants (11%) never or rarely read the label.

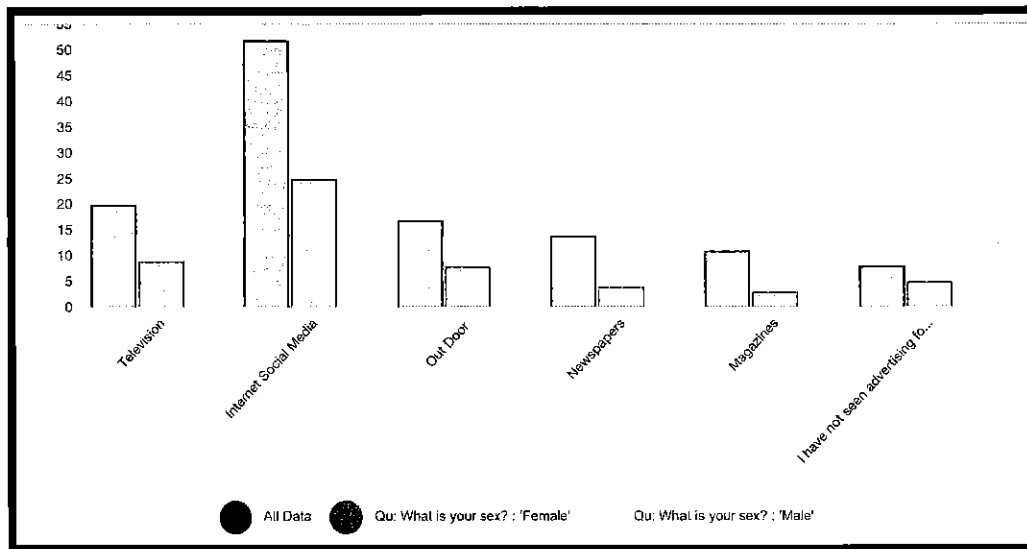
Similar to the earlier answers in this survey, these answers show that labeling is a very important part of marketing. Marketers in Turkey who want to sell their products need to pay attention to the labels. The answers to this question show consumers are reading the labels.

There may be a correlation between education and reading labels of products before buying them. Sixty-two percent of consumers with a high school education (62.5%) say they read the labels before buying them. In contrast, ninety percent of consumers with a masters degree (90.48%) say they read the labels before buying them. So people with more education read the labels more often than people with less education.

Question 10) Where have you seen advertisements about eco-friendly products? (check all that apply to you)

The reason for this question is to discover which advertising channel is more popular with consumers. Where are they seeing advertisements about eco-friendly products? Since advertisers spend money on their advertising campaigns, it is important to know where the consumers are receiving the information.

	TV	Internet Social Media	Out Door	News.	Mag.	I have not seen advertising for eco- friendly products	N
All Data	20 (29.41%)	52 (76.47%)	17 (25%)	14 (20.59%)	11 (16.18%)	8 (11.76%)	68
What is your sex? : 'Female'	9 (25.71%)	25 (71.43%)	8 (22.86%)	4 (11.43%)	3 (8.57%)	5 (14.29%)	35
What is your sex? : 'Male'	11 (33.33%)	27 (81.82%)	9 (27.27%)	10 (30.3%)	8 (24.24%)	3 (9.09%)	33



Fifty-two participants (76%) have seen eco-friendly products advertised on the Internet and Social Media. This was by far the most frequent answer. Television is the next most common answer with twenty participants (30%). Seventeen participants (25%) said that they have seen Out Door advertisements. Twenty-five participants (37%) said that they have seen them in newspapers and magazines. Only eight participants (12%) have never seen any advertisements about eco-friendly products.

The responses show that for the demographic group in this study the internet is the most important advertising channel. It is far more important than television which is the second most important channel.

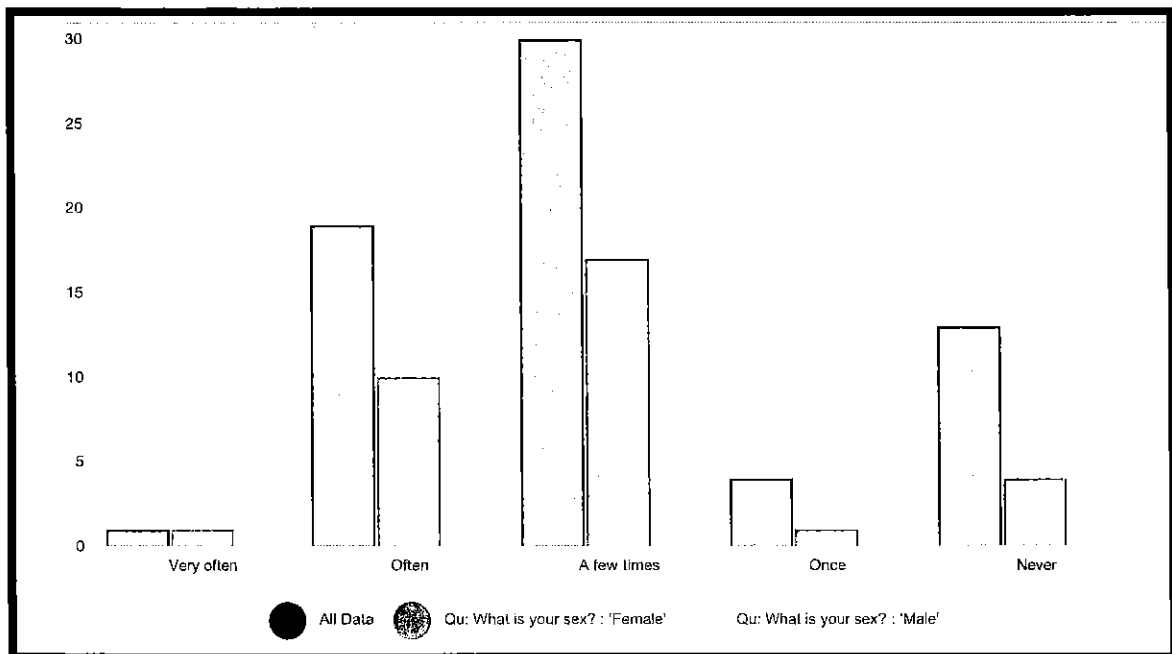
The responses also show that consumers are aware of eco-friendly products from the advertising. Over ninety percent (90%) of respondents are aware of eco-friendly products from advertising.

The analysis by the different demographic groups did not show any additional information.

Question 11) How often do you buy an eco-friendly product after seeing an advertisement for it ?

The reason for asking this question was to find out if consumers have been affected by eco-friendly advertisements. Are Eco-friendly advertisements effective enough to convince consumers to purchase the products or not?

	Very often	Often	A few times	Once	Never	Standard Deviation	Responses
All Data	1 (1.49%)	19 (28.36%)	30 (44.78%)	4 (5.97%)	13 (19.4%)	10.48	67
What is your sex? : 'Female'	1 (3.03%)	10 (30.3%)	17 (51.52%)	1 (3.03%)	4 (12.12%)	6.15	33
What is your sex? : 'Male'	0 (0%)	9 (26.47%)	13 (38.24%)	3 (8.82%)	9 (26.47%)	4.66	34



The responses show that consumers say the advertisements are somewhat effective in getting them to purchase the products. The most popular answer was that they have bought the products "a few times". Thirty people (45%) gave this response. On the other hand, thirteen participants (19%) say they have never bought any eco-friendly products after seeing an advertisement for it.

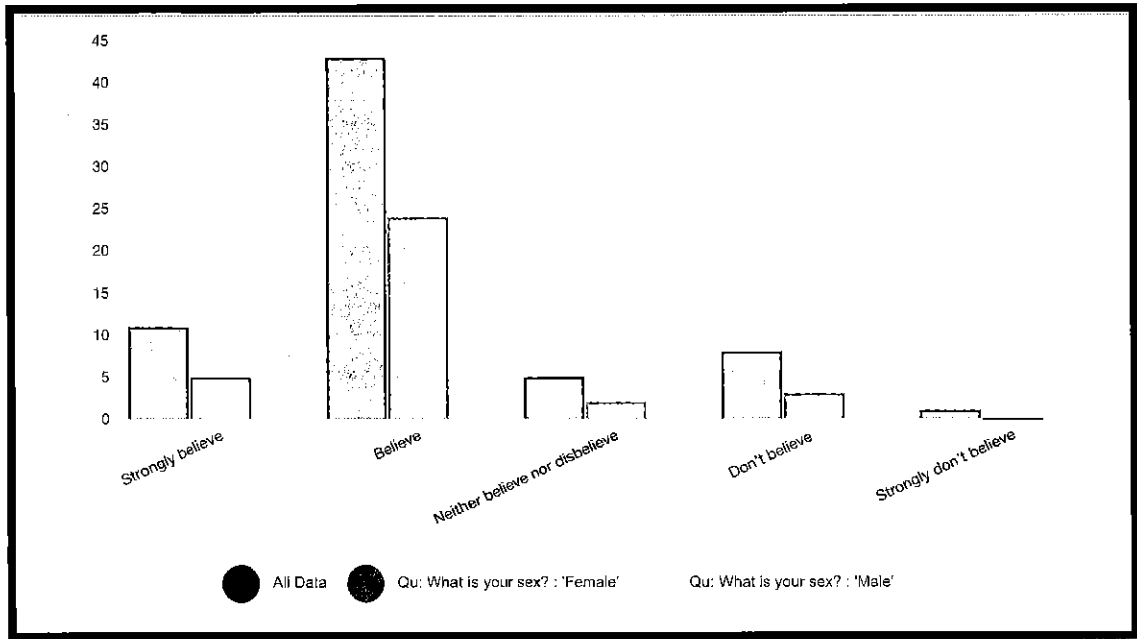
Nineteen participants (28%) said that they have bought often after seeing the advertisement. Only four participants said that they never bought an eco-friendly product after seeing an advertisement for it.

Seventeen people (25%) say they have bought eco-friendly product once or never after seeing an advertisement for it. This means that seventy-five percent (75%) of people have bought an eco-friendly product after seeing an advertisement for it. So there is some indication that the advertising of green products is effective. But since the most common response shows that they have only purchased "a few times", maybe the marketing can be improved.

Question 12) Do you believe eco-friendly products damage the environment less than other products?

This question was asked participants to understand what they think about eco-friendly products and their impact on the environment. Do the eco-friendly products do a better job at protecting the environment?

	Strongly believe	Believe	Neither believe nor disbelieve	Don't believe	Strongly don't believe	N
All Data	11 (16.18%)	43 (63.24%)	5 (7.35%)	8 (11.76%)	1 (1.47%)	68
What is your sex? : 'Female'	5 (14.71%)	24 (70.59%)	2 (5.88%)	3 (8.82%)	0 (0%)	34
What is your sex? : 'Male'	6 (17.65%)	19 (55.88%)	3 (8.82%)	5 (14.71%)	1 (2.94%)	34



This data shows that eleven participants (16%) strongly believe that eco-friendly products are less damaging to the environment than traditional products. An additional sixty-three percent (63%) of respondent said that they believed the eco-friendly products damaged the environment less. So almost eighty-percent (80%) of the participants believe or strongly believe that eco-friendly products are better for the environment.

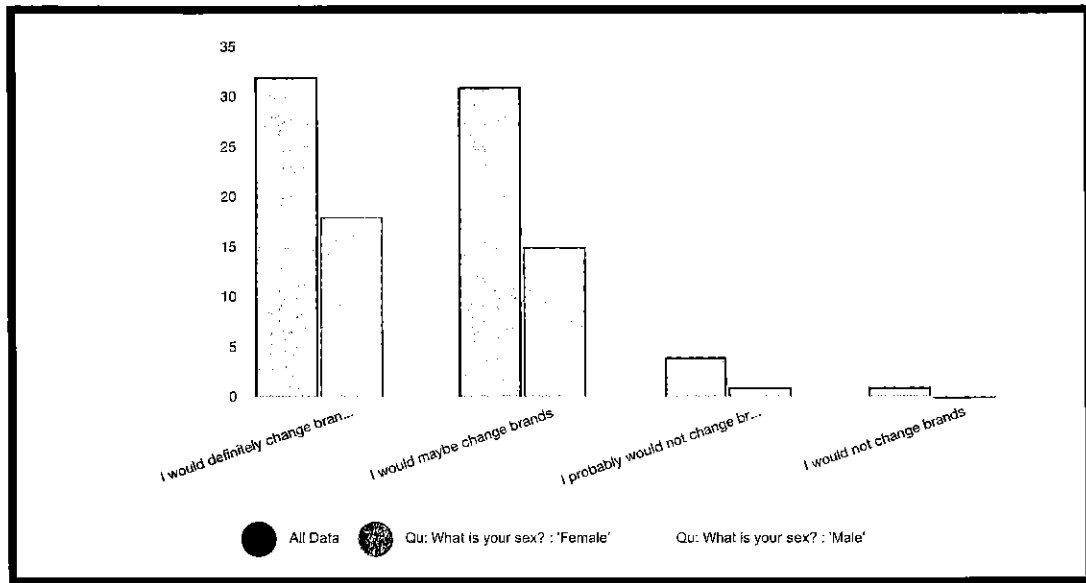
In contrast, seven percent (7%) respondent neither believe nor disbelieve. Twelve percent (12%) of respondents are skeptical and report that they do not believe the eco-friendly products damaged the environment less than traditional products.

The results show that consumers in Turkey do believe that eco-friendly products are better for the environment. The results do not appear to change by gender, sex, age, income or education level.

Question 13) If you find out your favorite brand of a product damages the environment, how likely is it that you would change the brands?

This question was asked to participants to see their level of environmental responsibility compared to their brand loyalty. Which is more important, using your favorite brand or protecting the environment?

	I would definitely change brands	I would maybe change brands	I probably would not change brands	I would not change brands	Standard Deviation	Responses
All Data	32 (47.06%)	31 (45.59%)	4 (5.88%)	1 (1.47%)	14.54	68
What is your sex? : 'Female'	18 (52.94%)	15 (44.12%)	1 (2.94%)	0 (0%)	8.08	34
What is your sex? : 'Male'	14 (41.18%)	16 (47.06%)	3 (8.82%)	1 (2.94%)	6.58	34



Thirty-two participants (42%) said that they would definitely change the brands if they found out it damaged the environment. Thirty-one participants (46%) said that they would maybe change brands if they found out it damaged the environment. So almost ninety percent (90%) of respondents said they are willing to change their brands if there is an environmental problem with it. Consumers in Turkey are not loyal to their brands if they damage the environment. Four participants said that they probably would not change the brands and only one participant would not change brands.

This is important for marketers of products in Turkey. Consumers will not be loyal to the brand if it damages the environment. This is the case for all genders, ages, incomes and education levels.

Question 14) Please share any comments you have about green marketing or green/eco-friendly products:

The last question was asked as a general open ended question to see if respondents had any comments regarding eco-friendly products or green marketing. Many participants in the survey left an answer in the open-ended question. Several participants mentioned products packaging in their comments. Several respondents mentioned protecting the environment. There were also some unique answers. Examples of the comments are given below.

Packaging

Many participants mentioned that the design of the packaging eco-friendly products are not enough attractive. For example one participant said “Especially the design of the packaging can be improved for these products to increase the awareness”. This shows marketers should consider improving eco-friendly products design and packaging to increase consumer satisfaction in Turkey

Product Choices

The quantitative answers show that consumers in Turkey would like more choices of eco-friendly products. One person commented in this question that, “We need to have more variations of eco-friendly products for babies and children. When you become a mum, you get more interested in these products. I believe it is simply because you care for your children and you want to raise them healthy , not only because you are worried about nature unfortunately”

This answer might be a new idea for marketers. Mothers wants to have more variety of eco-friendly products for their children. There might be niche market for baby-eco-friendly products.

Environment

Respondents showed that helping the environment is an important part of why they buy green products.

“I believe eco-friendly market seems to have missed the original point of protecting our environment and turn into a sheer marketing strategy. A couple of months ago, I read an article on organic food market in which the writer pointed out that the regulations regarding the issue are still not quite set, therefore when the packaging claims the product inside is “green” it may actually be green only in part (let’s say 50% green). Under such circumstances where there are many legal abstractions, I guess it will not be very difficult for some brands to manipulate consumers’ sensitivity towards protecting the planet into leading them to buy expensive products under the guise of “eco-friendliness”.

Several participants mentioned this type of concern. They want to make sure the eco-friendly products not only a marketing strategy to increase the sales of the product, but also that the product really does not damage to the environment.

Pricing

Most participants said that paying higher prices for eco-friendly products was acceptable. However, one unique answer shows that pricing is still an issue for some people.

An organic farmer sees a problem with the pricing of green products. He says, “ Hi, I am an organic farming inspector in Turkey. In Turkey, people generally do not prefer eco-friendly products, because their price is too high according to conventional products and also people do not have enough information”

5. Conclusion and Recommendations

5.1 Discussion of Results

There are many conclusions that can be made from the research. The most important conclusions are that there is definitely a market for green products in Turkey and people are willing to pay more money for eco-friendly products. Packaging also plays an important role in green marketing. Finally, damage to the environment is a very important issue in green marketing.

The research shows that almost eighty percent (80%) of Turkish consumers report that they purchase eco-friendly products. This shows clearly that there is a market for eco-friendly products in Turkey.

Pricing is an important part of marketing strategy. Almost sixty percent (60%) of respondents said they are willing to pay more money for green products. Concern for the environment is an issue with pricing. Some of the respondents to the open ended question said they do not want the money from higher prices to go to a company's profit. They want to make sure the money is used to help the environment. This information is useful to marketers of green products in Turkey.

Most consumers believe that eco-friendly products damage the environment less than other products. Also, concern for the environment is more important to consumers than the brand of product they are buying. If they found out their favorite brand of product damages the environment, they would definitely change the products.

The most frequently purchased eco-friendly product mentioned by consumers is food. Additional popular products are make-up, personal care, beverages, and home cleaning products.

However, consumers suggest they would like to see more eco-friendly products choices in the Turkish market. Many respondents say that do not have many choices if they are looking for an eco-friendly product. There is possibly a niche market available for eco-friendly products for babies and children.

Social Media is a very important advertising channel for eco-friendly products. Eco-friendly product advertisements are also seen in magazines, on television TV, on the Internet, and in newspapers.

According to Turkish consumers the quality and performance of eco-friendly products are good. However, the design and packaging of these products are not more attractive compared to other products.

Some of the secondary research in this study indicated that consumers are reluctant to pay more for green products. They would only pay more for the product if it had a higher perceived value. The primary research survey shows consumers in Turkey are definitely willing to pay more for green products. However most of them think the eco-friendly products damage the environment less, so they think the products have higher value.

5.2 Fulfillment of Research Objectives

The main purpose of this research was to answer the five main Research Questions. These questions are repeated below:

- 1) How does green marketing impact consumers purchasing decisions in the Turkish FMCG Sector?
- 2) How does pricing of green-marketed products effect consumer decisions? Will consumers pay more for green products in Turkey?
- 3) What are the motivations for Turkish consumer's buying decisions that are influenced by green marketing?
- 4) Does green packaging design influence consumers purchasing decisions in the Turkish FMCG Sector?
- 5) What types of green products are Turkish consumers buying most frequently?

Among other things this research shows:

- The words “eco-friendly” on a product’s label make consumers more likely to buy the product.
- Most consumers in Turkey are willing to pay more money for eco-friendly products
- A concern for the environment is the most important motivator for people who purchase eco-friendly products.

- Consumers read the labels on packages are more likely to buy if the product says “eco-friendly”. So the packaging impacts the purchasing decision.
- Turkish consumers most frequently purchase eco-friendly food.

Because the research has answered each of the research questions, the objective of the research is fulfilled.

5.3 Recommendations

The research shows that there are some things Turkish FMCG companies can do to improve their green marketing.

The companies can improve the packaging of their eco-friendly products. Almost thirty percent (30%) of respondents said the packaging of eco-friendly products was less attractive than regular products. This shows a large segment of consumers are not happy with the packaging. This can be improved.

Companies need to be very careful with the reputation of their products. If people believe that the one brand of a product damages the environment they will switch to a different brand. Being good to the environment is more important to consumers than being loyal to a brand. Companies need to monitor what people think about a product and if it damages the environment or not.

Social Media is very important to companies that are marketing green products. Companies should increase the advertising of their eco-friendly products on the Internet and Social Media. This is the most important advertising channel for the people in this research. Social media is also used by consumers to discuss products, so if people think a product damages the environment it will be discussed on Social Media.

5.4 Future Projects

While this research shows some important findings for the marketing of green products in the FMCG sector in Turkey, there are some other projects that could help companies interested in marketing green products in Turkey.

This research was conducted on consumers in Turkey that are mostly thirty-five years or younger. The results of this research show answers for younger people. Additional research could be conducted to target and examine older consumers.

The research shows that consumers are willing to pay higher prices for eco-friendly products. However the research did not analyze actual prices for the products. So additional research could be conducted to examine what prices for eco-friendly products are acceptable to the Turkish consumers.

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Appendices

Open Question Responses

All responses to the open question "Please share any comments you have about green marketing or green eco-friendly products":

Companies should prove to me that this is not a marketing strategy, they have to prove these product will never be harmful to environment. Advertisements can be more persuasive and should include more evidence.

That could be great, if we could find more eco-friendly products in Istanbul.

Eco friendly products more healthy generations.

Hi, I am an organic farming inspector in Turkey. In Turkey generally people do not prefer eco-friendly products, because their price is too high according to conventional products generally. And people do not know necessary information. otherwise eco products generally they have been exported european Country, ABD, japan Best regards.

I believe "eco-friendly market" seems to have missed the original point of protecting our environment and turn into a sheer marketing strategy. A couple of months ago, I read an article on organic food market in which the writer pointed out that the regulations regarding the issue are still not quite set; therefore, when the packaging claims the product inside is "Organic" it may actually be organic only in part (let's say 50% organic). Under such circumstances where there are still many legal abstractions, I guess it will not be very difficult for some brands to manipulate consumers' sensitivity towards protecting the planet into leading them to buy expensive products under the guise of "eco-friendliness"

Markalar ile ilgili sorulara cevap verdim ama genellikle bu tür ürünleri kendim yaparım veya anneanneden kalma yöntemleri uygulardım. Hem kozmetikte, hem temizlikte.

We need to have more variations of green/eco-friendly products for babies and children. When you become a mum, you get more interested in these products. I believe it is simply because you care for your children and you want to grow them healthy, not because you're worried about nature, unfortunately. Thank you

every turkish citizen should raise awareness about green life, we should have a more organic life. The expiration date of the products should not be expanded to keep them more natural.

They should not be more expensive.

Especially the design of the packaging can be improved and can be more attractive to gain customer.

I think that green marketing is very crucial for protecting of our environment. Nowadays, this kind of brands are increasing in the world. I believe that green marketing brands contribute to clean environment. Considering to future of world, I can say that we need to green marketing for saving our life.

The price for eco friendly products are much more high than normal products. That makes people - and me- to buy normal ones usually.

These brands shouldn't be expensive cause people can buy.

Not wide in TR market and people living in metropolises have lack of knowledge and consciousness about green, sustainable and environment friendly products. Not just affect our environment but also lifestyle. Knowledge could trigger consumers

1. I think there should be more variety of green products. more options 2. I think if there were more awareness/marketing (and variety) by the companies offering those products it would be more successful.

In the space, we have one world one home.. We have to protect it. We are the intelligent monkeys on earth, we are special.

Survey Questions and Responses

(only in printed copy of research paper)