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**CONSUMER SKEPTICISM: ATTITUDE – BEHAVIOR GAP IN GREEN
MARKETING AND THE ROLE OF ECOPRENEURS IN THE MARKET**

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Abstract

Environmental damages are the result of unconscious behaviors of humankind. Since they have started to recognize their detrimental effect on the planet, a new era has begun. "Green" idea was proposed in the early 1960s and 1970s. It was called a kind of "awakening" for consumers. This idea is integrated into many sectors, such as marketing and entrepreneurship.

Green marketing refers to a holistic marketing concept which involves the production, promotion, consumption of goods and services, distribution, and other transactions with less harm to the environment.

Ecopreneurship is also known as environmental entrepreneurship and refers to create the supply of natural resources, solve environmental problems, and promote sustainable development within the activities of entrepreneurship.

Consumers are also able to affect the market; a green market principally can be shaped by consumers' needs, wants, and awareness. Therefore, consumers have an active role in the market, but consumers' attitudes and behaviors do not match mostly. Some factors affect their purchasing behaviors, such as price, promotions, loyalty, and advertisements.

The market needs some proactive players to keep the activities alive, and they are ecopreneurs. Their motivations for doing business are not only based on making a profit; their environmental sensitivity affects the flow of greening act inside the market advantageously.

In this study, consumers' attitudes and behaviors gap and the reasons for this gap will be examined, and the beneficial roles of ecopreneurs will be defined in the scope of green marketing.

Keywords: Green Marketing, Ecopreneurship, Consumers' Attitude-Behavior Gap, Environmental Protection.

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List of Icons and Abbreviations

| | |
|-----------------|---|
| CSR: | Corporate Social Responsibility |
| AMA: | American Marketing Association |
| UNEP: | United Nations Environment Programme |
| GEI: | Green Economy Initiative |
| OECD: | Organization for Economic Co-Operation and Development |
| DRS: | Deposit-Refund Systems |
| EPR: | Extended Producer Responsibility |
| WWF: | World Wide Fund for Nature |
| IUCN: | International Union for Conservation of Nature |
| IISD: | International Institute for Sustainable Development |
| Defra: | Department for Environment, Food & Rural Affairs |
| TRA: | Theory of Reasoned Action |
| TPB: | Theory of Perceived Behavior |
| PBC: | Perceived Behavioral Control |
| PCE: | Perceived Consumer Effectiveness |
| ABC: | Attitude-Behavior – Context Theory |
| A: | Attitudinal Variables |
| B: | Behavior |
| C: | Contextual Factors |
| PEB: | Pro-Environmental Behaviors |
| MAO: | Motivation – Attitude – Opportunity Model |
| R&D: | Research and Development |
| SCT: | Social Learning Theory |
| EC: | Environmental Concern |
| EPR: | Extended Producer Responsibility |
| VAT: | Value Added Tax |
| EU: | European Union |
| GDP: | Gross Domestic Product |
| GEM: | Global Entrepreneurship Monitor |
| TTGV: | Technology and Development Foundation of Turkey |
| TUBITAK: | The Scientific and Technological Research Council of Turkey |

ETKB: Ministry of Energy and Natural Resources

ÇAYDAG: Environment, Atmosphere, Earth and Marine Sciences Research
and Group

KOSGEB: Small Business Administration of Turkey



INTRODUCTION

The consumption of natural resources and energy has started to increase along with the Industrial Revolution in the 1750s. The rapid growth of industry and technology needed more renewable and non-renewable resources; therefore, people have consumed all of them as they are endless. In addition to the consumption of coal and steel; electricity, petroleum, and some chemicals started to use in the industry. It was the benefit of humanity; meanwhile, it caused to begin the environmental problems as increasing the volume of carbon monoxide in the atmosphere as a result of miss-use of these new resources. The main problems are the decrease in biodiversity, the scarcity of natural resources, drought, global, and warming.

These environmental damages are the result of unconscious behaviors of humankind. Since they have started to recognize their detrimental effect on the planet, a new era has started. “Green” idea was proposed in the early 1960s and 1970s. It was called a kind of “awakening” for consumers. This environmental awareness has started as an individual act, but then it became the primary step of global ecological issues. Thus new terms are born such as; green marketing, eco-friendly production, green labeling, organic, greener with less, and ecopreneurship.

Environmental marketing, ecological marketing, or green marketing refers to a holistic marketing concept which involves the production, promotion, consumption of goods and services, distribution, and other transactions with less harm to the environment. In here, both consumers and marketers should have increasing environmental awareness and should behave within the scope of this duty.

Successfully producing and environmentally sustainable goods and services are crucial for reducing the detrimental effects of industrial activities. Marketing is essential for these transactions where marketing inputs are principal in the design and concept of products. Marketing is also essential for spreading of green products; communication with consumers to increase their environmental awareness and to inform them about benefits of environmentally sustainable goods and services help creating the green market (Dangelico & Vocalelli, 2017).

On the other hand, promoting sustainable development in the marketplace is not the only duty of marketers, but there is also a need for other players to take risks in order to apply ultimate green strategies and support greening activities with the

scope of innovative business applications; in this study, these players are called “ecopreneurs.” This term ensues from an environmental entrepreneur and green entrepreneur. It means the combination of entrepreneurial activities within environmental issues.

The increase in the population on the earth, the developments in technology, and the dawn of the new sectors resulting from these developments lead to detriment the environment in many ways. Parallel to this, concerns about sustainability and the environment have increased the social, organizational, and individual terms. These issues have resulted in the creation of a brand new market for eco-friendly products worldwide, which has given rise to a new-born company view by raising environmental awareness. In general, an entrepreneur is defined as the individual who establishes her/his own business thereby bringing money, people, ideas, and resources together. In the other hand, eco enterprises are considered as innovative individuals embracing environmental values as an essential component of their identity and transforming these values into a competitive advantage in the marketplace.

The primary purpose of this study is to clarify the effectiveness of ecopreneurial activities in the green market place with the help of some particular examples from Turkey. Also, understanding the reasons behind the green consumers’ purchasing behaviors and the causal effects on the skeptical situation between their intentions and actual behavior will make the market activities much applicable and the ecopreneurs’ role in the green market will make some contributions to this process.

CHAPTER I: GREEN MARKETING CONCEPT AND GREEN CONSUMER

1.1. GREEN MARKETING

1.1.1. Green Issues

“Green” idea was proposed in the early 1960s and 1970s. It was called a kind of “awakening” for consumers. Such writers like Godwin and Rachel Carson pointed out some environmental problems. The real environmental issue was denoted in the first report of the Club of Rome, which is one of the rooted humanity organization. The report was published in 1972 in order to attract public interest and aimed to emphasize that continuous economic growth cannot be possible with the over-consumption of resources. Club of Rome attained its aim, and public concern increased on it. Also, the oil crises in 1973 had an impact on this augmentation of interest (Pandi, 2015; Saha & Darnton, 2005; Meadows et. Al.,1972)

This environmental movement has gained strength in social, ethical, and political terms and has a significant impact on enterprises. In particular, manufacturing enterprises have begun to give more importance to the protection of natural resources and waste management. New technologies which do not have detrimental effects and demands for eco-friendly products have also increased. This awakening has increased continuing day by day.

In the second half of the 1980s, businesses began to feel more and more worried about these environmental harms. The concept of sustainable development was founded in Our Common Future Report that published by The World Commission on Environment and Development in 1987 and it enabled that the society and enterprises to be more sensitive to the environmental issues (Aytekin, 2007).

The most common definition of sustainable development is a development that meets the current requirements of society without making any concessions for future generations' capacity to satisfy their own needs (Emas 2015). Also, the Brundtland Commission proposed the definition most often used and pointed out the significance of intergenerational equity (United Nations General Assembly, 1987). The point is that protecting resources for future generations; in that manner, there would be a

difference between sustainable development policy and traditional environmental policy. The main goal of sustainable development is sustainable economy and the environment in the long term, and it would be possible if economic, ecological and social issues are combined along the decision-making process (Emas, 2015).

| Year | Population | Yearly Change (%) | Yearly Change |
|------|----------------------|-------------------|---------------|
| 2000 | 6,145,006,989 | 1.33 % | 78,706,515 |
| 2005 | 6,542,159,383 | 1.26 % | 79,430,479 |
| 2010 | 6,958,169,159 | 1.24 % | 83,201,955 |
| 2015 | 7,383,008,820 | 1.19 % | 84,967,932 |
| 2020 | 7,795,482,309 | 1.09 % | 82,494,698 |
| 2025 | 8,185,613,757 | 0.98 % | 78,026,290 |
| 2030 | 8,551,198,644 | 0.88 % | 73,116,977 |
| 2035 | 8,892,701,940 | 0.79 % | 68,300,659 |
| 2040 | 9,210,337,004 | 0.70 % | 63,527,013 |
| 2045 | 9,504,209,572 | 0.63 % | 58,774,514 |
| 2050 | 9,771,822,753 | 0.56 % | 53,522,636 |

Table 1: The World Population (2019 and Historical) and World Population Forecast (2020-2050) (Worldometers, 2019).

In the 21-st century, finding more environmentally sustainable ways of production, distribution, and consumption is a critical challenge for humanity due to the increase of the world’s population. In figure 1, it can be seen the growth of the population forecasts in the following 30 years. This consistent growth will amplify the scarcity of the resources if the authorities change their sustainable development strategies with more proactive and innovative management strategies. Thus, World’s governments and leading corporations embarked on sustainability as their goal. The problem was how they would apply this sustainable idea into their all management systems. According to Michael Baker, this challenge is twofold for marketing (Baker, 2005). The effect of sustainability for marketing in the short term was worded as follows; environmental and societal issues become crucial and have a more impact on corporates and markets which they operate. However, customers’ needs change in parallel and social trends focus on socio-environmental impacts on organizations. In the long term, the management paradigm, which comprises a basis for marketing and business’ other transactions changes radically (Baker, 2005).

It is possible to see this green act in different concepts, such as Corporate Social Responsibility (CSR). It is about the behavior patterns of corporations to social communities and individuals. Companies have to pay regarding the benefits of society while carrying on their activities in the business. At this point, CSR is emerging. Michael Hopkins explained CSR as the efforts that aimed to create higher living standards for society in the framework of ethical values with protecting the profitability of the corporate (Hopkins, 2006). These efforts have no rules; it can be a partnership with a civil society organization, reducing the waste of production on the environment or donating to a social responsibility project regularly. Regardless of the way of benefit, the main idea is to take care of society's interest consistently.

1.1.2. Green marketing: Combination of Green Issues into Marketing

Another concept which is "green market" refers that the integration of environmental sustainability into the all market activities which are designed to satisfy stakeholders' needs and wants, in general (Dangelico & Vocalelli, 2017). The main idea of the green market is to determine the concept, design, and marketing strategies of products and services in an environmentally sustainable way. It means that corporations perform their tasks with a minimal detrimental impact on the environment. Instead of performing the requirements of the green market, such as producing environmentally sustainable products or labeling them as eco-friendly, these concepts should be combined with the corporates' cultures. More details about the green market will be given the following sections.

The term green marketing was mentioned in the American Marketing Association (AMA) in 1975 for the first time, and it took place in the literature. In that seminar, the participants described ecological marketing in this manner: Studies that have researched the negative and positive effects of environmental pollution and consumption patterns of resources as a result of marketing activities (Boztepe, 2012). Various consumers who are willing to consume products which are less detrimental to the environment has increased recently. However, green marketing is a process that consists of production, pricing, distribution, and selling activities of environmental-friendly products and services. They are produced for consumers who desire to buy products which are produced with less detrimental way. According to the green marketing conception, the core duty of businesses are determining needs and wants besides interests of the target market and satisfy their stakeholders before

competitors effectively. Also, they are responsible for protecting and increasing the welfare of society.

Consumers also have a significant market impact; a green market principally can be shaped by consumers' needs, wants, and awareness. Therefore, it can be said that consumers have an active role in the market; their social and environmental responsibilities affect corporates' marketing strategies in opposition to traditional marketing. For instance, Lego canceled the partnership agreement with Shell in 2014 because Shell was not ending to drill the Arctic Sea. Volunteer Greenpeace members campaigned about Lego to cancel its association agreement. It also engaged Lego customers' attention. After a few times, the campaigns gave good results; the agreement was ended, and Shell stopped drilling in the Arctic (Greenpeace, 2014)

Consumer researches which are focusing on green marketing have shown that there are explicit varieties between consumer interpretations of their manner of environmental responsibility and these diversities show that there is still an evolution on the management of green marketing (Dahlstrom, 2011).

1.1.3. The Growth of Green Marketing

There are always concerns about the social and environmental impact of trade. The discussion has become stronger within 30 years, and the main argument has focused on the relationship between marketing and the physical environment. A marketing mechanism that can overcome social and environmental problems is a potential solution (Kuduz, 2011).

These concerns have progressed while going through different phases and have shaped within the business world. This process includes many changes and improvements that have started from the awareness of energy efficiency and environmental pollution in the 1960s to the competitive advantage of corporations and environmental policies of nowadays. With increasing political and social pressures, companies have improved their promotional efforts that related to less environmental pollution, alternative packaging, and design to reduce the waste, product formulation and environmental movement (Straughan & Roberts, 1999). While undertaking these activities, corporates should consider their employees, clients, suppliers, finance companies, government, and society. These stakeholders want that environmental activities of the company management, reflect their consciousness because stakeholders, especially consumers, give shape to the

market.

Even the idea of green marketing attracted attention during the 1970s; it used more in 1980s. The first researches that made in this field showed the rapid increase on consumers' green consumption tendency, and they propounded that environment-friendly products will consume more and defined the green consumption as an inevitable change (Peattie & Crane, 2005)

Sustainability has become an essential criterion for marketers with being more effective in consumers' purchasing decisions. Despite this optimistic view, in the mid-1990s, new market studies showed that the percentage of green consumers has increased very little since 1990 and that the environmental concerns expressed by consumers, in theory, did not have an impact on purchasing behavior in practice. Also, the frequency and importance of environmental claims have been reduced, and the market success of green products has been minimal. It means that environmental awareness is obvious, but ecologically aware decision making is not. This incompatibility between spending on green products and consumers' over-strong environmental concerns brings new discussions (Wong et al., 1996).

This situation has been interpreted differently in different studies. While some suggested that green claims which are used in advertising are decreasing because of the reduction in green marketing and the failure of these claims in businesses and economy to drive them toward sustainability; other studies believed that this is a result of recovery efforts of companies which have taken a lesson from deceptive advertising campaigns in the late 1980s. Similarly, it can be interpreted that the decrease in the number of green products is a sign of the failure of green marketing, and also it is alleged that the demand for green products has been affected by the growth of products which address the broader part of the market in environmental sense (Ken Peattie and Andrew Crane, 2005).

Particularly after the Brundtland Report (1987), the idea of sustainable development became widespread gradually, and the environmental issues became more effective in international politics and economy. Therefore it is obliged that businesses must take into consideration the environmental problems while creating their corporate and marketing strategies. As a result of this situation, more than 1000 companies in the world signed Sustainable Development Agreement that was prepared by the World Trade Organization at the beginning of the 1990s (Peattie,

1999).

Consumers also have recognized that not only companies are responsible for protecting the environment, but also as consumers themselves, they will contribute to the protection of the environment with their purchase decisions. Therefore, they will enable that green products take place in the market by purchasing green products that will cause the less detrimental effects on the environment and their supply will increase (do Paço, Shiel, & Alves, 2018). Nowadays, it can be seen that every kind of green products and even green services are in every sector. The number of conscious consumers and producers are increasing, and they are acting “green” together for the future.

1.1.4. Green Marketing Concept

The definition of green marketing is significantly evolved since its first definition, which expresses that all marketing activities for helping to solve environmental problems. According to academicians, this definition refers to “Ecological” Green Marketing and is called First Age. In this first age, there are some limitations in green marketing such as green marketing is seen as an instrument on traditional marketing, and this is defined as a big mistake. The focus of ecological green marketing is on some specific environmental problems, and the activities in this market were very limited. Just a few corporations and consumers change their behaviors (Dangelico & Vocalelli, 2017).

Thanks to the increase of environmental awareness, marketing starts to direct its efforts to promote sustainability, not only the reduction of detrimental activities on the environment. It is called the Second Age, which is “environmental” green marketing. Peattie defined this new term as following; the holistic management process identifies, anticipate, and meet consumers’ and social needs in a cost-effective manner (Peattie, 2001). In this concept, marketing activities have started to contain the effects of technology in the socio-environmental matter. The awareness of more broader global problems has started to recognize, and the term of eco-system sustainability came to the forefront (Fuller, 1999). New opportunities were created in different markets for green products and services. The third age which is called “sustainable” green marketing refers a sustainable economy with entirely environmental transactions in production, distribution, and consumption (Peattie, 2001; Dangelico & Vocalelli et al., 2017).

There are other two concepts, which are social marketing and critical marketing. Social marketing is as the analysis, planning, implementation, and evaluation of programs that are designed to influence the behavior of targeted groups in order to improve individual and societal welfare by using traditional marketing method (Dann, 2009). Critical marketing refers to criticism of marketing activities. It aims to criticize and change society completely (Dangelico & Vocalelli, 2017).

Finally, greenwashing is another green marketing concept and identifies the creation of a wrong perception; companies avoid implementing sustainable business policies but want to enter the green market make products which are not eco-friendly look like they are an environmentalist (Genç, 2013).

In general, green marketing aims to sustain the environment with extinguishing the concept of waste, regulating investments on product concept, determining prices as reflecting the cost accurately, and making environmentalism beneficial for all stakeholders.

1.1.5. Regulations and Legislations on Green Marketing

The rapid increase in environmental pollution, over-consumption of natural resources without considering the needs of next generations, the endangering of the future, the misleading and deceptive marketing activities as well as the thinking of only profitability have increased the sensitivity of both governments and civil society groups. They have provided a basis for the implementation of some precautions and measures.

At the beginning of this long awakening time, consumers had no impact on the market in an effective way. Governments, international organizations, and non-profit groups tried to catch the attention on environmental awareness. Legislations on this field focus on environmentally friendly products, product packaging, and solid waste management.

The political pressures in Europe have started with two political parties, which are called The Greens in Germany and The Ecology Party in the U.K. These parties have been successful despite the discriminatory expressions of the media. As a result of this success, most political parties had to put environmental issues on their electoral agendas, and this results that new kinds of environmental legislation have started to set in many countries (Saha & Darnton, 2005).

In addition, The United Nations Environment Programme (UNEP) was established in 1972. This program aims to coordinate the environmental activities of the United Nations, help developing countries to set their environmental policies, and propose environment-friendly development methods. UNEP's Economics and Trade Branch has a workstream which is called the Green Economy Initiative (GEI), is designed to help governments for "greening" their economies by setting policies and investments (International Institute for Sustainable Development Programme, 2014). The Marrakesh Agreement that was established by the World Trade Organization (the WTO Agreement) contained direct references to the goals of sustainable development and to require the protection of the environment in 1995 (Woznowski, 2003).

Also, a market economy requires instruments for environmental protection. Therefore Organization for Economic Co-Operation and Development (OECD) has determined four product-related economic instruments for achieving environmental goals. These four instruments are environmentally related product taxes, tax differentiation, deposit-refund systems (DRS), and extended producer responsibility (EPR). Environmentally related product taxes refer taxes on some products such as motor fuel or other energy products, and these taxes also have a purpose of discouraging production and consumption of products which are significantly detrimental for the environment. Tax differentiation is increasing the rates of taxes on "dirty" goods and reducing the rates of taxes on "green" goods. Deposit – refund systems are used to regain packaging, drink containers, and end-of-life products. The principle is that taking a deposit from the sale of a product and refunding when the good or its package is refunded after the usage. Finally, extended producer responsibility refers to a variety of obligations that are imposed on producers like recycling end-of-life products. The main objectives of these instruments are achieving behavioral changes in consumers' purchasing behaviors and controlling waste management (Eap Green, 2014).

On the other hand, non-governmental organizations like the World Wide Fund for Nature (WWF), Greenpeace, G8+5, and International Union for Conservation of Nature (IUCN) have a substantial impact on the market. They are following all environmental activities of corporates closely and interfering in any detrimental situations. It can be said that Greenpeace is doing it actively.

The increase of environmental awareness also forces countries to create their environmental policies on corporates instead of international sanctions. The legislation on green marketing can be specified in environmentally friendly products, product packaging, and its aspects of solid waste management. Germany put into action the most rigorous green marketing laws, and now it is the leader of the world's green economy (Livingstone & Sparks, 1994). The primary investments in this field are made on waste management and recycling of wastes. On 1 January 2019, Germany has started to use the new packaging law effectively (Packaging Europe, 2018). This new law contains three phases; in the first phase, all transport packaging such as crates, styrofoam containers, and pallets are accepted by manufacturers and distributors for recycling. In the second phase, producers, distributor, and retailers must accept all returned secondary packages which are included corrugated boxes, blister packs, packages for preventing theft, packages for vending machines applications and packages that are produced for promotional purposes. The third phase refers that all retailers, distributors, and manufacturers must accept returned sales packaging (such as cans, plastics packages for dairy products, foil wrapping, styrofoam boxes, and cartons). This obligation propped up temporarily as long as voluntary green dot program stays a sustainable alternative. A green dot on the package emphasized that manufacturers have promoted a systematic collection of used packaging materials directly from consumers' houses or local collection points (Zentrale Stelle Verpackungsregister, 2019).

Nowadays, this following idea has come into prominence; green marketing should not be limited by governmental, non-governmental or only consumers' activities; all stakeholders have significant roles to contribute to green marketing (Dahlstrom, 2011).

1.1.6. Comparison of Traditional Marketing and Green Marketing

Strategies and methods that guide consumer marketing in the field of high production and high consumption have been insufficient to address the needs of consumers who are increasingly aware of their environment. Therefore, new strategies, heuristic goods, and service offerings are required in the market.

The most concentrate difference between traditional marketing and green marketing is "positioning." In the last decade, the use of eco-labels in green product positioning has become widespread. The label that is containing the technical

information about the product is not a promotion tool and is also included under the “product” in the marketing mix. In traditional marketing literature, the focus is on promotion, not on the label in product positioning (Kuduz, 2011). Traditional marketing requires developing products that meet consumers’ needs and make a profit, but environmental marketing is more complex and serves two essential purposes: Firstly, developing “eco-friendly” products that balance consumers’ needs for quality, performance, and affordability with the less detrimental impact on the environment. Secondly, designing a high-quality image for environmental success that includes environmental sensitivity for both the quality of products and their manufacturers (Yılmaz, 2003).

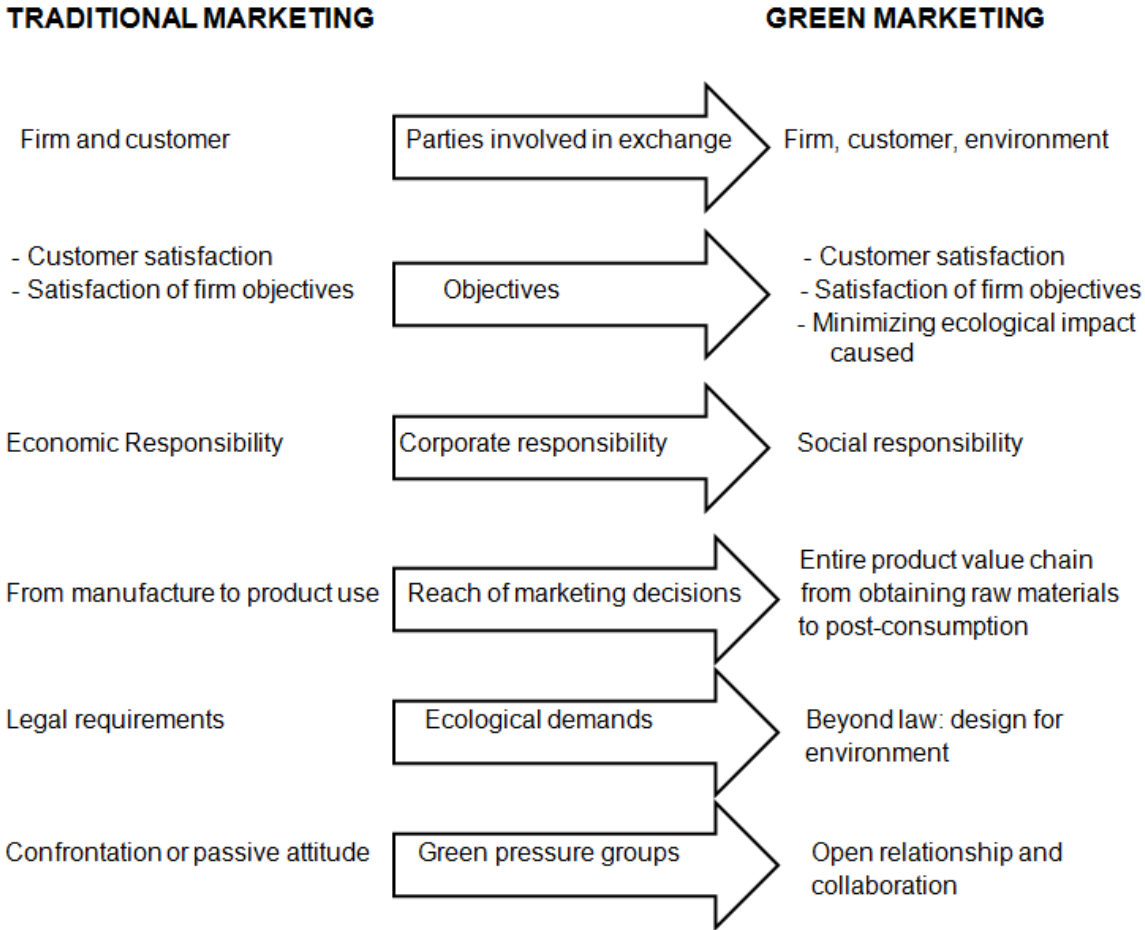


Figure 1: Differences between traditional and green marketing (Chamorro & Banegil, 2006).

As can be seen, there are considerable differences in the mentality of traditional and green marketing. It is not very simple to realize the green marketing approach by applying the techniques of green marketing; environmental aspects should be considered along with the market management process (Chamorro & Banegil, 2006).

The other differences can be defined like that; within the scope of consumers, they are classified with their lifestyles in traditional marketing, but in the green marketing approach, they are representing humanity with their life. Products in traditional marketing are referred as “cradle to grave” it means that a firm’s effect on the environment through its products or activities from the beginning of the product’s life cycle to its end and disposal (Valero, 2012). In green marketing, it is asserted that products must be “cradle to cradle” means that each product is manufactured in a way that allows it can be transformed into a raw material which is inside those products or it can be recycled to another material which is using in another industry (Kumar & Putnam, 2008). Within the context of marketing and communication, traditional marketing adopts sales orientation and profitability, on the other hand, green marketing is more educational, and values are essential. Businesses in conventional marketing are reactive, independent, competitive, and competitive also, they tend to short-range activities and focus on profit maximization. On the other side, businesses are proactive, interdependent, collaborator, and they tend long-range practices and aim reciprocal happiness (Yılmaz, 2003).

1.1.7. Green Marketing Mixes (4Ps)

Green marketing has been defined as the promotion of environmental features of products until today. Many concepts, such as “eco-friendly, recyclable, natural, and ozone-friendly” that reflect the environmental characteristics of the products, have been used for green marketing. However, green marketing strategies require not only the product to be green; all marketing components need to be green. When traditional marketing is redefined with an environmentalist approach, green marketing refers to the creation of changes that are willing to satisfy the demands and needs of the society in a less detrimental way to the environment. While traditional marketing is featuring the usage of products, green marketing highlights how the product is produced and how it will disappear at the end of its life-cycle (Aslan, 2007).

Green marketing mixes refer to traditional marketing 4Ps that are adapted to green marketing. Some studies showed that there is a strong relationship between these mixes and brand loyalty. A green product is in the center of brand association. Green product and green place are precisely correlated with brand quality. Finally, green price and green product are only two marketing mixes that have an impact on brand trust. Also, there is a negative correlation between green prices and both brand loyalty and brand trust; if the prices increase then consumers' loyalty and trust decrease (Dangelico & Vocalelli, 2017).

1.1.7.1. Green Product

The core of the green product is green design (brand name, logo, colors, packaging, quality, safety, warranty, accessories), and it generates a powerful connection between consumers and producers. Entrepreneurs who want to take advantage of growing green market watch for an opportunity by developing products for consumers' environmental needs and by enhancing eco-friendly products that have a less detrimental impact than competitors.

It requires that starting from the raw materials; the product must not be harmful to the environment during the whole production process and later (Polonsky & Rosenberger, 2001). When deciding whether a product is green or not; some characteristics of this product are examined such as satisfying the needs and demands of consumers, ensuring and maintaining the continuity of energy and natural resources, not harming living beings, not to threaten the health of people, not detriment on the environment by using and consuming of them (Aslan, 2007). According to Ottman, the improvement of the green product has four stages; raw material acquisition process, production and distribution process, product use and packaging process, after-use and wastes process (Ottman, 1993).

Raw material acquisition process involves:

- The protection of natural resources, the natural world, and endangered species,
- Minimizing the wastes and prevention of pollution; in particular the use of toxic substances,
- Transportation,
- Using renewable resources,

- Using recyclable materials.

Production and distribution process is about:

- Minimum usage of material,
- Waste production and management,
- Energy efficiency,
- Water utilization,
- Emission of air, soil, and water.

Product use and packaging process:

- Energy efficiency,
- Consumer health and environmental safety.

After-use and wastes process:

- Recyclability, facilitating reuse and repair,
- Durability,
- Biodegradability,
- Burning and/or safety storage of wastes.

Tseng and Hung have developed a method for measuring the gap between consumers' expectations and perceived value of green products. This method has three attributes; tangibility which is something appeals to senses or labels and esthetics, warranty that refers the environmental impacts of green products and reliability that is related with quality, conformity and durableness (Tseng & Hung, 2013). This gap should be decreased by marketers to promote satisfaction properly.

The manufacturing of green products has brought along green product policies; 4S formulation has emerged in the concept of green product. 4S can be described like that; satisfaction (providing customers' all needs and wants), sustainability (promoting continuity of product's energy and resources), social acceptability (accepting that the product or the enterprise do not harm all living creatures and nature), and safety (products do not endanger people's health). These criteria must be ensured while green products are manufacturing.

Also, sustainable packaging is the most desirable feature for green products (Dangelico & Vocalelli, 2017). The first impression of products is given by the packages; therefore, they are significant in communication with consumers. Most consumers understand whether a product is green or not through packaging. However, if a product has sustainable packaging, then consumers know that it has a

minimal environmental and social effect, it will use energy and materials efficiently in its life-cycle, and it does not contain any toxic substances.

1.1.7.2. Green Price

Price is related to the quality of products, and it refers to the amount that consumers are willing to pay for it. Production of eco-friendly goods and carrying on these production activities generate an incremental cost factor because investments for improving green products increase sales prices. People should know that the environment and living well are costly; they can contribute by purchasing green products for saving them from important irremediable results in the future. For instance, promoting fuel-efficiency, eco-friendly cars are demanded even though their prices are higher because consumers have recognized that they can save from the fuel cost while they are using the car. A lower price, which is resulting from cost savings, will encourage consumers to buy eco-friendly products. This additional cost is called “premium price,” and there are many behavioral differences between consumers in terms of willingness to pay the premium price; some consumers are ready to pay more forever while others demand discounts and this situation can be explained by “critical ethical point.” It is defined by Freestone and McGoldrick like that: Consumers can pay more up to this point; passing over the point means that consumers’ self-devotion are not equal to their benefits and competitive advantages of businesses in the marketplace can be affected negatively (Dangelico & Vocalelli, 2017).

According to the results of research in the context of pricing and green products, consumers behave in three different ways when buying a green product. They are (Schlegelmilch & Diamantopoulos, 1996):

1. Choosing green products even if there are other products at similar prices,
2. Choosing green products without looking at their prices,
3. Searching the environmental sensitivity of the product before buying and making this purchasing decision according to findings.

On the other hand, the main challenge for green producers and businesses who invest in environmental issues are determining their prices. In other words, companies must know how they will position green products and how they will determine the prices. In case the demand for the product is price-sensitive, lower prices can provide a competitive advantage for the corporates. In the situations

where the price of the product is high, the importance should be given the promotion of the differentiated green product and consumers should be willing to pay extra for this product at the same time (Kuduz, 2011).

1.1.7.3. Green Place

It refers to where producers make green products available and which channels will be used to reach the target. It is about the management of distributional activities in the marketplace, such as the choice of distribution channels, the management of distribution strategies and operational processes of logistical transactions, and reverse logistics. The main goal in this marketing mix is to reduce carbon footprints, thereby managing the wastes that result from the distribution. In other words, the distribution channel in the field of logistics focuses on reducing the volume of wastes caused by transportation, storage, and consumption activities. However, the management of the channel focuses on determining the role of retail sales, choosing channel partners, and some environmental distribution decisions. In addition, reverse logistics is a key strategy for the greening act. It refers to return, storage, and/or recycling of products which are second, undesirable and ended their life cycle from consumers. It contains remanufacturing of returned products and delivering these products to the end user again. This strategy is mostly using in durable goods. The decrease in the over-use of materials, production cost, and resource allocation are aimed with this way.

One of the prerequisites for the successful application of environmental marketing strategies is to ensure that the distribution channels, which are composed of wholesalers, intermediaries, and retailers, inform the manufacturers continuously and accurately. Retailers are closer to consumers' environmental expectations and have crucial information about consumers. Eco-friendly behaviors of the retailers also reinforce the image of enterprises.

1.1.7.4. Green Promotion

Green promotion strategies aim to bring together green consumers with businesses and enable businesses to create an environmentally friendly image, thereby announcing their green activities to consumers. These strategies are not different from others; the main idea is reaching the desired position in consumers' mind with communication activities which reflect the vision of companies. The

purposes of green promotion strategies are; to inform the target about eco-friendly products, to convince consumers about businesses and products do not harm the environment, and to explain environmental aspects of green products to consumers (Emekçi, 2017).

Some studies showed that green advertising, eco-labeling, and eco-friendly packaging create a positive impression on consumers. Their response to these activities comes to existence as a positive attitude like preferring green products or making eco-friendly purchasing. Also, the messages on advertisements should be given in a complete, clear, and correct way. These advertisings should emphasize the environmental aspects of products and services, promote sustainable development, and reflect the green image of the brand decisions (Dangelico & Vocalelli, 2017).

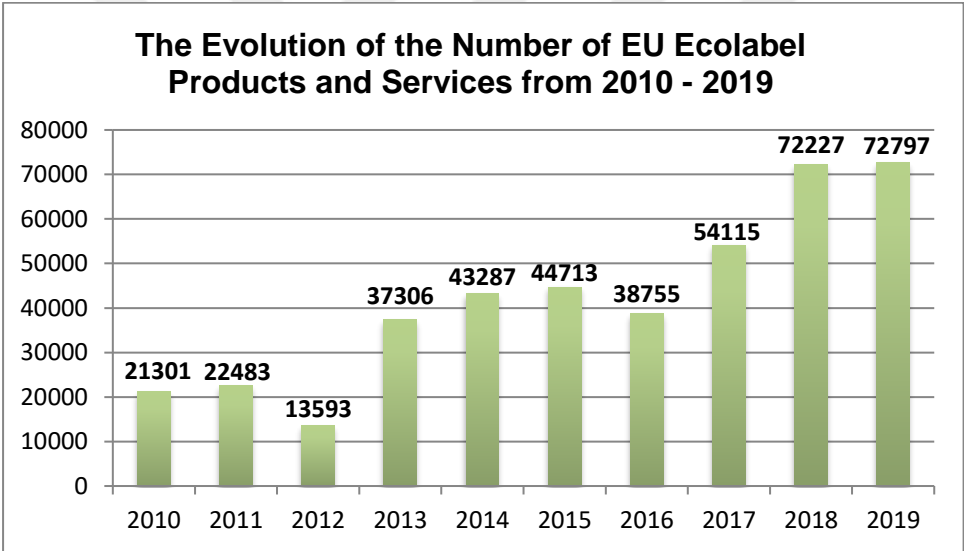


Figure 2: The Evolution of the Number of EU Ecolabel Products and Services from 2010 – 2019 (European Commission, 2019).

European Commission has reported that in March 2019, 72797 products and services have been eco-labeled and have served in the green market; it is evident that the available eco-labeled products and services increased by 88% in last three years (European Commission, 2019). It can be interpreted that the environmental awareness of consumers and the actual green purchase behaviors are increasing as a result of useful marketing practices.

1.1.8. Green Marketing Strategies

The first attempt for green marketing has been aimed at knowing green consumers. Today, green consumers represent a significant market in the world. Therefore, it is necessary to identify firstly a target market that consists of green consumers and then develop and implement the optimal marketing mix to fit the needs and wants of the market. In order to respond to consumers' wide range of environmental concerns, the market is divided into different shades of green. According to Roper Starch Worldwide Green Gauge Report (1996), these segments are like that (Worldwide, 1997):

True Blue Greens (9%): These have strong environmental values, and they are called "activist." They have high socio-economic status and support financial aids for solutions to environmental problems. They are always keeping in touch with politicians and social groups.

Greenback Greens (6%): They, which constitute only 55% of consumers, are willing to pay 22% more for green products. They have environmental concerns and support environmentalism; but these attitudes have not become a lifestyle, yet. They also have high socio-economic status, and they are young people, mostly.

Sprouts (31%): This group which constitutes the majority of 1/3 occasionally participates in environmental activities that do not require much effort. Basic green activities are recycling. They also read green labels. Although they are at the same income levels with true blues and greenback greens, their green understanding usually ends in the supermarkets. When choosing between two equal products, they pay only 4% more to the green product.

Grouzers (19%): They do not play a part in environmental activities, and they have low socioeconomic status. They always have a reason to not do anything for the environment. Grouzers believe that green products' prices are costly.

Basic Browns (33%): Basic browns represent baseline level of environmental concerns, and they do not care about social and ecological issues. They cannot be convinced about the seriousness of environmental problems, and they do not need excuses for their indifference. Only 1% of this group boycotts environmental damages, and 3% of them buy recycled products.

Ginsberg and Bloom (2004) indicated these segments like that: between 15% - 46% of all consumers might be open-minded for green consumption. The growth of this target market depends on social, cultural, and economic trends. Therefore, it should be under consideration that the market can change any time (Ginsberg & Bloom, 2004).

Green marketing strategies should be made for each consumer segment in order to be successful. However, there is not only one marketing strategy that can be suitable for every company but the objectives of strategy pretty much the same in general: Controlling the waste management, redesign the concept of product, arranging prices according with actual and additional costs, making environmentalism beneficial, creating competitive advantage in the market and contributing the expansion of the green market (Emekçi, 2017).

Strategies can be ranged from inactive to active approach like that; lean green, defensive green, shaded green, and extreme green. Marketers who understand these strategies and reasons behind them bring success to both the companies and the market.

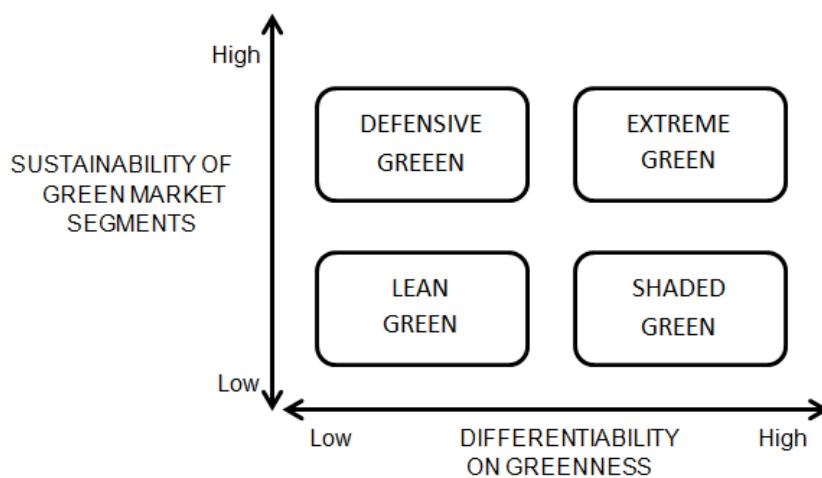


Figure 3: The Green Marketing Strategy Matrix (Ginsberg & Bloom, 2004).

This matrix is used for the differentiation of products in terms of greenness. Before choosing a strategy, managers should think about how this segmentation is worthwhile for the corporation and how the company can differentiate its products' green dimensions. According to answers, managers should choose one of these strategies:

Lean Green: Lean greens have environmental awareness, but green entrepreneurial activities are not on their agenda. They consider environmental issues for only their interest. They mostly focus on the cost reduction and efficiency improvement that comes from eco-friendly activities, and they obtain those by creating a lower-cost advantage.

Defensive Green: Those firms use green marketing concepts as removing particular crisis or threats that cause from the competition. They believe that brand image can be improved if they reduce the detriment on the environment. Therefore, the sustainability of green market segments is significant, and the environmental, ethical values have an impact on their decisions.

Shaded Green: They take care about investments on eco-friendly procedures and they are good at differentiation on greenness, but they prefer not doing it, they believe that making more profit can be possible by focusing other qualifications.

Extreme Green: These firms combine environmental issues with their management and production processes. They can be seen in niche markets with specific products.

Another green marketing strategy is “eco-labeling.” Eco-label is a label which is issued by The EU in order to reduce the environmental impact of a product’s design, production, marketing, and usage. This label indicates that the product is more eco-friendly than other products (Delmas & Grant, 2014). However, eco-labeling is described as informing the consumers about the ecological development of a product that is obtaining from every stage in its production process. If a product is considered as ecologically safe according to the standards of the origin or the organization, the product is awarded an eco-label. Eco-labels should be simple, informative, easy to recognize, reassuring, consistent, and to fulfill legal requirements. Eco-label gives a marketing opportunity to the green product; extinguishing the disadvantage of high production cost (Alagöz, 2007). Eco-labeling aims to increase the health and the environmental sensitivity of consumers and to enable them to choose products which are not detrimental (Alagöz, 2007). The core idea behind eco-labels is to encourage conscious buying choices by environmentally aware consumers (Delmas & Grant, 2014).

On the other hand, it might not be possible to describe the environmental impacts of the product exactly; therefore, the reliability of eco-labeling is significant

for making easy consumers' preferences for green products. Eco-labels can be issued by independent organizations, and sometimes they just define the assertions made by manufacturers. The second situation may create some complex ideas in consumers' mind about the reliability of eco-labels; some true attributes of the product may be distorted to make more profit.

According to a survey, eco-friendly messages have an impact on almost 70% of consumers' purchasing decisions. Also, some studies showed that consumers want to know much more details about the whole life cycle of a product through eco-labels because in order to find out sustainable aspects of both the company and the product.

There are three types of eco-labels: ISO Type I, ISO Type II, and ISO Type III. Type I labels are promoted by third parties and show that the product is supplied with some standards; Type II is consist of companies' positive assertions to increase the prestige of the product; Type III contains scientific information about the product, and they might be positive or negative. All these three labels are also using a promotional tool; also, Type I and Type III labels are a guarantee for consumers about the green issue of the product. As it was mentioned, Labels that promoted by companies create some confusion but Type III eco-labels help to decrease these confusions (Dangelico & Vocalelli, 2017).

1.2. GREEN CONSUMER

As a result of environmental damages caused by detrimental products and their production processes, environmentalism has become an essential phenomenon in 30 years. For consumers, the 1960s can be defined as the period of "consciousness," the 1970s as the period of "movement," the 1980s as taking responsibility and the 1990s as being a power in the market. By the end of the 1980s, there was an increase in the number of consumers who recognized that the natural resources were limited, reflected their environmental concerns by demanding or buying eco-friendly products, and identified themselves as an environmentalist (Kalafatis et al., 1999). The ecological awareness levels of consumers have increased in time, and consumers have stimulated their environmental concerns with eco-friendly behaviors. The consumption of eco-friendly products supports these ideas. In addition, compared with non-green consumers, green consumers are those

who purchase green products and adopt eco-friendly behaviors beyond standards. In general, the green consumer can be defined as one who pays attention to environmental issues and purchases green products in standard alternatives. Green consumers control their behaviors, they are open-minded, and they believe that environmental protection is not ensured by only the legal sanctions, management policies of corporates or environmentalists' activities; they are aware how their role is significant in the market (Straughan & Roberts, 1999).

1.2.1. Green Consumer Profile

All green consumers are not the same, but their some common attitudes and beliefs are listed by the International Institute for Sustainable Development (IISD): They are loyal to green lifestyles, exaggerate their green behaviors in order to inspire others, are willing to protect the environment with simple ways, have doubts about the companies' eco-friendly assertions, and they are open to learning something new about being green. IISD also makes some generalizations related with demographic features of green consumers: Most of them are young people, the key players of the target are women, and they frequently purchase something for men, and the best consumers are who have money to spend for green products (IISD, 2013).

On the other hand, some studies carried out in the early 1990s do not fully support these environmental claims. For instance, the study made by the Simmons Market Research Office in 1991 found a low correlation between consumers' willingness to buy eco-friendly products and their environmental interests. Similarly, a weak correlation between the attitudes of consumers towards environmental issues and the conversion to actual buying behavior was found in the studies of Schlossberg and Winski. In the late 1990s, despite ecological research in the marketing field for improvement, it was observed that the desired results could not be achieved in practice (Kuduz, 2011).

However, there are also discussions about identifying a fixed character for the green consumer. One consumer behaves unlikely in two situations. According to many studies that analyzing the relationship between demographic variables and the attitudes and/or consumptions of consumers who have environmental consciousness, if such variables are significant in terms of statistics, it makes possible for marketers to segment the market effectively and to take advantages of green attitudes and behaviors (Straughan & Roberts, 1999). The overall profile of the

group identified as a green consumer; women in the upper age group are well educated, have a good income, and have politically liberal views. The profile in question expresses people who have both economic and cultural capital. Researchers stated that conceptualization as sustainable consumption is more accurate instead of green consumption. Also, they indicated that women attend environmental issues more as emotional, and young people show more responsible-environmentalist behaviors than older people (Gilg, Barr, & Ford, 2005). The subject of education is another important issue in the green consumer profile. Studies show that people have more information about environmental problems as long as training time increases. Education is one of the critical indicators, not only for the consumers but also for managers (Üstündağlı & Güzeloğlu, 2015). In addition, consumers' values, ethics, moral norms, attitudes, habits, and preferences also affect their purchasing decisions. The willingness of creating a social identity of green consumers has an impact on purchasing green products. Nevertheless, leaving a positive impression on other people by behaving environmentalist is more potent than financial inducements. Likewise, obtaining experiences after every purchasing has an undeniable impact on each driver of green consumption (Milovanov, 2015).

1.2.2. Green Consumers Segmentation

As it was mentioned above, defining a specific green consumer profile is not possible, and many different purchasing behaviors for a single situation can be observed; therefore; many consumer segments were developed by several scholars. In order to understand green consumers deeply, these segmentations should be analyzed. Firstly, Autio & Heinonen (2004) have split green consumers into three categories (Milovanov, 2015):

1. Deep-Green: They have incredibly environmental awareness, and they strictly interiorize the green lifestyle. Products life-cycle are crucial for them, and they try to shop economically.

2. Medium-Green: They do not behave green as strongly as “deep green” consumers, and their consumption routines are based on their enjoyments. They regularly buy eco-friendly products, recycle and search for alternatives during purchasing. The force of “deep-green” and “medium-green” tendencies are based on age.

3. Light-Green: It refers to consumers who make decisions under the guidance of their desires and do not care about the environment. This tendency is the most frequent one in green consumption.

Secondly, in the report of Defra (Department for Environment, Food and Rural Affairs), which is published in 2008, consumers are categorized into seven segments. The main criterion of this segmentation is common attitudes and beliefs for environmental issues. These are (Defra, 2008; Milovanov, 2015):

1. Positive Greens: They constitute 18% of the population, and they are more willing to spend green life. These people believe that the main responsible for environmental problems is humankind and something must be done for that. Their effort likely is to reduce their impact on the environment, thereby making energy and water efficiency at home, purchasing eco-friendly products, separating their wastes, and recycling. Also, they are willing to pay more for green products, and it can be predicted that their socio-economic level is very high.

2. Waste Watchers: They constitute 12% of the population, and their behavior is shaped by an impulse which is avoiding to damage the environment. They are intensely loyal to recycling, and they can save energy and water in every part of their life. On the other hand, they have some doubts about the scope and urgency of ecologic problems.

3. Concerned Consumers: They represent 14% of the entire people and have positive beliefs for the environment but do not have confidence about the limits of natural resources. They behave like the other two group members about environmental protection and think that they are already doing their best.

4. Sideline Supporters: These people have a rate of 14% of the population, and they are aware of the environmental problems but believe that other people will solve these problems. Their beliefs on being green do not transform into behavior. This group has the biggest attitude-behavior gap. They exhibit less green behaviors than other groups above.

5. Cautions Participants: This 14% rate of consumers believe in ecologic crises, but they are not aware of their ability to find a solution for them. Also, they know their impact on the environment. It is difficult to change their lifestyle for them, but they also try to save energy and water at home. Exhibiting eco-friendly behaviors are not ordinary for their daily life, but three-quarters of this group are willing to do

more for the environment.

6. Stalled Starters: 10% of the population consists of stalled starters. According to these consumers, the ecological crisis is too far from them, and they consider being green unnecessary. Their contribution is only recycling, and they think that acting green behaviors are discreditable. Not surprisingly, these group members have the lowest socio-economic level.

7. Honestly Disengaged: They represent 18% of entire consumers, and group members have no interest and worry about environmental problems. They are skeptical because they do not think that their behaviors have a detrimental impact on the environment. They do not do anything for the benefit of the world.

Thirdly, according to the “Green Shopper Study” of Deloitte, which is a multinational professional services network and serving audit, management consulting and risk advisory, green consumers are divided into five levels: They are classified according to the placement of sustainability in consumers’ value systems. The first segment which is called “committed” (2%) refers that sustainability is superior value during purchasing; the second segment is “proactive” (18%) that represents shoppers who integrate green idea into primary purchasing decisions; third, “influenced” (34%) shoppers put sustainability in secondary purchasing value; fourth, “unsure” (33%) refers that green idea is not evaluated during purchasing; fifth, “unaware” (13%) shoppers do not put sustainability inside their purchasing values, they do not have any knowledge about greening idea; therefore, they do not care about sustainability (Deloitte, 2009).

Finally, “Regeneration Consumer Study, which was prepared by BBMG, GlobeScan, and SustainAbility, shows more than 6,000 consumers’ attitudes and behaviors. The sample was chosen from Brazil, China, Germany, India, The U.K, and The U.S. In this study; consumers are divided into four segments based on their sustainability criteria. These are (BBMG, GlobalScan, & SustainAbility, 2012; Milovanov, 2015):

1. Advocates (14%): This group equals to “positive greens” in Defra’s segmentation. They support green idea strongly, and 86% of these people have already adopted sustainability in every part of their life. They are willing to communicate with companies in order to help the improvement of products and to contribute new ideas.

2. Aspirationals (37%): They are volunteers to be sustainable in their purchasing. Style is the key point for them, and they are impressed by brands easily. They want to see companies' attempts firstly to purchase sustainable products; they are ready to be convinced. Their effort on behalf of protecting the environment is consuming less, but in contrast, they like shopping.

3. Practicals (34%): They buy green products because it is a trend. They are not willing to pay more prices for these products; therefore, promotions and campaigns have a significant impact on their purchasing decisions. They prefer to trust consumers' comments and ratings instead of the brand's messages. They are skeptical about environmental issues, but they do not want to learn more about it.

4. Indifferents (16%): These do not feel responsible themselves for doing something for the environment because they are skeptical. They think that word of mouth from reliable people is the best way to obtain information about green products.

1.2.3. Demographic Features of Consumer Segmentation

Age: There are two alternatives about the age and environmentalism relationship. In some researches show that there is a positive correlation between the ages and behaving sustainable; as the age increases, environmental awareness also increases. The main reason for that is the participation of middle age group in social activities, and charity is generally higher (Kuduz, 2011). On the other hand, some researches illustrate that the most common view in terms of the relationship between age and environment is that the sensitivity of the environment is higher in people who have grown up in periods of environmental problems (Straughan & Roberts, 1999).

Gender and Marital Status: The relationship between gender and environmental issues is a subject that is relatively less searched. However, many scholars suggest that gender is influential on environmental attitudes and that women tend to be more eco-friendly than men because of social gender norms, attitudes, and skills arising from the adopted roles between women and men (Kuduz, 2011). According to the study of Ling-Yee, the relationship between ecological sensitivity – attitudes and green purchasing behavior is stronger in men rather than women (Ling-Yee, 1997). Laroche et al. (2001) found an opposite result: In their study, it was determined that women are willing to pay more money for green products, while this ratio was found to be 40% in men. Also, 56% of married people and 57% of those

with children were determined to pay more for green products (Laroche, Bergeron, & Barbaro-Forleo, 2001).

Income: Considering that income is one of the most important determinants of social class level, a positive relationship between ecological sensitivity and consumers who belong to middle / upper social classes can be explained by Maslow's Hierarchy of Needs (Kuduz, 2011). This relationship is generally considered to be positive. The most common reason for supporting this idea is that people who have high income can tolerate marginal increases in cost to support environmentalism and they can purchase eco-friendly products without cost comparisons (Straughan & Roberts, 1999). On the other hand, Laroche et al. concluded that household income, occupational status or home ownership have no effect on whether consumers are willing to pay more for green products or not (Laroche, Bergeron, & Barbaro-Forleo, 2001).

Education: There is a strong and positive correlation between education and environmental awareness. Recent studies support this correlation; ecological knowledge prohibits harmful behaviors. Skeptical consumers mainly lack the knowledge, and it let them behave irresponsibly. There might be other reasons, such as loyalty, beliefs, and habits, etc.

Urban / Rural Settlements: Although he reaches in this variable has mostly been in the last 15 years; it has been the first days of green research. Many studies conducted on the environmental sensitivity in the last 30 years have examined the relationship between the settlement and the environment. Almost all of these studies showed that people who live in urban areas are much more sensitive to environmental issues (Kuduz, 2011; Straughan & Roberts, 1999).

Psychographic Features: Studies on the impact of psychographic features on environmental attitudes and behaviors have revealed some interesting data about green consumers. These features which are affecting environmental awareness can be listed as a political tendency, pluralism and altruism perceived consumer effectiveness and sensitivity to environmental issues.

- **Political Tendency:** In the study of Hine and Gifford showed that people who have liberal political views have stronger environmentalist discourses than conservatives (Kuduz, 2011).
- **Pluralism and Altruism:** Ling-Yee considered pluralism as the priority given

to the group objectives, the integration with nature, and the importance given to living in harmony with others. She hypothesized that the effect of pluralism as a value would increase green purchasing behavior (Ling- Yee, 1997). Laroche et al. (2001) also investigated the effects of individualism and pluralism values on consumer behavior and explained the difference between these two values as follows; individualism is about the extent to which a person considers himself or herself independent and dependent on his own existence. Even if individual people voluntarily participate in an activity, they prefer to remain separate from the other members of the group. Scholars have tested that people with pluralist values tend to exhibit more eco-friendly behaviors and have obtained findings that support their hypothesis (Laroche, Bergeron, & Barbaro-Forleo, 2001).

- **Perceived Consumer Effectiveness:** In green marketing, emotions and perceptions of consumers about whether they will make any differences with their green purchases are one of the main determinants of the intention to buy eco-friendly products. The central claim regarding this issue is that individuals will develop eco-friendly attitudes and behaviors, and they believe that they can contribute as an individual to solve environmental problems. For instance, a consumer who is concerned about the environmental pollution which caused by the fumes of a power plant will not incline to act if he does not believe that efforts will make a difference (Kuduz, 2011).
- **Sensitivity to Environmental Issues:** The relationship between attitudes and behavior examined in various contexts in environmentalist literature. This relationship is the measurement of the connection between eco-friendly behaviors and environmental sensitivity. Most studies show that this is an entirely positive relationship (Straughan & Roberts, 1999).

Green marketers have a big challenge on the segmentation of consumers; there is no only one systematic way to create a market strategy for general targets. Even if professionals do the best market researches, find the ultimate promotions and apply the optimal strategies to attract consumers' awareness, there is always a margin of error, and its reason is the skeptical manner of consumers. In the next chapter, consumers' skepticism in their behaviors will be examined deeply. While the

situation is complicated like that, the market needs some activator to keep the consumers alive and to impassion the green market place; they are called “ecopreneurs.” Generally, they do not beware of taking some risks to be successful. Differently, from entrepreneurs, ecological entrepreneurs believe that they are also responsible for protecting the environment during their activities. As we know that there are many different consumer behaviors in the green market and applying marketing strategies with full of success may not be possible; therefore, ecopreneurs exist. Also, their contributions are significant to shape the green market in the scope of behavioral manner. In the third chapter, their roles in the market will examine broadly.



CHAPTER II: CONSUMERS' SKEPTICISM IN GREEN MARKETING

2.1. GREEN CONSUMERS' GENERAL BEHAVIORS

In the past years, consumers have been interested in purchasing and consumption; while today's aware green consumers are interested in the environmental impacts of production, packaging and transportation systems, waste management and many other activities of businesses which use scarce resources. Consumers should have sufficient knowledge to make conscious choices during purchasing. Lack of information might constrain consumers from being involved in green features in their purchase decisions.

Green consumers are who can influence the environment through their purchasing decisions. Consumption decisions of green consumers with social responsibility include the research of the manufacturers; such as their production activities and applications, the raw materials used in the product, and the effects of the products on the environment during the usage and impacts which occur after products' disposal (Dahlstrom, 2011). Therefore, it can be said that the most general green consumer behavior is making conscious purchasing decisions by taking into consideration all environmental impacts in the product life-cycle.

In addition, green consumers prefer to say their preferences or concerns about eco-friendly products loudly and to boycott firms which do not care about environmental issues. These behaviors create pressure on manufacturers to be more willing to produce eco-friendly products. It can be called the second particular green consumer behavior; leading the marketplace with their opinions. That is also one of the differences between traditional market and green market. In the traditional market, corporations' marketing activities such as campaigns, advertisings, promotions, and other motives for purchasing direct consumers' choices, even their social norms. However, these marketing activities may not reach the expected success if consumers recognize the detrimental effects of corporations because green consumers are more informed and conscious about the environment.

On the other hand, even the number of people who are desirous of purchasing green products has increased; there is a miserable increase in the number of green products sold in the last years. The reason of this situation is explained by Mohr et al.

(2001) thus; environmental sensitivity has a small impact on purchasing decisions and consumers sometimes miss the environmental dimensions of their purchases (Joshi & Rahman, 2015). More recent studies showed that this contradictory circumstance is called “attitude-behavior gap.” It refers to the compatibility between consumers’ positive attitudes for environmental issues and their actual purchase behavior. It means that consumers positive attitudes do not always transform into the act (Joshi & Rahman, 2015). The main idea of this study is to understand the reasons for the gap and to illustrate possible solutions to reduce this gap.

Moreover, green consumers’ attitudes, beliefs, habits, and lifestyles can determine or change their general behaviors. As said before, there are many indicators that affect consumers’ purchasing decisions. These were examined in many studies. In order to understand these factors affecting green consumer behavior and the possible reasons that cause the discrepancy between green attitude and actual buying behavior, it is quite significant to look at some theories.

2.1.1. Theory of Reasoned Action (TRA) and Theory of Perceived Behavior (TPB)

In the past, studies focused on explaining the green purchasing behavior of consumers in the scope of attitudes, values, and intentions toward green products. Analyzing some important studies will help to understand better the green consumers’ behavior. First of all, the Theory of Reasoned Action (TRA) approach, which is developed by Ajzen and Fishbein (1980) is used in most studies. According to TRA, there are two indicator of consumers’ individual behavior: individual attitude and social norms. TRA said that behavior is foreseen by a person’s intention to perform a particular behavior. Moreover, the intention is foreseen by two factors: the individual’s attitude toward the result of the behavior and the individual’s idea that is shaped by social norms. This theory refers that purchasing intentions of green products point out the extent of consumers’ willingness to buy green products or choose green options (Paul, Modi, & Patel, 2015). The main problem of TRA was not focusing on the possession of opportunities and resources. The neglect of some involuntary factors for determining behaviors, such as resources, caused to interrogate the practicability of TRA. In an example, some consumers have a good perspective on green purchasing, but their sufficient income or product unavailability force them to buy non-eco-friendly goods (Paul, Modi, & Patel, 2015). This

involuntary behavioral factor caused to discussion TRA, also it seems that the two factors which are individual attitude and social norms were not able to reflect green purchasing behavior; therefore Theory of Planned Behavior (TPB) was hypothesized by Ajzen (1988). He added another indicator of individual behavior, which is perceived behavioral control (PBC). It promotes control over a person’s purchasing actions. TPB is developed for understanding the effect of personal factors and social environment in addition to involuntary determinants on intention (Paul, Modi, & Patel, 2015). Additionally, TPB has used to understand environmental concerns and knowledge which uses to have an intention for purchasing green products. TPB mainly stresses on self-interest motivations and green behaviors; they are affecting money, time, effort, person’s emotions, and past experiences.

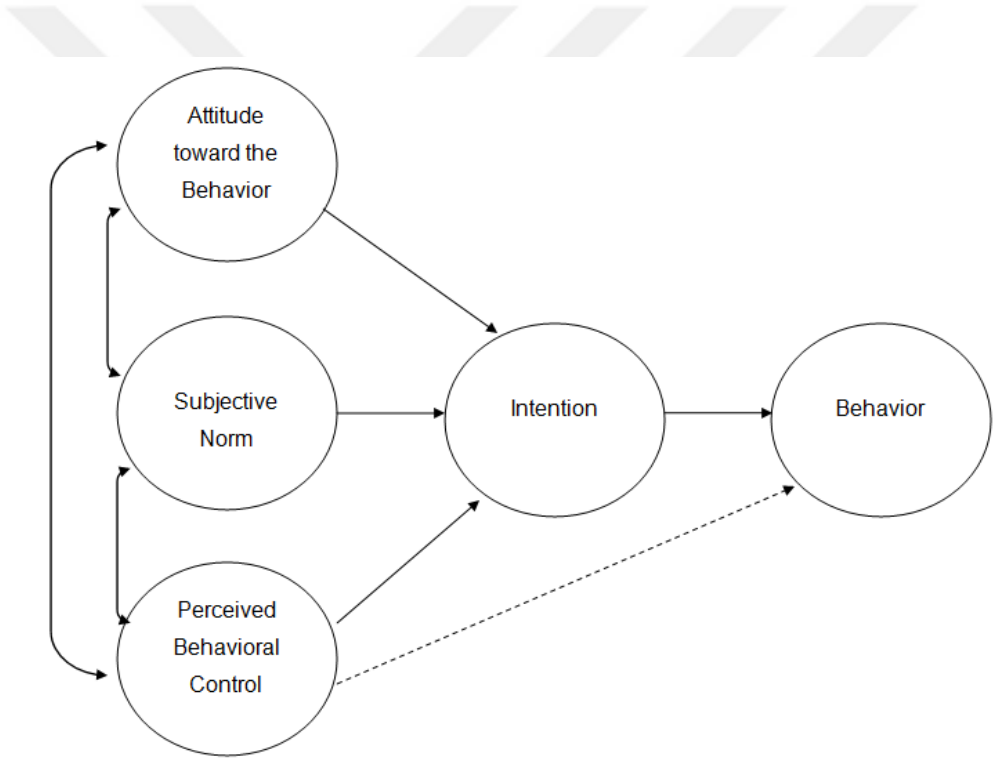


Figure 4: Theory of Planned Behavior Model (Ajzen, 1991)

The model of TPB in figure 3 shows that intention plays a mediator role between attitude, subjective norms, and perceived behavioral control (Lam, 2017). These four factors affect behaviors directly and indirectly. This model makes convenience the possible relationship between intention and its determinants (Paul, Modi, & Patel, 2015). The intention is defined as a determinant of the strength of the

consumer's willingness to perform a particular behavior. It is anticipated that intention should influence performance as far as a person's behavioral control that exists himself (Ajzen, 1991).

In the model, attitude toward behavior refers to the extent which an individual has a positive or negative evaluation of the behavior, which as mentioned (Ajzen, 1991). Also, attitude contains judgments about that kind of behavior are good or bad, and it shows a person's willingness to do this behavior or not. According to Chen and Tung (2014), attitude is a mental emotion in consumers' purchasing behaviors, and if it is positive, behavioral intentions are in the tendency to be positive. This positive correlation was observed in many studies, and it is quite evident that intention is affected attitude favorably (Paul, Modi, & Patel, 2015).

Subjective norm is the second indicator of behavioral intention in the TPB model. It refers to the perceived social constraint to exhibit or not exhibit the behavior (Paul, Modi, & Patel, 2015). Subjective norms indicate the effects of people who are around the person, such as family members, friends, and colleagues. Also, subjective norms represent consumers' emotions about social constraint and how favorable social image is essential for the consumers. The pressure, which is created by the society, encourages consumers to buy green products; therefore, the general opinion of the society is significant for green consumption (Liobikiene, Mandravickaite, & Bernatoniene, 2016).

Nevertheless, there is a strong and positive correlation between subjective norms and purchasing green products intention (Paul, Modi, & Patel, 2015). However, Lin and Huang (2012) stated that choice behavior is not affected by social values considerably, because, in their research, some replicants said that "going green" neither increase social prestige nor make a good impression on other people (Liobikiene, Mandravickaite, & Bernatoniene, 2016). However, the positive impact of social norms on buying green products intention is an undeniable fact for the market.

The third component of TPB is perceived behavioral control (PBC). It refers to the perception of ease or difficulty to exhibit a behavior (Sharma & Foropon, 2019). It represents experiences obtained in the past and envisaged obstacles. Zhou et al. (2013) indicated that behavioral control and motive specify behavior. Ellen et al. (1991) determined that perceived consumer effectiveness (PCE) is a relevant component of the PBC concept (Paul, Modi, & Patel, 2015). PCE refers to the

consumers' beliefs on "an individual can create a difference or make an impact on the environment, thereby purchasing or using eco-friendly products. Nguyen et al. (2017) analyzed the PCE from the intention of green consumption to the behavior in two ways:

Firstly, consumers are willing to purchase green products because they believe that this preference creates more benefits than less green alternatives. The main achieved success here is the realization of consumers' objective about behaving responsibly to the environment. When consumers have awareness and trust that they can protect the environment by their green consumption, they are more likely to behave with their intention or attitude (Nguyen, Nguyen, & Hoang, 2018). There might be the opposite situation; when consumers are skeptical about the green assertions, they might prefer other alternatives instead of green ones. Berger and Corbin (1992) propounded that when consumers believe that their behavior can complete their goals successfully, the relationship between attitude which is environmentally responsible and the behavior will be stronger. Similarly, The insufficient and uncertain information about eco-friendly products causes to increase the gap between consumers' green attitude and actual purchasing behavior (Nguyen, Nguyen, & Hoang, 2018).

Secondly, consumers generally exhibit behavior according to their objectives in mind. The transformation of consumers' intentions into the actual behavior depends on the consumers' behavioral ability to control their objectives. In green purchasing, consumers' goals are promoting benefits to both the environment and the society, besides satisfying their needs and wants. So, if consumers recognize that they are able to control their objectives of promoting benefits to the society and protecting the environment, thereby purchasing and using eco-friendly products, they might exhibit behavior according to their intentions. Some empirical studies show that consumers who have long-term effectiveness indicate more orientation to green behavior (Nguyen, Nguyen, & Hoang, 2018; Paul, Modi, & Patel, 2015).

According to Kim and Han (2010), intentions are the best predictor of behavior, but De Canniere et al. (2009) argued that the forecasting ability of intentions on actual behavior is weak. The discussion about the gap between intentions and behavior has emerged. Most authors explained this gap because of a problem of the confidence in green products and their high prices (Liobikiene,

Mandravickaite, & Bernatoniene, 2016). Therefore, other authors have expanded the scope of TPB, and they have considered appropriate to add other indicators that have an impact on green behavior.

Liobikienė et al. (2016) widened the concept of attitude and discussed the impacts of knowledge and confidence in purchasing behavior of green products. Knowledge is the amount of information in the consumer's mind in order to interpret and evaluate potential alternatives. Environmental knowledge is mostly accepted as the primary factor of green consumer behavior motivations. Consumers, who have more information about environmental issues, have more favorable attitudes toward eco-friendly products; therefore, environmental knowledge and green product knowledge has a positive impact on purchasing of green products. In addition, as it was said before, consumers' incognizance about green products mostly causes to increase the gap between attitude-behavior which refers the difference between their environmental concern and actual purchasing behavior (Liobikiene, Mandravickaite, & Bernatoniene, 2016). Having insufficient knowledge about the environmental issues, being unaware of the effect of unconscious consumption and not knowing the benefits of green purchasing on both environment and society also cause to increase this gap.

On the other hand, other scholars state that there is no significant correlation between knowledge of green products and green consumers' behavior. According to them, consumers do not think about green products during the purchasing; therefore, they suggest that only one green message of the product is not sufficient to consider consumers' decisions. Also, they indicate that consumers have no time and money to search and address information about the product's environmental effects during shopping (Liobikiene, Mandravickaite, & Bernatoniene, 2016).

Another factor that is added to TPB by Liobikienė et al. (2016) is confidence in green products. It refers to a level of trust in green products, and it has a significant impact on consumers' buying behavior. For instance, companies who apply false assertions about environmental issues and as a result of this situation, consumers become skeptical about green products, in general (Liobikiene, Mandravickaite, & Bernatoniene, 2016). In the other hand, Musgrove et al. (2018) stated that corporates' green marketing activities are not capable of bringing favorable results due to the consumers' doubts about the credibility of companies' green claims.

Schlossberg (1993) propounded that there are misleading green marketing assertions behind consumers' lack of confidence. As a result, this has caused to green consumers skepticism about eco-friendly products and green marketing assertions (Musgrove, Choi, & Cox, 2018). Corporates should make more efforts in order to gain consumers' trusts on green goods. Also, consumers who have a green attitude but need some encouragement to behave in an eco-friendly way, feel that they are still looking for trustful information from the companies. If they do not have, they cannot exhibit green behaviors despite their sensitive environmental attitudes. However, TPB approach shows that individual attitudes, social norms, perceived behavioral control have an impact on consumers' green behavior. Also, knowledge of green products and confidence in these products contributes to the buying decisions of consumers. The strength and weakness of the relationship between these indicators and green behavior determine the magnitude of the gap between attitude and behavior (Emekçi, 2017).

Liobikienė et al. (2016) also analyzed two other factors instead of perceived behavioral control in their research, which are convenience level and the importance of price. The convenience level refers to the easily accessible condition and having a good value for money of green products. Therefore, green marketers should watch out that familiarity and easily accessible to green brands where labels are an important determinant of the value of eco-friendly products (Liobikiene, Mandravickaite, & Bernatoniene, 2016). It is quite an essential fact that the first impression of green products is given with eco-labels during the purchasing; therefore, they should be designed in a quality way to increase the convenience level of products.

On the other hand, green products cost is higher than other products because of "premium price," which refers to additional cost to protect resources and eco-label authentication. So, price is the main factor of consumers' contradiction between their environmental attitudes and actual purchasing behavior. If consumers who are not located in true blue greens or positive greens segments might change their buying decisions according to prices. The main reason for this idea is the consumers' income level (Liobikiene, Mandravickaite, & Bernatoniene, 2016). The relationship between prices, income, and buying tendency of green products will be examined deeply in the next sections.

2.1.2. Attitude-Behavior–Context (ABC) Theory

There are several theories that claim “not only attitude affects the behavior; there are other indicators that also affect the strength of the relationship between attitude and behavior (Joshi & Rahman, 2015). Guagnano et al. (1995) developed Attitude-Behavior-Context (ABC) theory to determine contextual and situational factors which influence the strength of the attitude-behavior relationship (Kostadinova, 2016).

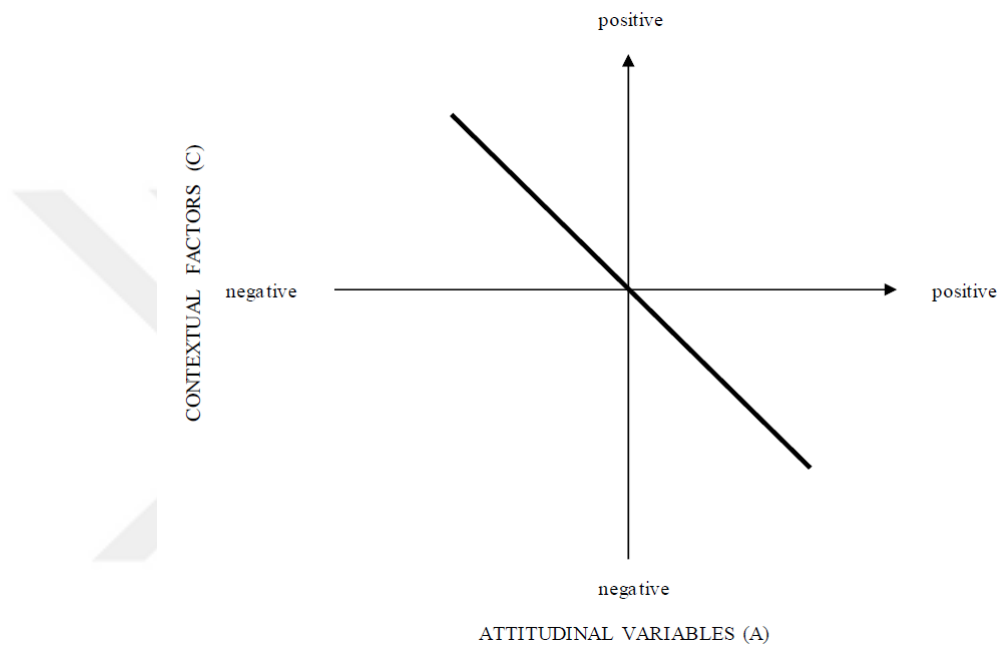


Figure 5: Stern’s Integrated Attitude - Behavior – Context (ABC) Theory (Salonen & Ahlberg, 2013).

According to the ABC model, consumers’ green behavior is not only defined by attitudes, but there are also various contextual factors to indicate their behaviors. This theory said that environmental attitudes and social values are insufficient to determine green behaviors. Goh et al. (2016) stated that contextual factors might prevent consumers’ ability to exhibit behavior on their intentions. Therefore, some contextual and situational factors are needed to understand human behaviors (Goh & Balaji, 2016). According to Lewin (1939), behavior (B) is an interactive output of attitudinal variables (A) in an individual’s life and contextual factors (C) (Ertz, Karakas, & Sarıgöllü, 2016). It means that these contextual and situational factors have an undeniable impact on green behaviors. Also, attitudinal variables can involve beliefs, personal values, norms, and tendency to behave green. Contextual factors

also contain financial incentives, governmental regulations, policies, social norms, and other impartial factors (Ertz, Karakas, & Sarigöllü, 2016). However, consumers who have a weak environmental attitude exhibit behavior in an eco-friendly way under supportive conditions, also consumers who have strong favorable environmental attitudes might be devitalized to act eco-friendly behavior (Joshi & Rahman, 2015). The theory of ABC has various advantages; first of all, ABC theory was developed in the environmental studies field; therefore, it is quite practicable to estimate pro-environmental behaviors (PEB). PEB refers to behavior that has less detrimental effects on the environment and even provides benefits. Secondly, it contains more than thirty years of studies; therefore, it is sufficient to explain the evolution of PEB. Finally, the ABC theory helps to understand contextual factors and provides opportunities to analyze contextual factors subjectively, and these factors' interaction on PEB (Ertz, Karakas, & Sarigöllü, 2016).

According to ABC theory, attitudes reflect the tendency types which are underlying the want to exhibit green behaviors, and it predicts that they can affect the generation of PEB. On the contrary of other studies such as TRA and TPB in which firstly, attitude affects intentions, and then intentions affect behavior ABC theory claims that attitudes affect behavior directly (Ertz, Karakas, & Sarigöllü, 2016). As it is seen, green behaviors can be affected by more than one factors, and the determination of these factors might be different in many studies. The result that should be taken from ABC theory is that; perceived contextual and situational factors have a significant impact on consumers' behaviors and these factors might differ in every single consumers' life because they include monetary incentives, regulations and policies, social norms and other indicators which can show an alteration in different countries' target market. Also, it is asserted that consumers are able to exhibit positive green behaviors under the right supportive conditions.

2.1.3. Motivation – Attitude – Opportunity (MAO) Model

Another model to understand better consumer behavior was developed by Ölander and Thøgersen, which is called Motivation-Attitude-Opportunity (MAO) model. This model accepts two main indicators, which are ability and opportunity, as essential pre-requirements of green consumer behavior. MAO model refers that consumers' favorable attitudes can result in the desired behavior if they have the ability and the opportunity to perform the expected behavior (Joshi & Rahman, 2015).

The essentials of this model are motivation orientation of values, beliefs, and norms. It contains the role of habits and task knowledge, which is called “ability” to clarify the limitations and possibilities of green behaviors (Phipps et al., 2013).

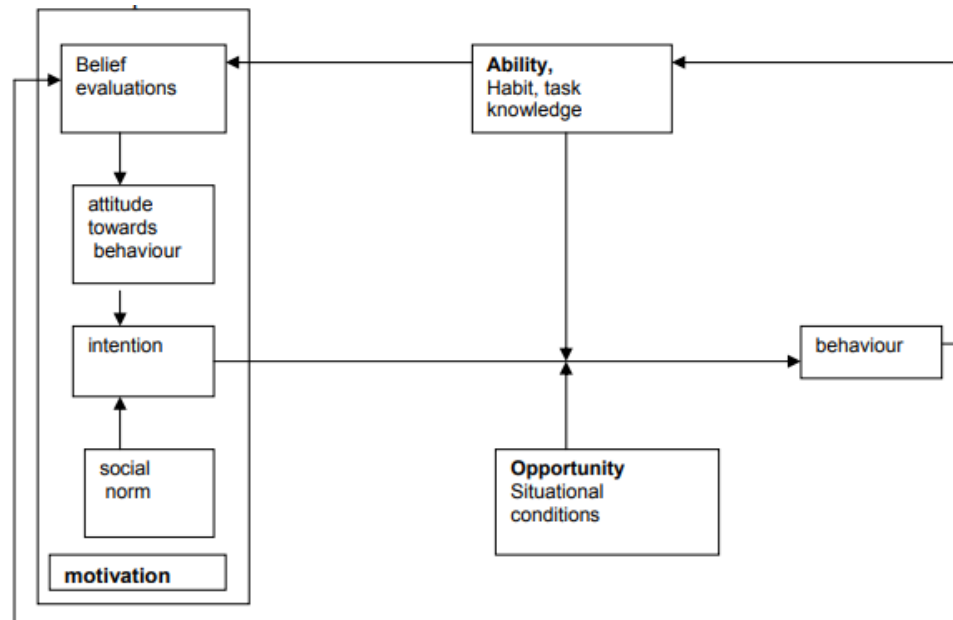


Figure 6: The Motivation – Attitude – Opportunity (MAO) Model (Ölander & Thøgersen, 1995).

In figure 4, motivation can be accepted as a simplified form of TPB. Ölander and Thøgersen supposed that there is a relationship between attitudes and behaviors only in strong-willed conditions. They stated that the learning process that comes from after a choice, again and again, it causes to make some changes in behavior (Balau, 2013). In other words, consumers’ experiences cause to change their beliefs or evaluations of their purchasing activities. If expectations about the cost and benefit are excessive, this change might happen after one or a few tries (Ölander & Thøgersen, 1995). When the changes of behaviors toward environmental issues were analyzed, prediction of behaviors tried to improve significantly. The abilities in the attitude-behavior relationship were used as a mediator and functionalized with the integration of habits and task knowledge (Balau, 2013). Also, habit is both an independent indicator of behavior in addition to being a mediator. In addition, the authors assumed the opportunities as an impartial prerequisite for behavior (Balau, 2013; Ölander & Thøgersen, 1995). The main feature of the MAO model is the effort to incorporate motivation, habitual, and contextual factors in one model of green

behavior.

The motivation of the green consumer refers to prefer one or the other alternative behaviors according to a target goal. The well-known approach of many motivation theories is TRA, and according to this approach, a consumer's intention to exhibit a behavior reflects the motivational factors and converts them into behavioral tendency. These motivational factors which specify intention are regarded as attitudes and social norms toward the behavior (Ölander & Thøgersen, 1995).

On the other hand, consumers' purchasing motivations have two dimensions, which are utilitarian (rational) and hedonic, and these two aspects affect consumers. According to Campbell (2002), while rationality encompasses an attempt to reduce the needs which are arising from an absence situation, hedonism involves the search for pleasure and delight (Uygun, Mete, & Güner, 2014). These two indicators of motivation are based on purchasing behaviors of consumers. Some studies have identified green consumers' individual purchasing motivations in general:

- **Protecting The Environment:** The biggest motive of green consumers is contributing to the environment by buying eco-friendly goods and supporting environmentalist corporates for a better future. This idea creates positive intentions toward the environment, and consumers have become more conscious behavior-oriented (Baker, 2005; Boztepe, 2012).
- **Satisfying Their Needs:** The main objective is the satisfaction of consumers' needs and wants during the purchasing. Buying green products are motivated consumers in both rational and hedonic ways. They have satisfied with fulfilling their needs (rational aspect), and this satisfaction gives them pleasure (hedonic aspect). Green consumers make purchasing with environmental awareness, and this situation promotes positive results in the scope of environmentalism and consumerism.
- **Brand loyalty:** It is a pattern of consumer behavior in which consumers are committed to the brand and show their buying behavior over and over again. Loyal consumers always purchase the same products, regardless of price or convenience factors (Yaprak & Dursun, 2018). Due to the fewer alternatives for green products, loyalty is not often considered an important purchasing motivator, but loyalty for a specific green product is more common in the green market (Çakır, 2017).

- **Idea Acquisition:** It refers to follow the current trends and to see new products and developments. Tauber de (1972) has determined that shopping can aim to learn new trends and to carry out personal motivations and adaptation to the latest developments. In the extent of green purchasing, idea acquisition is also significant experience (Uygun, Mete, & Güner, 2014). Knowing about the environmental impacts of products, their production processes, and resource allocation increase the quality of purchasing and motive consumers to buy consciously. In this point, eco-labels have an essential position; eco-labeling is described as informing the consumers about the ecological development of a product that is obtaining from every stage in its production process. Eco-labeling aims to increase the health and the environmental sensitivity of consumers and to enable them to choose products which are not detrimental (Alagöz, 2007). Also, highly motivated green consumers (such as deep greens) want to observe companies' research and development (R&D) works on green products; therefore, marketers or companies themselves inform their consumers about the latest improvements on their eco-friendly activities.
- **Social Status:** According to a few studies, some consumers think that green products' prices are higher and that everyone cannot consume them; therefore, consumers, who consume green products, are consist of people who have high social status and income. In this sense, purchasing green products can be evaluated as a social status tool. Also, it can be motivated people who think in this manner (Cengiz & Şenel, 2017).

In the MAO model, another factor in consumer behavior is ability. Motivation causes to the exhibition of the behavior in case of the consumer decides the essential abilities to perform (Ölander & Thøgersen, 1995). The concept of ability contains both habit and task knowledge components. For instance; consumers might meet with some limitations on money, time, knowledge, and aptitude in order to promote a sustainable lifestyle. These limitations can cause to not behave in a sustainable way (Phipps et al., 2013). The habit refers to an independent determinant of the behavior, and it plays a moderator role in the connection between intention and behavior. The consumer's knowledge about the ways of getting desired results can affect this relationship. Ölander and Thøgersen exemplified this description with

recycling; a person has started to separate the wastes for recycling and s/he has a conscious intention to do it, but it is not always possible that since then throwing a piece of garbage will be a noted act entirely. The life is quite fast and busy, therefore; people do not have time to think about their wastes' separation, they need routines and/or habits to perform a task spontaneously or with minimum conscient care. Getting into the habit of separating wastes needs time to create permanent behavior (Balau, 2013; Ölander & Thøgersen, 1995).

On the other hand, the person's knowledge about how to achieve the goals might be wrong. Despite informing activities, some consumers might lack enough information to exhibit green behaviors, they might not be able to understand the message, or they forget significant information (Ölander & Thøgersen, 1995). Also, the message that is given by the eco-labels and its source reliability is significant in the situation that consumers are skeptical about the environmental issues (Phipps et al., 2013). In the recycling example, missing task knowledge causes to put extraneous matters in recyclables container or to put recyclable materials in garbage dumpster (Ölander & Thøgersen, 1995).

Another component of the MAO model is an opportunity. The authors stated that opportunity is "objective preconditions for behavior." They claimed that every single consumer perceives the same conditions in a different way; therefore, they obtain different opportunities. On that sense, this factor shows similarity with Ajzen's perceived behavior control concept; it contains both subjective, which is perceived control and objective phenomenon that refers to situational conditions. Also, the opportunity includes structural limitations. The attitude on pro-environmental behavior such as recycling or paying attention to water consumption is affected by the usage of convenient infrastructures, establishments, and green alternatives. Even though green alternatives exist in the environment, they can be overpriced or difficult to obtain regarding non-green products (Phipps et al., 2013). Another recycling example was given by Ölander and Thøgersen to clarify the concept of opportunity; in a Danish town, a sample that consists of approximately 16.000 people was surveyed about their recycling attitudes, and a noteless measure of behavior was gained by analyzing houses' rubbish bins. In the town, many collection systems for recyclable materials existed; also glasses and papers were collected in ten times a year from the collection points. In addition, new recycling containers put around the streets.

Nevertheless, a household that uses only containers on the street has to store a significant amount of recyclable materials. Some bottles and other glass packages might be excised due to their materials or shapes. If this household would like to reduce the stock in containers where place on streets, these neighborhoods should be fitted out with bottle and paper banks. Thus, they provided better conditions. As a result of this survey, the opportunity hypothesis foresees that recyclable materials which have less collection tax end in the rubbish bins in the neighborhoods with banks than in neighborhoods without banks. Also, this survey showed that differences in attitudes are not suitable to explain the opportunities hypothesis to a certain degree (Ölander & Thøgersen, 1995).

The core idea of MAO model is to combine motivation, contextual, and habitual factors with a green behavior model. It is possible to see much more factors to affect consumers' behavior than previous approaches. It means that consumers behavior can be affected by internal factors such as beliefs, attitudes, habits, task knowledge and personal motivations and external factors such as social norms, opportunities, situational, and contextual conditions. It is still not possible to decide which element has the most powerful impact on consumers' green behaviors, the magnitude of the effects of these factors will vary in each green consumers.

2.1.4. Social Learning Theory (SCT) and Reciprocal Determinism Theory

Recently, Phipps et al. (2013) debated over Social Learning Theory (SCT) and Reciprocal Determinism Theory, which was hypothesized by Bandura in turn 1977 and 1986. This theory aimed to understand the sustainable behaviors of consumers. According to Bandura (1977), consumers are persistently in a social learning process which is gained as experiences in real life. Also, he asserted that behavior has an impact on other factors like the individual sense of self-efficacy (Phipps et al., 2013). This model underlined the significance of an individual's past behaviors and took into consideration these past behaviors as an indicator for future environmental behaviors together with personal and environmental factors. (Joshi & Rahman, 2015). In other words, the model propounds that personal factors (like attitudes), which are accompanied by past sustainable behaviors, physical and sociocultural environments, influence consumers' future environmental behaviors. This theory has corroborated the argue that consumer behavior is not only influenced by attitude, but there are also many personal, situational, and conceptual factors.

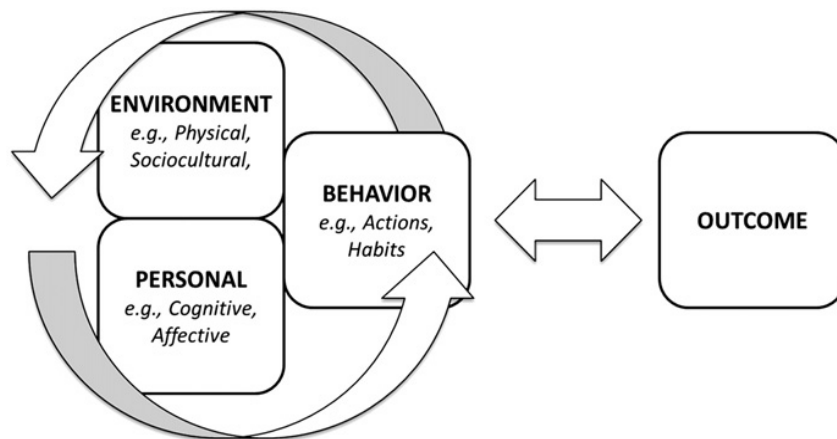


Figure 7: Social Cognitive Theory and Reciprocal Determinism (Phipps et al., 2013).

In Figure 5, outcomes which are coming from three (environmental, personal, and behavioral) factors play a role as inputs on consumers' future behavior. According to Bandura (1977), personal factors affect individual behavior and environment mutually. Behavior can change the environment and environment also can change the behavior; therefore, he highlighted the importance of learning through observation. It is quite important here is whether the internal or external factors outweigh on consumers' behaviors. Sometimes consumers shape their environment to satisfy their needs, and sometimes they are faced with external factors that they cannot control. For instance, if a consumer prefers using paper bags in the shopping thanks to the encouragement of greening act, it means that consumer's this behavior is affected by the environment; but if s/he does not use paper bags as for, personal factors will be affected by her/his behavior. There is a direct impact from the environment to behavior (Yazgan İnanç & Yerlikaya, 2012).

The personal segment in the model contains self-efficacy, cognitive, and motivational skills, self-reflective, and self-regulatory process. They are in the center of operations of reciprocal determinism (Yazgan İnanç & Yerlikaya, 2012). Reciprocal determinism concept of SCT refers that getting feedback of consumers from both tangible outcomes such as monetary benefits and emotions which are derived from past behaviors. Phipps et al. (2013) exemplified this description like that: A green consumer who has a hybrid car can appraise the situation both tangible outcomes such as saving on gas expenses and emotions, which are based on previous purchases, such as feeling to protect the environment with creating less carbon

emission when cogitating the next behaviors (Phipps et al., 2013). In the other hand, people can arrange their behaviors via internal standards and self-evaluation feedbacks to their behaviors. It means that people obtain some feedbacks from their behavior, and it helps to take a form of personal factors. According to Phipps et al.(2013), there are two main feedback loops in the social cognitive theory model; the first one is “past behavior affecting future behavior,” and another one is that “behavior affecting both personal and environmental factors” (Bandura, 1986; Phipps et al., 2013).

The researches about first feedback loop which is “past behavior affect future behavior” offer limited information, but there are many observations to describe the importance of this point of view (Phipps et al., 2013). As it was said before in this study, personal variables like attitudes, which have obtained from the previous green behaviors, have a determinative impact on future behaviors together with external factors. On the other hand, some scholars asserted that pro-environmental behavior causes to awaking of anti-environmental behaviors (Phipps et al., 2013). It means that consumers might take pro-environmental behaviors as a justification for their less environmental activities afterward. In an example, there is an increase in the usage of paper after paper recycling becomes remarkable. The problem starts if these non-eco-friendly behaviors would become a routine act. After that, changing consumers, these harmful habits with eco-friendly behaviors would be more difficult (Phipps et al., 2013). Therefore, the effects of behaviors on future behavior are significant to provide consistency in consumers’ behaviors.

Another feedback loop is “behavior affects personal and environmental factors.” Reciprocal determinism gives a new impulse to previous theories such as MAO model and value-belief-norm model. If the feedbacks are appropriately taken, norms which exist in consumers will have the potential to affect personal beliefs and environmental awareness, indirectly. This feedback loop is able to create advantages in green consumption, thereby affecting internal and external factors. Namely, the social cognitive theory claims that behavior affects other factors both in positive and negative ways; therefore, reciprocal determinism shows only the relationship the behavior and affected factors, it does not need to assert positive impacts. Phipps et al. clarify this situation with an example; increasing efficiency in consumption might constitute a new norm about the increase of consumption. It can be explained by the

rebound effect; it defines how lower prices encourage the demand on eco-friendly goods.

On the other hand, sustainability inferences cause to create undesirable outcomes of the increased rate of consumption. For instance, energy efficient white goods bring along the increase in the usage of these goods (Phipps et al., 2013). Finally, if these feedback systems manage properly, eco-friendly behaviors are exhibited, and then they create positive impacts on personal and environmental factors, thereby improving consumers' future behaviors.

These studies show that there is not only one specific indicator of green behaviors. Consumers' attitudes, indirectly their behaviors, can be affected almost every personal and environmental factors. The main aim of these studies is to understand how green behaviors can shape and which factors play a role in this behavior development. Individual factors, which are emotions, habits, perceived consumer effectiveness, perceived behavioral control, values, and personal norms, trust, knowledge, and others, are the main determinants of consumers' intentions. If these have a positive impact on the intention, there is a high potential in consumers' willingness to perform a particular green behavior. As it was said before, the transformation of intentions into actual behavior frequently depend on the consumers' behavioral ability to control their objectives because the starting point of performing a behavior is to take it as a goal.

On the other hand, situational factors which are price, product availability, subjective and social norms, reference groups, product attributes and quality, store related attributes, brand image, eco-labeling, certification, and others are quite significant on green behaviors. The relationship between these all factors and displaying a particular behavior should be consistent and positive in order to achieve consumers' green goals. If it is not, the gap occurs between consumers' green attitudes and actual purchasing behaviors. This incompatibility between them creates some problems in the green market. In the next section, this gap, its reasons, the factors that change the magnitude of this gap and the possible reasons behind consumers' skepticism will be examined clearly.

2.2. THE GAP BETWEEN CONSUMERS' ATTITUDES AND BEHAVIORS

Many studies about investigating green purchasing behaviors show that there is a contradiction between consumers' expressed positive green attitudes and actual purchasing behaviors (Joshi & Rahman, 2015). In many studies, this is also called "intention-behavior gap," and these two terms refer to the same meaning. Some scholars approved that there is a low degree of correlation between green attitude and environmentally conscious behavior (Gupta & Ogden, 2006). It means that consumers have a positive attitude toward environmental issues, they are willing to protect the environment by purchasing eco-friendly products, but these intentions do not transform into the behavior; most of them still prefer buying standard goods. There are individual, social, and situational factors that cause this gap.

Most of the consumers criticize themselves as an environmentally sensitive buyer, but many studies proved that this is not always an accurate evaluation. For instance; Hughner (2007) observed in her research that 67% of consumers have a positive attitude towards purchasing organic foods, but only 4% of them realized the actual purchasing of these products in the U.K (Albayrak, Caber, Moutinho, & Herstein, 2011). Likewise, Defta (2006) reported that 30% of the consumers indicated their concerns about the environmental issues, but just a small percentage of them transform these concerns into green purchase action (Joshi & Rahman, 2015). Some scholars have tried to describe this discrepancy by referring to many factors such as weak interrelations between environmentally sensitive behaviors, existing different levels of specificity in the measurement of attitude-behavior relationship and this relationship is lack of credibility and validity measurement. In the other hand, there are many additional influencers in this weak correlation; therefore, they are taken into consideration by researchers. These are like personal sensations, attitudes, beliefs, social norms, monetary benefits, perceived consumer effectiveness, confidence, knowledge about green products and socioeconomic features (Albayrak, Caber, Moutinho, & Herstein, 2011).

These studies generally focused on green consumers in the extent of socio-demographic features, but there is insufficient knowledge about the impact of individual differences and personal characteristics. Personal values are accepted as

influential determinants of purchasing behavior in the scope of marketing. Also, pro-environmental behaviors play a crucial role to determine personality dimensions (Terlau & Hirsch, 2015). Therefore, green marketers and ecopreneurs should make the market segmentation by taking into consideration for acquiring the targeted consumers. After the determination of these factors that influence the gap, new strategies should be found in order to encourage consumers to buy eco-friendly products. In the previous section, theories about green consumer behavior were explained in order to understand easily possible reasons behind the discrepancy between green attitude and actual purchasing. In this section, the effects of these factors on the gap will be clarified, and potential solutions for closing the gap will be given.

2.2.1. Factors Affecting Attitude-Behavior Gap

In this section, factors which have a significant impact on the gap between green consumers' attitudes and actual purchasing behavior in the light of Joshi and Rahman (2015) study. The authors analyzed 53 empirical articles about consumers' green purchase behavior from 2000 to 2014 (Lam, 2017). In this study, their findings will be predicated on in addition to other studies' results.

According to many studies about green consumers' behaviors in the green market depends on numerous factors and it is observed that these factors sometimes support to green product purchasing but sometimes discourage consumers about exhibiting purchasing behavior (Joshi & Rahman, 2015).

Attitude is the main actor in the creation of this gap. Attitude is related to the belief which comes from a person's knowledge towards an object or a situation. Although subsequent studies have revealed that knowledge and awareness do not necessarily transform into behavior, environmental knowledge will create environmental consciousness and concerns that constitute environmental attitude; it is also stated that this is another important indicator of green behavior (Üstündağlı & Güzeloğlu, 2015). In the study conducted by Grob (1995), it is seen that the most effective factors on environmental behavior are personal – psychological values. On the other hand, the knowledge about green products and awareness has the least effect on green behavior. It has also been stated that people who have higher environmental awareness have higher levels of personal control. Therefore, it can be propounded that awareness is not directly affecting behaviors, but it plays an

important role in determining the factors which affect behavior.

Furthermore, attitudes towards the environment may not be sufficient to measure the actual behavior. Consumers need to develop an understanding of the consequences of their behavior in order to be called “green.” Therefore, knowing the results of their behavior is affecting the attitude because it is indirectly related to environmental concern (Üstündağlı & Güzeloğlu, 2015; Joshi & Rahman, 2015; Paul, Modi, & Patel, 2015).

Insufficiency of green attitude to measure the actual behavior makes behavior's intention a current issue. Thus, it is indicated that the green attitude affects the behavior's intention, and this intention has shaped the actions of consumers. As a result, while the attitude is not directly related to behavior, it acts as an intermediary between behaviors and values (Üstündağlı & Güzeloğlu, 2015; Gupta & Ogden, 2006).

After the explanation of the main factor of this contradiction, which is attitude, other factors can be analyzed. Joshi and Rahman (2015) classified these factors under two titles: individual and situational factors. Individual factors are related to the individual decision maker. These are (Joshi & Rahman, 2015):

2.2.1.1. Emotions and Values

The authors refer to consumers' environmental concerns and sense of responsibilities as using the term “emotions.” Dunlap and Jones (2002) made the most comprehensive definition of environmental concern (EC) and they defined EC as a person's awareness about the environmental problems and that person's endeavors to find a solution for these problems in addition to the willingness to perform some beneficial efforts for the environment (Albayrak, Caber, Moutinho, & Herstein, 2011). Many empirical studies that analyze the relationship between EC and behavior revealed that there is a low correlation between them (Albayrak, Caber, Moutinho, & Herstein, 2011; Gilg, Barr, & Ford, 2005). It was defined that EC is mostly related to an individual's moral and ethical obligations and/or personal norms (Joshi & Rahman, 2015). Kim and Choi (2005) have verified this claim in their study like that; consumers who are highly environmental concerns have more possibility to purchase eco-friendly goods than those who have fewer concerns about the environment (Albayrak, Caber, Moutinho, & Herstein, 2011). It means that highly concerned consumers also have true moral obligations or personal norms about the

protection of the environment and it has a positive impact on the improvement of the relationship between attitude and behavior (Joshi & Rahman, 2015). However, other studies also argued that the magnitude of EC has a positive and strong impact on consumers' eco-friendly behaviors such as recycling, purchasing green products and so on (Albayrak, Caber, Moutinho, & Herstein, 2011).

On the other hand, consumers who have positive attitudes towards green products but do not feel strong personal compulsion towards the environmental protection and increasing social welfare might prefer purchasing not eco-friendly products instead of green ones (Joshi & Rahman, 2015). Also, consumers' confidence in corporate's green activities affect the gap; if consumers were skeptical due to corporations' deceptive assertions, they would not purchase green products even they still care about the environment. Therefore, the gap between green attitude and actual purchasing behavior has affected by consumers' concerns, morals, and ethical obligations profoundly.

Triandis (1993) stated that two dominant values have an impact on consumer behavior; they are individualism and collectivism. Individualism refers to how a person depends on herself/himself. They act as an individual even they are in a group and compete with each other for the status. Some authors found that these kind of individualists are not sensitive about environmental issues. On the other hand, collectivism refers to act together, help each other, and provide collaboration. Laroche et al. (2001) defined collectivist person like that if something is good for the group, this person can give up her/his individual motivations. According to some studies, collectivist consumers are more able to perform eco-friendly behaviors (Laroche, Bergeron, & Barbaro-Forleo, 2001). These are important for green marketers while creating market strategies; they should know that achieving to combine one consumer's green attitude and purchasing behavior also led them to reach more consumers because of the features of collectivism.

Consumers' values, which are associated with the environment and ethics, play an important role in the existence of green behaviors. Strong values about the enhancement of the environment and social welfare increase consumers' tendency to eco-friendly products, and it leads to that consumers prefer to buy green products instead of other alternatives. Also, it verifies the consistency between attitude and behavior (Joshi & Rahman, 2015). In sum, personal and societal values, personal

emotions, and environmental concerns have a direct impact on behavior, and they can encourage or discourage to exhibit green behavior even they have environmentally sensitive attitudes.

2.2.1.2. Perceived Consumer Effectiveness (PCE)

PCE refers to the consumers' beliefs on "an individual can create a difference or make an impact on the environment, thereby purchasing or using eco-friendly products (Paul, Modi, & Patel, 2015). Those consumers, who believe strictly that their eco-friendly behaviors create positive outcomes, are more likely to behave in an environmentally sensitive way (Albayrak, Caber, Moutinho, & Herstein, 2011). It was observed that PCE is positively linked with green purchase intention; it has an indirect effect on green purchasing intention thereby affecting consumers' attitudes, subjective norms and perceived behavioral control considerably, and then they influence green behaviors (Joshi & Rahman, 2015). Also, PCE is associated with consumers' knowledge and their direct or indirect experiences; therefore, PCE can be different from every individual because everyone has different knowledge and life experiences. That is to say; various behaviors can be seen in different situations. For instance, if a consumer believes that performing a particular behavior contribute to the protection of the environment, then this person prefer behaving in this direction. As a result, a high degree of PCE is essential to put consumers in action to transform their favorable attitudes into actual green behaviors (Albayrak, Caber, Moutinho, & Herstein, 2011; Ellen, Cobb-Walgren, & Wiener, 1991). Promoting the high level of PCE helps to reduce the gap between attitude and gap. If PCE is related to knowledge and consumers' experiences, then they should be informed by green marketers and ecopreneurs.

2.2.1.3. Perceived Behavioral Control (PBC)

It refers to the perception of ease or difficulty to exhibit a behavior (Sharma & Foropon, 2019). It represents experiences obtained in the past and envisaged obstacles (Paul, Modi, & Patel, 2015). The researches showed that PBC affects both consumers' green purchase intention and actual purchasing behavior positively (Joshi & Rahman, 2015). According to Zhou et al. (2013), behavioral control which is called "ability" and purchasing motivations determine the behavior indirectly; similarly with PCE, PBC is related to green behavior intention, and then this intention affects

green behavior (Paul, Modi, & Patel, 2015; Joshi & Rahman, 2015). The powerful impact of PCE on green purchasing intention indicates that consumers feel responsible themselves towards the environment and the society because of the influence of their consumption habit. They can consider the result of their activities (Joshi & Rahman, 2015).

2.2.1.4. Knowledge

Knowledge refers to the total amount of information where consumers' memory to affect consumers' preferences. Environmental knowledge has been presumed as the main motive of green consumption behavior (Liobikiene, Mandravickaite, & Bernatonienė, 2016). Also, Knowledge about environmental and social issues is accepted as one of the most effective factors on green purchasing intention and behavior. It has approved by many studies that consumers' knowledge of environmental and social problems have a positive impact on their green attitudes and actual purchasing behaviors. Thus, it can be said that the level of knowledge determines the degree of the gap between attitude and behavior. In other words, more information about the environmental issues will increase consumers' trust in eco-friendly products withal will make contribution to the attitude-behavior relationship but, lack of information causes consumers to not perform green purchasing behaviors despite their environmental concerns (Joshi & Rahman, 2015; Lam, 2017; Liobikiene, Mandravickaite, & Bernatonienė, 2016). Beside, Kollmuss and Agyeman (2002) revealed that green behaviors do not need environmental knowledge (Lam, 2017). Also, some authors found a weak relationship between the consumers' level of knowledge and their green attitudes and behaviors. Joshi and Rahman (2015) enlightened this description like that; core knowledge about environmental and social issues should be insufficient to encourage consumers to purchase green products. A deeper explanation of the results of irresponsible consumption should be promoted in order to get them into green actions (Joshi & Rahman, 2015). According to Liobikiene et al. (2016), consumers do not consider green products during shopping; it shows that a single green message which is given with eco-labels is not sufficient to put it into consumers' purchasing criteria (Liobikiene, Mandravickaite, & Bernatonienė, 2016). The role of eco-labels changes by the situations or the consumer's profile. For instance, if consumers are not aware of environmental problems or might not understand the message in eco-labels, the

impressiveness of these labels disappear. Consumers' trust in information which is on the eco-labels also reduce the green purchase intentions. In order to avoid this situation, it is proposed that green marketers should use the most convenient media channels to give additional information about environmental issues and the importance of consuming green products along with the eco-labels, also they should improve these labels in order to be more understanding and more noticeable (Joshi & Rahman, 2015).

2.2.1.5. Trust

It refers to a level of confidence in green products, and it has a significant impact on consumers' buying behavior. For instance, companies who apply false assertions about environmental issues and as a result of this situation, consumers become skeptical about green products, in general (Liobikiene, Mandravickaite, & Bernatoniene, 2016). According to Schlossberg (1993) suggested that the reason for consumers' lack of trust is misleading green marketing claims. It caused to discourage consumers from buying eco-friendly products while increasing the skeptical ideas of them (Musgrove, Choi, & Cox, 2018). In the other hand, some studies showed that insufficient trust in ethical claims and green attributes of the product also discourage purchasing eco-friendly goods. Consumers who think in this manner do not trust in the green features of the products, and they believe that consuming these products do not avail to the environment. Moreover, these consumers do not trust the information on eco-labels and packages; they put in the effort not to buy such products. These all situations trigger the discrepancy between attitude and behavior (Joshi & Rahman, 2015).

2.2.1.6. Habits and Personal Norms

Other individual factors that affect the attitude-behavior gap are habits and personal norms. They are seen as an influencer factor on the green intention and actual behavior (Jansson, Marell, & Nordlund, 2010). Many studies illustrated that there is a negative correlation between habits and green purchase behavior of consumers. It has been observed that, if consumers, who have a weak environmental and social concern and are not interested in green characteristics of the product, they tend to follow their habitual patterns during the purchasing daily and simple goods such as food products. Joshi and Rahman (2015) explained this situation through the

consumers' psychological state; the rational, emotional and behavioral impacts of their psychology play a crucial role in their purchasing preferences (Joshi & Rahman, 2015).

Individual factors led to increasing the gap between green attitude and actual purchasing behavior in the scope of an individual's criteria. It is not evident that these factors encourage or discourage the purchasing of green behavior. However, there are still situational factors that are needed to be analyzed. These situational factors are:

2.2.1.7. Price

Price is the main factor that influencing the discrepancy between consumers' attitude and purchasing behavior. There have been many studies to define the magnitude of the effect of the price factor in the scope of green marketing. First of all, a survey that made in 1989 in the U.S showed that 67% of the sample were willing to pay 5%-10% more for eco-friendly products. Another research that conducted in 1991 stated that environmentally sensitive consumers were willing to pay 15%-20% more for green products. These percentage has increased in the following years (Laroche, Bergeron, & Barbaro-Forleo, 2001). It means that environmental concern and the growth of marketing activities increase the awareness of consumers towards ecological and social issues. More recent studies classified consumers into two categories; consumers who are willing vs. unwilling to pay more price for green products according to socio-demographic and psychological determinants (Wei, Ang, & Jancenelle, 2018).

Companies determine the green products' prices by taking into consideration two indicators; the cost of the product and an additional cost for the sustainability of using resources which are called premium price. In general, price is a sensitive issue for every kind of consumers; they are willing to purchase green products but do not want to spend higher prices for them. They prefer buying low priced eco-friendly goods despite their conscious about environmental issues. At this moment, if the prices are higher than the consumers' expectation, they will not act according to their green intention and will not purchase the product; it will cause the increase in the gap (Joshi & Rahman, 2015). However, many consumers do not understand why they have to pay more for green products. The fact that the less harmful contents of green products or their recyclable packages are not seen as sufficient reason to pay more

for some consumers. They think that this responsibility has already belonged to companies. In order to cope with this kind of understandings, corporates should take into consideration also some additional factors while determining the prices; these factors are quality, confidence to green products, simplicity, marketability, specificity, tangibility, society, strategy and ambition (Emekçi, 2017).

There are some critical points while marketing green products in the scope of pricing: Firstly, new products usually mean more costs; therefore, consumers are skeptical of this kind of goods. Before offering the price, the best option should be determined, and market analysis should be made properly to reduce the costs before launching green goods. Secondly, in some cases, consumers do not take into account the small increases and changes in prices. They generally support producers as long as they feel that they are not manipulated for a particular benefit. If it is explained to consumers that these all effort is carried out to develop an eco-friendly economy, then, corporates can be supported by consumers, thereby purchasing green goods (Emekçi, 2017). With this, knowledge gains importance in the purchasing decision process.

Knowledge refers to environmental concern and eco-literacy in the context of the green purchase. Environmental concern, as it was mentioned before, refers to a person's awareness about the environmental problems and efforts to find a solution for these problems (Albayrak, Caber, Moutinho, & Herstein, 2011). Moreover, eco-literacy refers to the degree to which consumers recognize and comprehend the environmental problems and eco-friendly goods. Wei et al. (2018) revealed some outputs about the relationship between ecological concern of consumers, eco-literacy, and willingness to pay more for green products. These are (Wei, Ang, & Jancenelle, 2018):

- There is a negative correlation between low environmental concern and willingness to pay more; it means if a consumer has a more negative attitude for protecting the environment, s/he less likely to pay more for green products because s/he does not believe that purchasing green goods create a solution for environmental problems.
- The main reason for consumers' willingness to pay more is their environmental concern, but they do not care how much influence they have on the environment.

- Consumers who have higher environmental ability are willing to pay more, but there is an indirect relationship; PCE turns environmental ability, which is also called eco-literacy into the willingness to pay more. It means if consumers have a low eco-literacy, they will not tend to pay more immediately; they need to increase their belief about the benefit of green purchasing on the environment (PCE) then, it will increase their willingness to pay more for eco-friendly products.

On the other hand, the level of income is a crucial determinant in this attitude-behavior relationship (Wei, Ang, & Jancenelle, 2018). The willingness to pay more depends on the consumers' incomes in a sort of way. Above all, they should have extra money to spend on green products. They have already satisfied their needs with standard goods, but they should have much more money to purchase green goods which have a premium price. Therefore, it can be said that the gap between green attitude and actual green purchasing depends on the level of income. This idea can follow from; consumers who have a higher socio-economic status tend to purchase more eco-friendly products than low-level consumers. Although this argument is not entirely accurate yet, it should be noted that the green marketing strategies should be determined to find the best price option thereby analyzing the market in order to reduce the cost before pricing the product (Emekçi, 2017; Lam, 2017; Laroche, Bergeron, & Barbaro-Forleo, 2001; Nguyen, & Hoang, 2018).

2.2.1.8. Product Availability

Another obstacle of green product purchase is limited availability to obtaining green products. The effects of product availability on green purchasing can be explained in a few ways:

Firstly, green consumption is a preference between alternatives of different standard and eco-friendly goods, which also have different performances. Consumers generally have to spend more time and effort to choose the most suitable green products which are worth to pay more. They do not purchase eco-friendly goods if their benefits are lower than the cost of products despite their positive green intentions. Product availability may help to reduce the perception of the costs of green goods and let them be more demanded (Nguyen, Nguyen, & Hoang, 2018; Peattie K., 2010).

Secondly, the availability of green products can be used as a stimulus to stimulate consumers to transform their green intention to actual purchasing behavior. Availability of green goods evoke consumers' green intentions and to exhibit behaviors by their intentions. Gleim et al. (2013) approved this idea thereby finding that consumers do not purchase green alternatives due to the unavailability of green goods (Nguyen, Nguyen, & Hoang, 2018).

Finally, Consumers mostly do not want to spend time searching for green products; they prefer to purchase easily reachable ones. For this reason, unavailability and toilsome in acquiring green goods cause to increase the gap between positive green attitude and actual behavior towards green purchasing (Joshi & Rahman, 2015).

2.2.1.9. Subjective / Social Norms and Reference Groups

Many studies asserted that there is a positive relationship between subjective/social norms, reference groups, and green purchase behaviors. But according to Joshi and Rahman (2015), only two studies found a negative relationship between reference groups and green behavior. However, subjective/social norms refer to perceived social pressure to exhibit a behavior in a certain way or not. Positive pressures tend consumers to behave environmentally, vice versa. A society that around the consumer such as friends, family members might be seen as a role model for observational learning and reliable information source; consumers behave according to them. It can be clarified as one of the major value, which is called collectivism. In the collectivist idea, people move together, and they affect each other, greatly. It means that if there is a high performance of green purchasing, it is obvious that this performance will increase. It is also called "group effect;" each person belongs to a social group in the collectivist view, and every group has its own social norms about sustainability. These norms also contain eco-friendly behaviors; consumers obey these norms to have social approval and acceptance by the group. Therefore, this group effect leads to increasing green purchase behavior. Also, the idea of performing a positive social image may be more important than the idea of protecting the environment by purchasing green products for some consumers. Therefore, they buy eco-friendly goods in order to demonstrate to other people how they are environmentally sensitive. This psychological behavior contributes the purchasing green goods in this manner (Joshi & Rahman, 2015;

Liobikiene, Mandravickaite, & Bernatonienė, 2016; Paul, Modi, & Patel, 2015; Gupta & Ogden, 2009).

2.2.1.10. Product Attributes and Quality

Green products' some specific attributes consist of the benefit to the environment and society, quality, brand image, and price. They have a significant effect on a green purchasing decision. Also, weak quality of green products is another obstacle for green purchasing. Sharma and Foropon (2019) illustrate the perceived relative opportunities and perceived relative risks of product attributes which affect the process of transformation of green intention to actual purchase behavior. These benefits can be listed like that: cost-effectiveness, price, source efficiency, quality, product availability, and great functional features of the green product. Also, consumers generally prefer green goods with positive functional attributes; therefore, these functional characteristics of green goods, besides eco-friendly aspects, also play a role in the realization of green purchasing. On the other hand, risks are a premium price, low functional features, unavailability of products, and so on. Thus, green products which have positive and ethical attributes with high quality make a contribution to transforming green attitudes into actual purchasing behavior, and this causes to decrease the gap (Sharma & Foropon, 2019; Joshi & Rahman, 2015; Davari & Strutton, 2014).

Moreover, quality refers to the overall consumer satisfaction, thereby meeting their needs and wants with functional features and promoting consumers satisfaction by overcoming the deficiencies of the products. According to Ottman (1992), consumers' main expectations from a green product is functionality, quality, convenience, affordability, and being eco-friendly. Therefore, if a product provides all these requirements, then consumers prefer to purchase green products. In addition, quality is also associated with satisfaction. In general, satisfied consumers repurchase the same products. It strengthens the consumers' green intention. In contrary, green products with low quality and weak attributes lead to an increase in the gap, thereby creating a contradiction between consumers' individual tendencies and environmental and social responsibilities. As a result, product attributes that affect consumers' purchasing preferences, and the quality that will give the highest satisfaction is significant motives for green purchasing behavior (Aziz & Yani, 2017; Joshi & Rahman, 2015).

Also, store related attributes have an impact on consumers to behave environmentally responsible way. This impact gives real solutions in many eco-friendly products such as eco-fashion goods and foods. In contrast, negative store related characteristics limit the green purchasing (Joshi & Rahman, 2015).

2.2.1.11. Brand Image

Green brand image refers to the perception of a brand in consumers' mind that depends on environmental commitments and environmental concerns. Companies meet their consumers' green expectations in a sustainable way besides taking care of ecological and social issues to increase their green brand image. The green value, which is perceived by the green brand image provides a positive effect on the intention of the consumers by ensuring the trust of them. Also, brand image is one of the indicators of consumer satisfaction; companies, which improve their brand image, are capable of increasing their consumers' satisfaction, thereby working with an environmentally responsible understanding. On the other hand, poor brand image causes to increase the gap between attitude and behavior; high green attitudes of consumers may discourage to realize actual green purchasing due to the weak image of the brands, or they may lose their trust towards these brands (Joshi & Rahman, 2015; Chen, 2010; Baran, Söylemez, & Yurdakul, 2017).

2.2.1.12. Eco-Labeling

As it was mentioned above, knowledge about green producers and products have a significant effect on actual green purchasing. The primary source of information is accepted as eco-labels because the first impression of the green product is given by packages and eco-labels. But, the impressiveness of eco-labels is not apparent when consumers do not have sufficient information and awareness about environmental and social problems. This kinds of consumers may not be able to understand the message on the eco-label. In the other hand, some of the consumers dispute the truth of information on the labels because they are lack of trust towards green products due to the deceptive claims of some brands. Another challenge of consumers with eco-labels is the difficulties in distinguishing eco-labels and standard labels. Under these circumstances, insufficient information about eco-labels, lack of consumers' awarenesses and trust in these labels have a negative impact on the effectiveness of eco-labels. Joshi and Rahman (2015) interpreted this

situation like that; if consumers do not have trust the information on eco-labels, therefore this labeling does not influence green purchase behavior, and they suggested the practical usage of media channels associated with eco-labels. Thus, consumers knowledge about environmental and social issues and the importance of green purchasing will increase. Also, they will be aware of the benefits of sustainable consumption (Joshi & Rahman, 2015; Salman, 2016).

In sum, there are various motives and barriers to transform consumers' positive green attitudes into actual green purchasing behaviors. These all findings above have a direct or indirect effect on the inconsistency between intention and behavior. In order to keep this gap at the minimum, marketers, and ecopreneurs should consider these factors and the effects of them. However, when green marketing strategies are created, these motives and barriers to green purchasing have to be considered properly to decrease the gap between green attitude and purchasing behavior.

All the efforts to close this gap have not only made by green marketers; much more attempts are needed to support green consumption. Consumers increased awareness about the environment and their demand for eco-friendly products in the parallel lead to an increase in such sustainable activities. Moreover, the developments in technology and knowledge cause some significant global problems such as environmental pollution, scarcity of natural resources, overusing of chemicals, water pollution, and so on. Thus, there is a call for innovation in environmental issues. Green entrepreneurship creates value with the innovative, creative destruction (Nagar, Thakkar, Sapre, & Vyas, 2013) process and triggers the socio-economic process. Innovation is an effective tool in approaching environmental problems and finding a sustainable solution. In this point, ecopreneurs become a crucial part of the greening activity. Besides green manufacturers and marketers, performing favorable operations for the benefit of both society and the environment is also in the job description of ecopreneurs. They are one of the main players in the marketplace, thereby applying ultimate strategies to move the marketplace from traditional to sustainable understanding. In the other hand, the green market needs an initiator to implement new strategies, change the conventional market activities, excite the consumers, and increase the competition between corporates. Thus, ecopreneurs can change the habits and norms towards the green products, make

contributions to close the attitude-behavior gap through attempting new market activities. In the next chapter, the general definition of ecopreneurship, the roles of ecopreneurs, and the main activities of them will be examined in order to understand the effects of ecopreneurs in the green marketplace.



CHAPTER III: THE ROLE OF ECOPRENEURS IN THE MARKET

3.1. General Definition of Entrepreneurship

The term entrepreneurship has been used for more than two hundred years, but its definition is still being expanded, reinterpreted, and revised. In recent years, in the light of Schumpeter's studies in 1934 and Kirzner's in 1973, a growing number of researchers have begun to concentrate their research on this term. Entrepreneurship, which started to gain meaning after the 1980s as a working field, is considered as a complex concept in theory and practice. For some management concepts, entrepreneurship is easy to conceptualize but difficult to explain. Therefore, like Landström (2005) states, there is no universally accepted definition of entrepreneurship.

In the other hand, some scholars asserted some definitions of entrepreneurship in different ways. For instance, according to Gartner and Carter (2003), entrepreneurship is an organizational subject, and it is more about the organization process (Gartner, Carter, & Reynolds, 2009; Er, 2013). Hisrich et al. (2007) defined that entrepreneurship is a process of creating new value by allocating sufficient labor and time, taking financial, physical and social risks into account and achieving monetary rewards (Hisrich, Langan-Fox, & Grant, 2007). Jonahtan (2003) stated that entrepreneurship refers to the discovery, development, and operation of future goods and services. Moreover, Sahlman and Stevenson (1991) described it as the pursuit of opportunities regardless of the available resources (Er, 2013). The economist Schumpeter, who has essential studies about the concept of entrepreneurship, defined the entrepreneur in his definition of innovation as the individual who searches for and creates innovations, reveals the values that the consumer does not recognize beforehand, sees the unexplored opportunities in the market and try to increase their market share (Harvey, Kiessling, & Moeller, 2010). From this point of view, the concept of entrepreneurship can be seen as a process that enables the change of the societies and organizations, which requires going beyond the current situation like innovation and creativity rather than continuing the current status quo (Er, 2013).

However, entrepreneurs are people who seek change and create new opportunities for themselves and their communities. In the economic framework, entrepreneurs were defined by some scholars as people who steer supply and demand and looking for a market for them; then entrepreneurship was defined as the mobilization of the resources. Today, entrepreneurship is perceived as the engine of economic and social development all over the world. Furthermore, the changing role of entrepreneurs reflects the increasing importance of developments which are mainly based on economic activities in technology and knowledge (Efeoğlu, 2014; İnce Balcı, 2011; Nagar, Thakkar, Sapre, & Vyas, 2013). These developments have led to an increase the environmental problems, and environmental innovations are needed to create a sustainable world. Therefore, innovation should be used as an effective tool to find sustainable solutions for environmental problems that cause by unconscious consumption of consumers. Schaper (2002) defined entrepreneurs in three different profiles, which can be widely distinguished nowadays; these are classical entrepreneur, intrapreneur, and social entrepreneur. Besides this classification, he asserted another entrepreneur type, and also it is the main subject of this study; “ecopreneurship.” (Efeoğlu, 2014) In general, ecopreneurship (also called green entrepreneurship) refers to individuals or organizations that innovate new ideas and attempt to realize them within an environmental awareness (Galkina & Hultman, 2016). In the next section, more details will be given about ecopreneurship and ecopreneurs.

3.2. The Concept of Ecopreneurship

Changes and improvements in every sector emerge the importance of sustainable development, and the greening activities have started to find a place in every transaction into the business world. In recent decades, many scholars argued about a solution for maintaining sustainability and Isaak (1998) emphasized the green logic behind running a business in the scope of environmental entrepreneurship; he stated that short range and high-potential risks have to be considered and aimed to find green managerial strategies in order to hold down the long run environmental problems (Galkina & Hultman, 2016). Also, the implementation of eco-friendly business activities can provide new market opportunities to entrepreneurs.

Studies in the field of ecopreneurship have started many decades ago, although the concepts of entrepreneurship and environmental issues have begun to consider together since the 1980s, there has not been a commonly accepted definition, yet (Schaper, 2010). Some authors asserted descriptions about the term of ecopreneurship. For instance; Schaper (2002) defined this concept like that; ecopreneurship includes all activities which are achieving enterprises' objectives as well as increasing the positive environmental and societal contributions thereby doing business activities and minimizing these activities' harmful effects on the environment and society (Schaper, 2002; Aykan, 2012). In this context, ecopreneurship encompasses environmental-oriented practices that are relevant to all stakeholders such as consumers, business partners, employees, and suppliers; also it guides to the interaction of them with each other in the marketplace. However, Thompson et al. (2011) stated that the concept of ecopreneurship refers the extent to which eco-friendly corporations affect entrepreneurial activities thereby analyzing the stakeholders how they contribute to the economic growth in addition to creating favorable environmental outcomes (Galkina & Hultman, 2016). Moreover, Libecap (2009) emphasized the essence of ecopreneurship; he stated that this concept is the implementations of establishing new business to create opportunities, earn profit and minimize the negative environmental effects of entrepreneurial activities (Libecap, 2002; Galkina & Hultman, 2016).

Growing population and correspondingly the overconsumption of natural resources, which results with crucial environmental problems, accelerate the development of sustainable business activities. In order to keep sustainable development, rational investments, and important technological innovations have to be made. Ecopreneurs are seen catalysts to promote the continuity for eco-friendly business activities (Schaper, 2010; Nagar, Thakkar, Sapre, & Vyas, 2013). The common ideas of all ecopreneurs while doing these business activities are to make contributions to a more sustainable future and to make sure that all commercial transactions promote favorable impacts on the environment and society. Another common ecopreneurial aspect is the association of objectives; personal norms often include the beliefs and desires to protect the natural environment and the society and to reach a more sustainable future (Efeoğlu, 2014). On the other hand, this sustainable development process contains an unpredictable certain amount of risk,

and there is always a probability to fail; it comes from the nature of entrepreneurship (Nagar, Thakkar, Sapre, & Vyas, 2013). In order to minimize this possibility of failure, ecopreneurs should analyze the marketplace such as trends, competitors, green consumers' intentions and behaviors, market opportunities and weaknesses, and so on.

3.2.1. The Benefits of Ecopreneurial Activities

Ecopreneurial activities create favorable aspects into the green market such as the increase of environmental awareness of consumers, obtaining a competitive advantage in the market place, gaining more profit, making contributions for protecting the environment, supporting sustainable development and so on. Green entrepreneurship ventures into the green market might be analyzed as follows:

First, ecopreneurial attempts to increase the environmental responsibilities of the corporates and they prefer more sustainable options for their activities. Hence, these eco-friendly businesses gain a competitive advantage against their competitors, and they are more likely to acquisition new green consumers. This outcome can be interpreted in two perspectives: In the economic point of view, the increased number of green consumers leads to generating more profits. In the sustainable development perspective, increased number of green consumers shows that the environmental problems arouse interests of people and they are willing to purchase green products to contribute to ecological issues. Also, Conscious consumption of resources, waste management, and other sustainable ventures of ecopreneurs help to protect the environment (Kirkwood & Walton, 2014).

Second, the significant benefit of ecopreneurship principles is sustainable product design which means that it has ecological attributes such as consisting of recyclable materials, and designs according to decisions about their all manufacturing process, using material during this manufacturing, the distribution channels, their functions and usage, and the disposal ways of them (Fuller & Ottman, 2004). This sustainable product design is possible thanks to innovative technology, which is also called eco-innovation. This kind of products designed with sustainable attributes helps to enrich the green product range (Baroulaki & Veshah, 2007).

Third, nowadays, ecopreneurship principles can be seen as an important motive in terms of sustainable development; they bring a green perspective in many enterprises, which are in the phase of establishment, as starting their activities for being an environmentally sensitive enterprise (Keskin, 2016; Efeoğlu, 2014). Thus, there are many eco-friendly corporates in the green market; the prices may decrease because of various alternative green products, also promotions and campaigns may increase as a result of intense competition, and this might be a benefit for consumers.

Fourth, entrepreneurship offers a dynamic structure for environmental development by replacing existing traditional production methods, standard products, market structures and consumption patterns with superior eco-friendly products and services (Keskin, 2016; OECD, 2013).

Fifth, ecopreneurship requires innovation and entrepreneurship together. Green entrepreneurship is significant because of eco-innovations; eco-innovations will be the future competitive advantage of companies and countries. If companies and/or countries want to be successful in the international market in the future, innovative green technologies, services, and processes in the competitive advantage will be crucial than low cost (Keskin, 2016). It means that green product differentiation will be innovative developments instead of cost in the following years. It was said before if the green product range is increased, the premium prices of these products will start to decrease, and the cost factor will no longer be an important indicator in purchasing.

Finally, ecopreneurial activities contribute to green growth. Green growth is to ensure economic growth and development by promoting the sustainability of natural resources and environmental services. In order to do so, eco-friendly growth will be a catalyst for innovations and investments that will support sustainable development and increase new economic-based market opportunities (OECD, 2013).

3.2.2. Barriers on Ecopreneurship

The concept of ecopreneurship is a complex and recent issue; therefore, the management of this concept might be difficult due to various obstacles. The development of ecopreneurship is restricted by these barriers, and they cause to slow down the improvements of ecopreneurial activities in the medium and long term. The most important and frequent barriers are the economic ones; also, there are

other non-economic barriers such as psychological, technical, institutional, and so on (Keskin, 2016).

Linnanen (2002) discussed the obstacles faced by ecopreneurs and analyzed them in three categories, which are the challenge of market creation, the financial barrier, and the ethical justification for existence.

The challenge of market creation refers to the barriers to expanding environmental consciousness in the generation of eco-friendly technology, products, and services. Even the increasing number of environmentally sensitive consumers, there is still a gap between their green intention and actual green purchasing behavior. This gap is one of the most important barriers to market creation. Also, it was observed that the greening idea is diffusing slowly; Linnanen explained this situation by sustainability's nature; some people still do not trust whether the concept of sustainable development is beneficial to the environment and the society or not. More arguments are required for the adoption of new market ideas. On the other hand, market creation needs a strong belief in the ecopreneurs' vision and capabilities.

However, financial barriers are always there; while it is often difficult to find investors for ecopreneurs to reach their goals, it is also difficult for investors, who are interested in investing directly, in finding confidential green enterprises. Many ecopreneurs do not have enough knowledge, about which sources can provide financial support to their products, services, and technologies as in other entrepreneurship activities (Linnanen, 2002; Gibbs, 2009). In other words, financial markets that provide resources for green businesses have not developed sufficiently, yet. As a solution to this problem, green banks have been established to finance green enterprises in some countries (Keskin, 2016).

Moreover, ecopreneurs often face with twosome; environmental and technological challenges; therefore, this situation leads to financial uncertainties in green activities (Keskin, 2016). However, according to Efeoğlu (2014), many investors have a common idea that ecopreneurs do not know enough about the financial markets and therefore they are not able to think realistically in the generation of green market strategies. It can be interpreted like that; the integration of green idea and entrepreneurship application is a recent trend; therefore, there has not been a conventional business model for these green activities.

When entrepreneurship is considered as a concept, financial and market-related issues are essential for all entrepreneurial activities. Unlike, many of the most specific attributes of ecopreneurs are ethical values. The moral values and thoughts of ecopreneurs may have a positive or negative impact on business management (Linnanen, 2002; Efeoğlu, 2014).

On the other hand, Pastakia (1998) classified potential barriers that faced by ecopreneurs under two categories; one is the unwillingness of prospective consumers to change their using current products and technology with alternative ones; and restrictive state interventions. Firstly, it is difficult to change consumers' buying habits and behaviors in the short term. Some factors such as product and/or brand loyalty, product availability, quality, and so on discourage them from trying other products and services, especially in the case of insufficient environmental awareness. Ecopreneurs have to struggle this barrier with contributing the increase of green knowledge of consumers (Pastakia, 1998). Secondly, there are several factors such as laws and regulations, national legislation and development agencies have a significant impact on the activities green entrepreneurship as well as in all kinds of corporations' transactions (Efeoğlu, 2014). If the legal sanctions and administrative controls are stringent on the business activities such as production, transportation, marketing, sales and even the technology that is used in these transactions, it is predictable that ecopreneurs are restricted by this legal environment. There are some solutions for ecopreneurs to struggle with legal barriers: If the political environment is highly restrictive, ecopreneurs should make some changes to the concept of the product, look for other markets abroad, and test the market before launching the products or services; if the factors are partly restrictive, ecopreneurs should try to obey the rules, and work with experts for negotiating with the government agencies; if there is no any legal barriers, ecopreneurs should focus what they do, improve their researches and developments, create their own business principles, and carry on the improvement of products with using innovative green technology (Pastakia, 1998).

Other barriers on ecopreneurship can be listed like that (Keskin, 2016):

- With the rapid change in technology, many products and services that are created by entrepreneurs are becoming increasingly obsolete; it leads to increase the competition in the marketplace day by day; thus this competition may have a negative impact on the green entrepreneurial attempt of

ecopreneurs.

- Specialized employees in green businesses, who are lack of managerial skills and lack of qualified personnel in the sectors, are another barrier in green entrepreneurship.
- Some corporates consider environmental issues as only marketing campaigns.
- The lack of consumer support and the lack of information about green products are another important barrier to ecopreneurial activities.

3.3. The Ecopreneurs

The first studies on ecopreneurship have started with the personal interests of individuals on environmental issues. Ecopreneurs' personal skills and creative intentions guide their professional lives. Aykan (2012) exemplified this situation like that; Clauss Hipp who is the owner of Hipp Baby & Toddler Food and Ernst Pfenninger who is the head of Trisa Electronics exhibited entrepreneurial behaviors that integrate their strong environmental and social values with their business values (Aykan, 2012; Hipp Germany Sustainability Report, 2018). Thus, ecopreneurs (also called green entrepreneurs) can be defined people who establish a new company with environmental concerns, run this business with the respect her/his green values, create a value with innovative solutions for environmental problems, trigger the socio-economic process and support sustainable development in their business models (Schaper, Making Entrepreneurs: Developing Sustainable Entrepreneurship, 2010; Nagar, Thakkar, Sapre, & Vyas, 2013).

The main difference between ecopreneur and traditional entrepreneur is that ecopreneur aims to create a business model which is economically profitable, eco-friendly, and creates social value. However, Abell (1980) defined three criteria that differ ecopreneurs from traditional entrepreneurs. These are function, technology, and customer groups. Function refers that ecopreneur takes into account the social benefits as well as gaining profit; technology states that ecopreneurs choose a model that does not harm the environment or prefer the least detrimental model; finally, customer groups refers that ecopreneurs target particular customer groups which have their ethical values. This customer group plays an active role in the development of products and services (Efeoğlu, 2014; Abell, 1980).

Nagar et al. (2013) described specific attributes of ecopreneurs in their study. These can be listed as follows:

- The desire to establish new ways of conducting eco-friendly business operations highly related to sustainable consumption of resources;
- The probability of increasing entrepreneurship as planning to reduce the costs to innovate eco-friendly business activities;
- Making an effort for sustainable development;
- Finding innovative solutions to marketing problems;
- Encouraging the usage of recyclable materials in the production and distribution processes of green products and services;
- Using eco-efficient production methods;
- Building an environmentally sensitive business culture, contributing to corporate social responsibility, and creating a greener vision.

3.3.1. Characteristics of Ecopreneurs

Ecopreneurs are the actors of ecopreneurial activities who see the market opportunities, transform them into a business idea and manage the employees and partly the managers in the extent of environmentalism. In order to do all these transactions, these people should have some specific personality traits (Aykan, 2012; Santini, 2017). Many studies revealed that there are some particular characteristics which are the basis for all type of entrepreneurs, including ecopreneurs, such as leadership, willingness to take risks, innovativeness, competitiveness, self-confidence and so on (Santini, 2017). However, there are two driving forces that ecopreneurs require; these are the passion and the belief about the environmental values and the effort to find environmental solutions for the determined gap in the market (Keskin, 2016). Also, ecopreneurs' belief systems, personal norms, values, motivations, past experiences, education, personal relations networks, families, and friend's groups are among the important factors which affect their ecopreneurial activities.

In general, ecopreneurs have an environmental-oriented attitude in their practices and growth strategies. These environmental characteristics lead them to perform their business activities differently from traditional entrepreneurs. They provide products and services to meet the needs of society while at the same time, contributing to a better world. In the principles, policies, and practices of ecopreneurs,

their first aim is to improve the life quality of consumers, employees, society, and environment. In order to achieve these goals, ecopreneurs should have additional information besides general entrepreneurial knowledge such as technical knowledge, legislation, and market knowledge about the related fields. Moreover, they are willing to establish a business with a lifelong commitment to green design, green process, and sustainability, and they make an effort to transform the sector according to sustainable development. In this regard, green entrepreneurs can be called “social activists” who desire and strive for the restructuring of their business sector’s corporate culture and its social relations with proactive ecopreneurial principles (Santini, 2017; Gartner, Carter, & Reynolds, 2009; Keskin, 2016).

In the other hand, ecopreneurs can influence the competitive environment from the beginning, thanks to their behaviors. Schaltegger (2002) defined this situation like that; ecopreneurs make a strong connection with the external environment of their corporates. They have an entrepreneurial spirit; therefore, they are aware of every happening around their businesses, the environment, and society. This trait also affects marketing activities; their influences create new green understandings in the market place.

In sum, green entrepreneurs make differences with the characteristic of environmentalism. They possess all the personal traits of traditional entrepreneurship, but in addition to those, they have a strong commitment to the protection of the environment, and they are ready to devote themselves to add greening activities into their business plans. As it was said before, they can be called “social activists” on that sense. By entrepreneurship’s nature, ecopreneurs also aim to make a profit but it does not mean that they can exhibit any favorable and unfavorable behaviors for gaining more profit; the consciousness of providing the sustainable development, greening idea, contributing the society and expanding the dimensions of green markets has always been in their mind these factors have enlightened their businesses for life.

3.3.2. Typologies of Ecopreneurs

While greening activities are integrated into entrepreneurial principles and strategies incrementally, different types of environmental entrepreneurs arise in many business sectors. This variety was interpreted by many authors in different ways. For instance, in the definition of the term of ecopreneurship, there are two criteria which

are making a profit and protecting the environment. Thus, Linnanen (2002) stated that we could classify ecopreneurs according to these two criteria; their willingness to gain profit and promoting economic growth, and their willingness to protect the environment and contributing the society (Linnanen, 2002; Santini, 2017). In the combination of making money and protection of the environment, one side may excel according to the personal characteristics and ideology of the ecopreneurs. Of course, many ecopreneurs manage their businesses within a pure harmony of these two facts, but some of the ecopreneurs do not bring them into balance; they prefer one benefit more. Moreover, the classification of ecopreneurs is significant to understand green entrepreneurs' behaviors better. Therefore, some authors classified green entrepreneurs according to some indicators.

First of all, Linnanen (2002) proposed a model for the classification of ecopreneurs to explain better the relationship between ideas and gaining money.

| | | <i>Desire to make money</i> | |
|-----------------------------------|------|-----------------------------|---------------------|
| | | LOW | HIGH |
| <i>Desire to change the world</i> | HIGH | Non-profit business | Successful idealist |
| | LOW | Self-employer | Opportunist |

Table 2: Drivers of Eco-Business Sectors (Linnanen, 2002).

In the model, ecopreneurs are divided into four categories, which are self-employer, non-profit business, opportunist, and successful idealists. Ecopreneurs, who are in the “self-employer” category, are unwilling to grow economically. This kind of green ecopreneurs mostly pretend each other and perform the same business activities. They agree with earning sufficient money to survive in the market place, and they do desire neither a sustainable economic growth nor changing the world, thereby increasing the quality of the environment and society. However, small scale enterprises are managed by self-employers (Linnanen, 2002) therefore, it can be assumed that this category may contain a kind of ecopreneurs who are absolute beginners and have just established a business.

In the type of “non-profit business,” the ecopreneurs have a strong belief that they can change the world by integrating greening activities into the business transactions. On the other hand, this kind of ecopreneurs does not desire economic growth as much as making contributions to society.

Another type is “opportunist,” who is the newest ecopreneurs. In general, opportunists are ordinary entrepreneurs who are willing to expand their business scope; therefore; they start to make eco-business for increasing their profits. They have quite work experiences in traditional sectors. Their main goal is to make more profit, thereby using environmental technology, but they do not make an effort to create corporate environmental values.

The last ecopreneurs type is called “successful idealist.” These ecopreneurs are professional to balance between making a profit and changing the world. Successful idealists use the idea of providing an environmental and social benefit as a motivator to create new green markets. They run business activities within the environmental sensitivity, and they have been motivated when positive feedbacks are taken by consumers and other stakeholders. As traditional enterprises, they also seek profit, but they always consider the environmental and social value creation during their business activities (Linnanen, 2002). As a result, it can be said that the most contribution is promoted in the green market by successful idealist. They are behaving as an environmental activist instead of a business person thus; it is highly possible that they use innovative technology to generate new sustainable alternatives for the market and change the perception of consumers who do not support green purchasing at all.

In the other hand, Walley and Taylor (2002) asserted four different types of green entrepreneurs in their studies; these are innovative opportunists, visionary champions, ethical mavericks, and ad hoc enviropreneurs. They made this classification according to external contexts, which are structural influences and ecopreneurs’ economic or sustainability orientations.

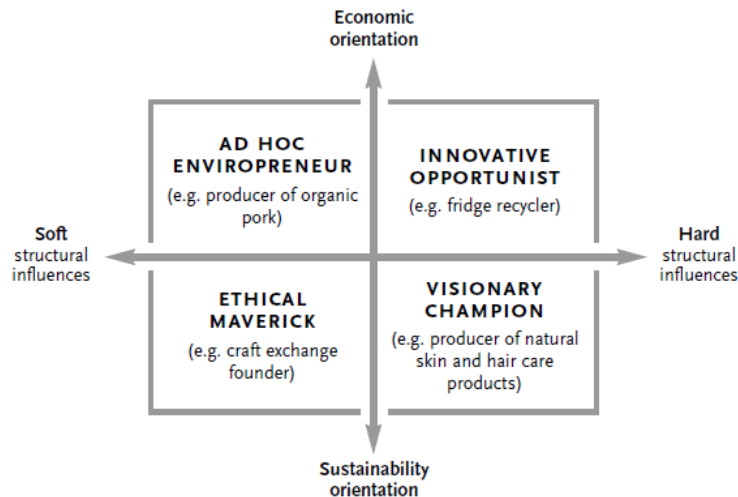


Figure 8: Typology of Green Entrepreneurs (Walley & Taylor, 2002).

In this model, vertical axis refers the attributes of being green or not; the end of economic orientation means the high tendency on making a profit and the end of sustainability orientation means the high tendency on greening. Also, green orientation might be motives or perceived market opportunities. On the other hand, the horizontal axis refers to structural influences, which are an external environment that has an impact on ecopreneurs. It is ranged between soft and hard external influences. However, the type of “innovative opportunists” is profit-oriented ecopreneurs, and they generally focus on green niche markets. They mostly have been affected by a hard external environment, such as legislation and regulations. Providing new opportunities for green value creation is essential for them. Secondly, the type of “visionary champion” refers to sustainable-oriented ecopreneurs who are willing to change the world through eco-friendly operations. They are affected by hard structural influences but also they predict that a solid structure change is possible for a sustainable future. Thirdly, the type of “ethical maverick” is qualified by sustainable-oriented aspect and soft external factors. This kind of ecopreneurs has influenced by society and past experiences when establishing their businesses. The ideology of changing the world with sustainable development has a less impact on ethical mavericks. Also, ethical values are at the center of business operations, and they are not willing to create a dominant trend for the market. Finally, “ad hoc enviropreneur” type does not aim to be eco-friendly; this kind of ecopreneurs have entered the green marketing incidentally. They provide green products and services for only making a profit; they do not have an effort to green value creation. Soft structural influences,

such as friends and social networks, affect ad hoc entrepreneurs mostly (Walley & Taylor, 2002; Gibbs, 2006). The authors emphasized the importance of also opportunists who find green niche markets and all types of entrepreneurs play a role as a driver of sustainable development. Also, they aimed that this typology will help to understand the evolutionary process of entrepreneurs (Santini, 2017).

Schaltegger (2010) also asserted another typology of entrepreneurs; he distinguished green entrepreneurs according to two criteria: one is the priority that given to environmental issues and the effectiveness of market operations. Moreover, he indicated corporates which integrate sustainability into their business plans and marketing strategies instead of companies which have an environmental management or environmental administration. He identified three different types of entrepreneurs; these are alternative actors, bioneers and entrepreneurs.

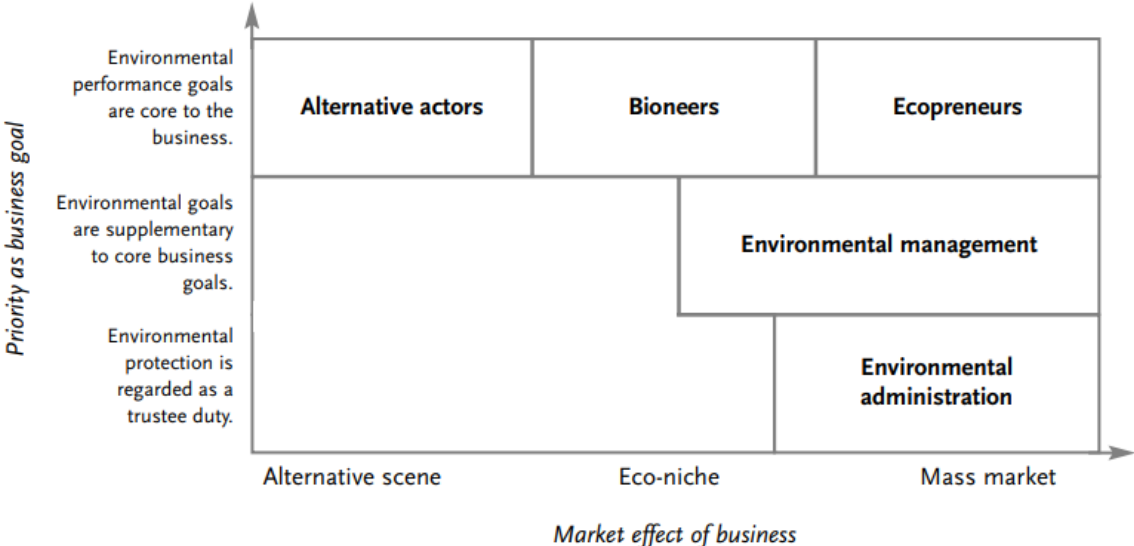


Figure 9: Business Continuum: The Relationship between the Priority Given to Environmental Issues as Business Goals and The Market Effect of The Business (Schaltegger and Petersen (2001), cited in Schaltegger, 2002).

In the given model, the vertical axis shows the degree of priority that belongs to the environmental objectives of the business; it ranges from low to high. However, the horizontal axis reflects the effectiveness of market activities; it can be “alternative scene” called as small, “eco-niche” which is called medium or “mass market” which refers a strong effect on the mass market (Schaltegger, 2002).

For alternative actors, environmental issues are at the center of the business. The success of gaining profit depends on its sustainable market performances. Also,

this kind of ecopreneurs do not have market objectives; the business volume is just for surviving in the market.

In the other hand, bioneer which is the combination of the terms of “bio” and “pioneer” is another type of ecopreneurs. Similar to alternative actors, environmental objectives are in the core business goals for bioneers. They create management systems for environmental issues to control their detrimental effects on the environment. Also, bioneers work in eco-niches, which reflects the medium-size markets; they look for green consumers for their innovations. The third type is called ecopreneurs; they aim to obtain a high market share and work within mass green markets. They are differentiated from other types as using green technology and sustainable innovation techniques in their business activities, finding solutions to environmental and social problems and achieving success in the marketplace (Schaltegger, 2002; Gibbs, 2006; Santini, 2017).

Another important classification made by Isaak (2002), he divided ecopreneurs into two groups; green business and green-green business. A type of “green business” neither have environmental concerns nor consider ecological sensitivity in the case of non-existing ethical values, but when business managers notice the green marketing advantages and the benefits of using green innovation technology, then they start to perform environmentally conscious activities. On the other hand, “green-green business” have an environmentalist understanding from the establishment and makes great efforts to imbue the sector which it operates with sustainable development. Green-green businesses are usually established by ecopreneurs (Isaak, 2002; Efeoğlu, 2014).

As can be seen, ecopreneurs are classified according to their motivations and market effectiveness as a result of their business activities. Every green ecopreneur may not make the same contribution to the green market; some of them prioritize the environmental issues and develop green strategies and integrate them into their core business activities but for others, financial outcomes are more important than supporting environmentalism. In short, one of these two dimensions might excel according to the attitude and personal traits of ecopreneurs. It is evident that they can make contributions to the green market in different proportions.

3.3.3. Motivations of Ecopreneurs

There is just a few research that investigates the motivational factors of ecopreneurs in the literature, but it can be seen that the reasons how people become ecopreneurs are similar to other entrepreneurship factors, in general (Efeoğlu, 2014; Santini, 2017). Scholars categorize motivational factors according to some indicators such as gender, ethnic origin, territorial, and so on (Kirkwood & Walton, 2010).

At the beginning of the establishment, a business, Kirkwood, and Walton (2014) illustrate in their research that the primary motivating factor of ecopreneurs has a job. The second major factor that motivates ecopreneurs is to be a boss in their own business, and the third one is looking for excitement, which means struggling with some problems in the market. Other outcomes of their study are their consciousness about the environmental and social problems and the willingness to improve green products and services in their market place (Kirkwood & Walton, 2014). The ecopreneurs who have strong ethical values play a crucial role in sustainable development. But sometimes, ethical reasons are not the only motivational factors for running an eco-friendly business; according to Cohen and Winn (2007), fulfilling a need in the market is one of the main motivations for ecopreneurs (Kirkwood & Walton, 2010).

In the other hand, the increased awareness about the environment and the demand for green products and services lead to an increase the ecopreneurial activities. Kirkwood and Walton (2009) indicate that environmentalist values such as the understanding of changing the world, providing sustainable development through using green technological methods, increasing the number of green consumers, expanding the eco-friendly products' ranges and greening the future, are great factors that motivate ecopreneurs. Also, these environmental values help them to see the market's need for eco-friendly products. In addition, Pastakia (2002) evaluates the reasons that lead people to become a green entrepreneur in a cause and effect relationship, and he claimed the changes in the environment as a source of motivation for individuals such as scarcity of natural resources. This change ultimately increases the demand of investors, consumers, producers, and governments for more eco-friendly products. Moreover, the increasing awareness of the environmental issues in the society and the enactment of laws and legislation which aim to regulate entrepreneurship issues by a regulatory body, also motivate

ecopreneurs (Kirkwood & Walton, 2010; Pastakia, 2002; Efeoğlu, 2014; Linnanen, 2002).

As it was mentioned in the previous section, ecopreneurs have an understanding about the change of the world (Linnanen, 2002); they have the vision to make the world a better place to live besides making a profit. Therefore, this idea encourages them to perform their business activities with an environmental concern. Such that, in a study conducted in the renewable energy by Cato et al. (2008) showed that the idea of independence and sustainable factors were more effective in motivating individuals compared to the financial success factors (Efeoğlu, 2014).

3.3.4. The Contributions of Ecopreneurs in The Green Market

The increasing environmental awareness of society, the recent changes in green activities, and the efforts to make the world a better place increase the importance of eco-friendly business transactions. As it was mentioned above, green entrepreneurial activities are filling the gap in the green market. In this section, ecopreneurs' positive effects on the market will be listed, and some essential point will be summarized in order to understand how they help the improvements of green products and services by green innovation technology and expand the green market in the context of product range, the number of competitors, the growth of green economy, the quality of goods and so on:

First of all, the concept of ecopreneurship is finding green and innovative ways for the satisfaction of human needs, thereby protecting the environment and society. In some studies, ecopreneurs are called as “social activists” because their activities have the power to change the conventional practices of business and traditional attitudes and behaviors of consumers in the green market. In other words, their goal is to switch traditional activities of businesses and traditional purchasing behaviors of consumers with innovative business activities that are used green technology and green attitudes, and actual purchasing behaviors of consumers. It can be exemplified like that; Tom Pakenham, who is a young ecopreneur and a founder of the company which provides sustainable taxi services for the first time. Toyota Prius hybrid electric cars are used in this company, and it has accomplished to maintain the service quality by focusing on smart brand strategy, competitive pricing, and customer service. In order to apply its green strategies, fuel efficiency is measured regularly and is used as the only plug-in hybrid taxi in the world (Aykan, 2012).

Green entrepreneurs' role is also crucial to increase the green awareness of society and to change consumers' behaviors towards environmental issues. In this point of view, the efforts of ecopreneurs in the green market lead consumers to learn something new about the environmental problems and ecopreneurs help them to be aware of that they can make significant contributions thereby purchasing green products, using green services and supporting green businesses. In other words, their socio-cultural impact on the green market is to reach consumers to stimulate their environmentally conscious and encouraging them to change the world with purchasing green products, using green services and supporting all kind of green activities. It can be exemplified like that; Hilton-Murray Philipson is a former investment banker and an ecopreneur at the same time. He aims to counter the effects of deforestation as a result of globalization. Therefore, he has developed a capital market which appraises forests in 2011 (Aykan, 2012). Another example of the socio-cultural impacts of ecopreneurial practices is that Jean-François and Jean-Charles Decaux started the rental bicycle movement in Paris under Velib campaign in 2011. The project aims to increase the use of bicycles instead of public transports or cars and to save the city from traffic and gas emission (Aykan, 2012).

Ecopreneurial efforts, which refers the engrained the idea of greening in consumers and encouraging them to make a green purchase, have a positive impact on consumers to extinguish their skepticism about eco-friendly products. The reason behind that, green marketing activities seem such as only profit-oriented attempts for some of the consumers, and they become skeptical about the reliability of these green products and services. By definition of a green entrepreneur, they have environmental understanding besides profit-oriented vision. Therefore, the business transactions that are made by green entrepreneurs might be more trustworthy for the consumers, and the gap between their intentions and actual purchase behaviors may close. For example; Body Shop is an eco-enterprise that has been operating for 25 years with its environmental responsibility and protection, passion for creating amazing products from natural ingredients. Body Shop, which is a cosmetics company dedicated to social and ecological change efforts, especially social responsibility projects, is a successful ecopreneurship example that stands out with different values such as protecting the world, defending human rights, supporting the domestic market and the antivivisection understanding (Baker, 2005; Aykan, 2012).

Ecopreneurs also make contributions to the generation of the green economy as well as protecting the environment. Most of the ecopreneurs support the circular economy instead of a linear economy. It means that products and materials are retained for as long as practicable in a circular economy, the use of waste and resources being minimized and when a product comes to a lifetime end, it is again used for the creation of additional value. For instance, Klinkmar uses highly efficient technology to produce granular fuel from hazardous wastes, which are mostly produced from petroleum refineries. While the advantage that using this technology with regards to producer of the waste is that it does not have to pay for the storage of hazardous wastes and makes profit by selling the fuel; those who buy the fuel, on the other hand, make half of what they would normally pay to make a profit on fuel costs (Aykan, 2012). Several regulations for the green jobs were made by the European Commission, and a report was prepared by the European Sustainable Business Federation in 2019. European Union member countries determined some recommendations to support the growth of the circular economy. These can be summarized as followings: First of all, launching a green deal by generating demand for circular goods and services; circular procurement can accelerate the change, thereby helping to create scale economies. Secondly, creating “circular hubs” which refers that multi-stakeholder ventures in public-private partnership projects that aim to speed up the change to a circular economy through support to small and medium-sized enterprises in implementing the circular modeling. Thirdly, ecopreneurs are planning to reduce the use of raw materials at the rate of 50% by creating a road map with specific objectives for a domestic circular economy by 2030. Fourthly, extended producer responsibility (EPR) schemes will be developed, and their context will be widened. EPR is a policy that gives manufacturers important economic liabilities regarding the disposal of products after the post-purchase phase (OECD, 2016). EPR is used in the packaging, electronics, automobiles, and batteries industries. EPR systems are essential because they provide important financial initiatives for speeding up the new circular system, they regain the materials to the economy by recycling and making unstable the linear system for the rapid growth of the green economy. Also, ecopreneurs have offered a reduction of value-added tax (VAT) rates on repairing service prices, resale, and transactions with social motivations. Moreover, most EU countries have supported the idea of cutting investments on

waste incineration, which is made by municipalities. The extinguishing of reusable wastes against for the core of the circular economy, and it will be an obstacle in front of the filling the capacity of resources (European Sustainable Business Federation, 2019).

However, the importance of regaining the resources and materials is an essential prerequisite for the circular economy. Recycling raw materials and reusing of them make both financial and physical contributions to the green market; the cost of resources will be decreased, and the accessibility to these materials will be easy. The key role of ecopreneurs in this process is to maximize recycling efficiency and the economic value of these regained materials. Achieving this goal is possible with eco-innovative methods, which are the leading business tools of ecopreneurs. Eco-innovation enables wastes to be transformed into reusable resources again by developing new green technology, strategies, and models (EIO Bi-annual Report, 2016).

| Countries | Eco-Innovation Inputs | Eco-Innovation Activities | Eco-Innovation Outputs |
|------------------|------------------------------|----------------------------------|-------------------------------|
| Sweden | 166 | 148 | 182 |
| Finland | 200 | 155 | 202 |
| Germany | 178 | 151 | 130 |
| Luxembourg | 104 | 124 | 220 |
| Denmark | 178 | 58 | 154 |
| Slovenia | 141 | 124 | 153 |
| Italy | 66 | 111 | 112 |
| Spain | 75 | 106 | 139 |
| Italy | 75 | 118 | 117 |
| United Kingdom | 102 | 87 | 65 |
| Greece | 57 | 96 | 142 |
| Romania | 53 | 37 | 55 |
| Cyprus | 4 | 39 | 113 |
| Bulgaria | 30 | 37 | 33 |
| Minimum | 4 | 10 | 13 |
| Maximum | 200 | 145 | 207 |

Table 3: Scores in the Five Components of the Eco-Innovation Index (EIO Brief, 2018).

The index above, which is prepared by Eco-Innovation Observatory, shows the eco-innovation scores of some EU countries. Eco-innovation inputs refer to investments such as economic resources, labor, technical support and so on, in businesses, research and development organizations, and other organizations to provide an opportunity for eco-innovation activities (EIO Bi-Annual Report, 2016). In the table score, the highest rate of investment was made by Finland, Germany, and Denmark. Also, Bulgaria and Cyprus have the lowest rate of investment for eco-innovative activities. However, eco-innovation activities refer the attempts for eco-innovation in the development of products and services, improvement of business models, and arranging management system in the eco-friendly manner (EIO Brief, 2018). According to the figure 12; the maximum efforts were made by Finland, Sweden, and Germany; their scores have parallels with their inputs, and it means that they have made a successful investment and have got in return for these investments.

Moreover, eco-innovation outputs refer to the quick results of eco-innovative activities. The results are used to observe the link between generated information by businesses and researchers, and eco-innovation (EIO Brief, 2018). The index shows that Luxembourg has the highest score by achieving successful investments and eco-innovative activities. On the other hand, Bulgaria and Romania have shown the lowest eco-innovative performance.

As can be seen that, eco-innovative activities that accomplished by ecopreneurs vary from one country to another, but it is obvious that each effort contributes to the growth of the green market. The developments on green products and using innovative methods in green production and marketing allow the countries to increase their national incomes and to support sustainable development.

Ecopreneurs can create a proactive structure for environmental development by changing existing traditional production methods, market structures, production processes, and consumption patterns with excellent environmental techniques (Keskin, 2016). Their revolutionary attempts such as changing profit-oriented business mission with environment-oriented understanding, integrating green idea within the overall management system, using green technology in their innovation and so on, have changed the conventional practices in the green market. The best case to exemplify the extraordinary practices of ecopreneurs belongs to Stephan Wrage, who is an ecopreneur and has a crazy vision. He tied a giant kite to the cargo ship and implemented a method of saving fuel costs and environmental damages. He tried to prove that nature can be protected and sustained by working with nature itself, with this kite, which is called SkySails (Aykan, 2012).

The expected greening results, which will be obtained from ecopreneurial practices, can be reached if the right investments are made on the right eco-innovative activities because green entrepreneurship requires innovation and entrepreneurship together (Keskin, 2016). Moreover, eco-innovations will be a competitive advantage for companies and businesses in the future. If the corporates and countries desire to succeed in the international green market in the future, innovative green technologies, services, and processes will be more important resources than lower costs in the competitive advantage.

Sustainable development creates a common pool for all stakeholders; it means that the main objective of all green entrepreneurs and marketers are to

canalize their skills, resources, capabilities, and efforts for supporting sustainable development with applying green business strategies (Kardos, Gabor, & Cristache, 2019). Therefore, green marketers' collaboration is needed to promote sustainable development. In this perspective, the green market provides a shared platform for businesses, consumers, ecopreneurs, and government to improve green development with collaboration.

Businesses created by ecopreneurs offer innovative solutions for existing and emerging needs while embodying environmental values. Green entrepreneurs can be a role model for the potential entrepreneurs by creating a new business concept that combines environmental performance with market goals and financial goals and also contributing to the growth and expansion of green markets (Keskin, 2016). In other words, they can affect subsequent enterprises to be established with an environmental understanding.

Increasing the practices of ecopreneurship and R&D activities in the field of environment enables the establishment of new entrepreneurship system globally by spreading the cleaner production and sustainable consumption oriented efforts to a broader people, thus ecopreneurs have the potential to play an essential role in the development of a more sustainable economic and commercial system (Keskin, 2016; Schaper, 2010). For instance, Andre Heinz, who is one of the managers of Heinz Endowments in Pittsburgh and he is an ecopreneur. He has established the first Scandinavian clean technology fund in Stockholm to bring sustainable growth and environmental initiatives in the U.S to Europe in 2011 (Aykan, 2012).

Ecopreneurs encourage the use of green technologies which are available in the business but have not been used actively due to some market barriers. In this point, ecopreneurs play a catalyst role to create startups for the development of green technologies and expanding the area of using these technologies (McEwen, 2013). In an example, Peter Fraenkel is an ecopreneur who has introduced a new stream of alternative energy; it is called underwater wave tribunes. These underwater tribunes which move at the speed of the revolving door and generate 1.2MW of electricity from the waves, thus the electricity is produced for 1000 houses (Aykan, 2012).

Such fields of activities in ecopreneurship are eco-tourism, recycling, energy efficiency, sustainable mobility, organic agriculture, renewable energy, and so on.

Ecopreneurs aims to contribute to the increase in the number of green businesses which is conducted in these fields (Keskin, 2016).

Ecopreneurship can be an essential opportunity for women entrepreneurship in developing countries where agriculture has an important working area. Especially in the underdeveloped regions, micro, small and medium-sized entrepreneurs and green cooperatives which have been established by women ecopreneurs can empower women, generate income and contribute to the development of women entrepreneurship if they can be well combined with marketing and business development skills (Sanyang & C., 2008).

In sum, these all activities of ecopreneurs in the green market place uphold the transformation of greening ideas into the business practices. The green market as the working area of ecopreneurs can be seen as a source for enterprising new developments, innovative green techniques, and technologies. In addition, obtaining financial gains from these activities have the importance of the economic growth and sustainability of the development. Countries which invest for eco-innovation have a competitive advantage in the global green market in long-term because the innovative green technology gives lots of advantages to the ecopreneurs such as reusing of the production materials, cost efficiency on resources by recycling, obtaining opportunities that come from sustainable development, qualifying the brand image and so on. As a result, ecopreneurs fill a gap in the green market with their innovative and green solutions for managerial and market operations. They have the power to influence consumers with their environmental understanding, and it possibly results in closing the gap between consumers' green intentions and actual purchasing behaviors.

3.3.5. A Case Study: Recent Ecopreneurial Activities in Turkey

3.3.5.1. General Overview to Turkish Green Economy

Turkey is a strategic country which has a huge potential with its resources and geopolitical position. It is the eighth largest and fastest growing economies in the OECD. Even its fluctuation economy, Turkey has made some attempts to adopt environmentalist approaches in some business sectors. For this study, Turkey was chosen because it has great potential and increased installation capacity in renewable energy sources; also, Turkey has made major progress in wastewater management. The Turkish government has arranged environmental legislation, and now they are more adapted to EU standards for some particular sectors. In addition, there is an increase on environmental investments that made by the private sector because of the potential of natural energy resources; as a result of these investments, environmental tax revenues have increased (OECD, 2019).

One of the objectives of this study is to exemplify the entrepreneurial activities within real-life implications. In this section, the successful ecopreneurship practices which are realized with rich potential sources and sufficient governmental supports in Turkey will be examined to clarify the role of ecopreneurs in the green market.

First of all, Turkey's general economy is in the recession period due to political problems and socio-cultural disputes. The decrease of gross domestic product (GDP) rate can be seen in table 4; the last three years were not successful for economic growth. Turkey's exports have a significant contribution to its economy, but it is still not sufficient to increase the welfare level. Last decade, Turkey faced with some problems such as the decrease in the number of foreign investments due to the war in contiguous countries, scarcity in the government promotions on domestic products, political disputes and so on. (Yeldan, 2013; Ak, Altıntaş, & Şimşek, 2016). Even these challenges, Turkey has a prosperous economy in comparison to the other developing countries' economies.

| Per cent Change (%) | 2017 | 2018 | 2019 |
|---------------------------------|-------------|-------------|-------------|
| Gross Domestic Product | 7.4 | 5.1 | 4.8 |
| Private Consumption | 6.1 | 9.0 | 6.7 |
| Gross Fixed Capital Information | 7.3 | 9.3 | 7.2 |
| Exports | 12.0 | 8.1 | 9.9 |
| Imports | 10.1 | 5.7 | 5.0 |
| Unemployment Rate | 10.9 | 10.2 | 10.4 |
| Core Consumer Prices | 10.1 | 13.0 | 10.5 |
| Current Account (% of GDP) | -5.6 | -5.7 | -4.3 |

Table 4: OECD Secretariat Projections, Turkey (OECD, 2018)

On the other hand, Turkey has some main environmental policies which are about climate change, mitigation, air pollution reduction, low carbon technological innovations, and these effects on human health. One of the main goals of environmental policies is to encourage investing in eco-innovation and supporting sustainable development with eco-friendly techniques. Also, another objective of these policies is to enhance ecological results in order to promote wider welfare of the country. Turkish environmental policies are intended to accomplish their goal by establishing waste management systems, controlling the pollution, promoting green investment, and eco-innovation (Kılınç Ata, 2017).

In order to understand the core of eco-innovations and ecopreneurial activities in Turkey, some necessary information about the Turkish resources will be listed (OECD, 2019):

- Fossil fuels correspond to 88% of the total energy mix. The country is heavily dependent on imported energy, especially oil and natural gas.
- It is planning to reduce the import dependency and to ensure energy security by increasing the domestic production of coal, renewables, and nuclear energy and encouraging energy efficiency.
- The installed capacity of renewable energy sources has increased dramatically in recent years, but the share of renewables in the energy mix has remained constant since 2005 (OECD, 2019).
- Turkey has important renewable resources that are considered in a better way. The country has become one of the world's leading countries in terms of

installed capacity of particularly solar, wind, geothermal, and hydroelectric energy.

Turkey has a resource-intensive economy; domestic material consumption has not been differentiated from economic growth. As a result of that, material productivity has declined since 2005, and it has started to recover from recent economic growth. The government has two objectives; reducing dependence on imports and making consumption sustainable, in principle. In this direction, it is aimed to make more effective use of domestic natural resources, to reduce waste, to move away from the disposal-centered approach and to support a circular economy which is the critical component of sustainable development. Unfortunately, the Turkish government has no specific material resources policy, yet.

Turkey has made progress in terms of some sustainable development goals, but it should perform more efforts about obtaining environmental objectives for the transition to a development model toward green growth. If ecopreneurs do not accelerate their attempts, the effects of air pollution, water scarcity and climate change will become increasingly restrictive. Also, Turkey faces the risk that missing the opportunities served by the green market, if it does not upgrade the policy measures that support the domestic eco-innovation in each sector.

3.3.5.2. Current Situation of Ecopreneurship in Turkey

According to the report that was published by Global Entrepreneurship Monitor (GEM) in 2007, it was stated that Turkey is not an entrepreneurial country when compared with others worldwide. This result did not also change in 2010; it has still lower level entrepreneurship than expected, but surprisingly, there is a rumor between stakeholders about that entrepreneurship in Turkey is enhancing, and this idea encourages some people to make entrepreneurship. The main reasons of this backwardness are the lack of confidence to establish a business, lack of knowledge about the market, less managerial experiences, strong foreign competitors in the market place, the complicated market structures and so on (Ulutaş & Alkaya, 2011). But, thanks to the ultimate technological developments all over the world, encourage Turkish entrepreneurs to enter the market with innovative strategies.

In the research of Technology and Development Foundation of Turkey (TTGV), approximately 15% of 900 R&D projects are related with the environmental issues, and it shows that the ecopreneurship is increasing in every year (Ulutaş &

Alkaya, 2011). As it was mentioned in the previous section, Turkey has a great potential to make green entrepreneurship thanks to natural resources and other favorable aspects of the country such as qualified labor force, international initiatives and so on. In the other hand, the promotion of ecopreneurship requires environmental awareness, technical and legislative abilities, and know-how for the environment as well as other opportunities.

Most entrepreneurs use their own capital for the establishment of a business. The concept of a business angel has gained popularity latterly in Turkey. Also, there are some foundations and their projects to support ecopreneurs financially; the most obvious ones are The Scientific and Technological Research Council of Turkey (TUBITAK), Environment, Atmosphere, Earth, and Marine (ÇAYDAG), Technology Development Foundation of Turkey (TTGV) and Ministry of Energy and Natural Resources (ETKB). They are able to encourage ecopreneurs to run a business successfully and give them the motivations and useful instruments to accomplish a greener world (Ulutaş & Alkaya, 2011; Kılınç Ata, 2017; OECD, 2018;).

Moreover, there is a significant organization which is established for a specific purpose that supports small and medium scale enterprises in Turkey; called Small Business Administration of Turkey (KOSGEB). It was established in 1990 and has provided some benefits to SMEs such as interest support for bank credits, privilege developing the business plan with experts, consultancy, providing certificate educational training, international cooperation and so on (KOSGEB, 2019). KOSGEB also provides founding capitals for small enterprises; it gives 60% of the total capital of the business to male entrepreneurs and 70% to female entrepreneurs. This amount has to be paid to KOSGEB after one year of the establishment. Therefore, SME's owners will be able to find the necessary support at the beginning of their business life.

3.3.5.3. Main Ecopreneurship Examples from Turkey

The first example is about the food industry; Bugday Association for Supporting Ecological Living, which is a non-profit organization that has accomplished to close the gap between organic food producers and consumers who live in town. In the 1990s, the pioneering ecological Bugday -which is called "wheat" in English - movement, began with selling it to wholesale stores that provide local and organic foods. It is also a place for the meeting of environmentally sensitive people,

chatting and sharing their opinions about green living. This movement has become an association after 12 years, and it has started to call the Bugday Association for Supporting Ecological Living. Its main fields of working are organic agricultural products, green living, agro-biodiversity, and agriculture in urban. The key market activity of the Bugday Association is bringing the small-scale organic food producers from rural and consumers in urban. People are also sharing their ideas, visions, and eco-friendly thinking styles in this market place. Also, the association arranges some workshops helps people to recognize the values of Turkish culture such as environmental justice, sharing the same values, earning with collaboration, and fair trade. There are over 200 volunteers that join in the market practices. This project is an innovative attempt in the Turkish green market, and surprisingly, it has accomplished this eco-innovation (Ulutaş & Alkaya, 2011).

The second case, which is VIP Dry Cleaning Inc. has inspired from the U.S. This ecopreneurship is cleaning the cars without water. The core idea behind this green entrepreneurship is promoting water efficiency. It is also a time-saving operation for consumers because the cleaning is done by motorcycle employers at the place where consumers are. From this point of view, this ecopreneurship provides employment opportunities for many people. Bringing an eco-innovative technology in Turkey and running it successfully can be a motivation for other ecopreneurs.

The third example contains a success story apart from green entrepreneurial success. Ezgi Gıda has launched its new product in 2005; it is called as “Etiyok,” and it is a kind of uncooked meatball for vegetarian, the product does not include meat. It is an innovative attempt for Turkish food market when compared to traditional meatball that made of meat. Another success of this product is to innovate for a woman ecopreneurs who is Selime Kaya, the owner of Ezgi Gıda. The eco-innovative aspect of this product is reducing consumption of meat; there is intense water consumption in the production of meat, and this product has an opportunity to decrease this over-consumption of the resource.

The fourth case study has a strong influence on the social structure of the market. The name of the project is Çöp(m)adam (Garbage Ladies) and the main idea in this project to produce hand made products from recycled materials. It aims to increase female labor force participation in the business; therefore, the project gives

work and salary opportunities to women. The managers behind Çöp(m)adam Project can be called “social activist” because they make contributions in many areas in Turkey, such as increasing women labor force, supporting recycling, green entrepreneurship, and sustainability.

Fifth, Karagönler A.Ş. is an oil producer in Turkey, and it is medium-scale entrepreneurship. The company decided to invest a production model which allows them to produce value-added products such as olive oil or biogas from production wastes. They also collected to other producers’ residues; thus, they controlled the waste management by themselves and other businesses, thereby producing eco-friendly products with eco-innovative technology.

These are the main case studies about Turkish ecopreneurial accomplishments, and they have the potential to encourage young green entrepreneurs to be more effective in the green market. As it can be seen, the rapid growth of green technology, the right investments and people’s willingness to change the world with green vision have improved the green economy and create additional value in the green market place thanks to creative and innovative solutions for the problems.

CONCLUSION

Today, it is a known fact that natural resources are decreasing day by day, and if there are no global precautions, future generations will negatively affect their lives. The consumption culture of the world is on the go, and the depletion of all kind of resources and materials are increasing. Fortunately, the environmental awareness of people and their conscious behaviors accelerate the transition process from traditional consumption to environmentally sensitive consumption. It was not easy to spread the green idea in overall the world, but every single study has brought favorable results in the long-term.

In this study, the starting point of the expansion of greening activities was taken as the green market place. In this market, eco-friendly products are serving to environmentally sensitive consumers. While this transaction is realizing, all businesses do not have detrimental effects on the environment and society. It is expected that all stakeholders of a green company behave according to the green understanding in this market. But, several consumers are skeptical about the eco-friendly aspects of green products and environmental claims of the producers. In this study, the reasons for this contradiction were determined. It can be summarized like that:

There are variously internal and external factors that affect the magnitude of the gap between consumers' green intentions and actual purchasing behaviors. The most influential internal factors are knowledge about the greening idea and the ways how the environment can protect with purchasing green products and using green services, and perceived consumer effectiveness which refers creation a difference or making an impact on the environment thereby purchasing or using eco-friendly products. Most consumers are lack of knowledge about how green products mean and why they should buy them; therefore, they do not trust companies' environmental claims. Moreover, if they know that purchasing eco-friendly products or preferring green services make significant contributions to the protection of both environment and society, to promote sustainable development and to decrease the over-demand on natural resources. Other internal factors that affect the gap are consumers' emotions and values, perceived behavior control, trust in green companies and their assertions, habits, and personal norms.

There are also some external factors; the price of eco-friendly products is the main obstacle to the actual purchasing behavior of consumers. Green products and services have a premium price, and this amount is higher from prices of other standard products and services. This difference prevents some consumers from preferring green alternatives. Also, product availability, subjective/social norms, reference groups, product attributed and quality, brand image, and eco-labeling are other external factors in the intention-behavior gap.

According to this study, this gap can be closed if the green consumers educate about the environmental and social issues, for instance, the importance of green purchasing should be explained, and their awareness should be increased about what they can accomplish by preferring eco-friendly alternatives. Also, their preconceived opinion about the price difference can be extinguished by increasing perceive and knowledge.

On the other hand, only green marketers effort to accomplish these tasks may not be sufficient; the green market needs an initiator for the transition of the market from traditional to green understanding. In this point, ecopreneurs take up this precipitating position. They are also called green entrepreneurs who establish and run an enterprise with environmental understanding while performing entrepreneurial business practices. In this view, ecopreneurs are people who are willing to apply new green strategies which are developed with eco-innovative technology to find solutions to both environmental and business problems. Their roles in the green market can also be summarized like that: Ecopreneurs establish their businesses with the greening idea; they are not only profit-oriented therefore green consumers can rely on that ecopreneurial activities are supporting the environmental protection. In addition, they are able to increase the environmental awareness of consumers with their attractive entrepreneurship; they can make differences easily in the green market via eco-innovative solutions and engage the attention of consumers. Also, they use eco-innovations for their business applications; eco-innovative solutions can be accepted as a tool for economic growth and sustainable development. Ecopreneurial activities contribute to the growth of the market share of the countries, and they help to increase the global image of these countries. This situation was examined by some case studies from Turkey in this study.

It is known that Turkey is one of the fast-growing countries in the scope of the economy along with developing countries, and it has great potential with its natural resources. Therefore, some Turkish ecopreneurs have realized their eco-innovative ideas within their possibilities, and they succeed to run environmentally sensitive business operations. Even it is entirely new attempts for Turkish green market, the results of ecopreneurship are satisfying.

With this study, the possible solutions were determined for the problems in green consumers' skepticism, and the initiator need of the green market was supplied by offering ecopreneurs.



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