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*Green marketing and its impact on consumer purchasing behavior*

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## **Abstract**

The discernment “Natural resources are limitless” underlies the environmental problems. The use of resources by human beings indefinitely leads to environmental degradation. The unconscious behaviors displayed by humans have ruined the balance of the world and have caused many environmental problems such as global warming and climate change. Now the sun rays reach the earth more dangerously; carcinogenic rays. While there are droughts in many parts of the world due to global warming and climate change, many regions are flooded.

I notice the destruction given to the environment; individuals who have changed their lifestyles have now begun to prefer products that do less harm to the environment in purchasing behavior. Enterprises that realize this situation see this as a competitive advantage; production and marketing activities. In the production stage, they started to work with less pollution and realized the consumers in their marketing activities. While some businesses do this voluntarily; and to respond to the changing demands of consumers for reasons such as competitive pressures and to survive in the business world.

As a result of these developments, concepts such as "environmental business", "green marketing", "green consumption", "green consumer" and "green product" emerged. In this study; problems related to the environment, reasons and solutions, the perspective of businesses on environmental issues, green marketing activities and the effect of green marketing activities on consumers' purchasing behavior were examined.

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## **Introduction**

Ecology is a very new method in the one direction and quite old on the other. Until recently, an insignificant research in biology has been regarded as a research discipline, but it can also be expressed as a scientific discipline investigating the relationships of plants and animals with their environment. But here as the science that studies the relationships of proximity or lives with other people and the environment will be discussed. Ecology is also defined today as ecological science. In today's world, ecology has become an important science branch and environmental degradation has begun to affect the lives of all living things negatively (Gurpinar, 1998: 17).

Ecology is the science of societies or the unity of life.

Ecology is a science investigating the organisms and their environment and relationship of the elements of the two entities

The end result of environmental problems reaching dangerous dimensions, this phenomenon has been moved to the world agenda and the environment has become a contemporary concept and a topic that has been discussed and talked most of all over societies. This was exhibited different approaches to solving problems of massive and global quality. One of these problems- nowadays, the consumption rate increased resource utilization can affect in a negative way, it is increasingly difficult to meet the specific resource. By destroying harmful wastes, scarce resources, generated during production and consumption; It is damaging to the environment and people. The destruction of the natural environment is a danger in itself in terms of people. Various solutions in accordance with the increase in problems related to the environment have started to be produced. The company started to become more environmentally friendly in the framework of the concept

of social responsibility, have attempted to produce products which are less harmful to the environment (Guney, 2003:14).

Day after day, interest in environmental issues is increasing. Along with the increased interest in these issues, consumers have become conscious of this issue. The opinions of the consumers are like the rings of these processes, businesses are also pushing attention to this issue. Because wishes and needs of consumers concentrate on environmentally sensitive products, businesses that want to satisfy businesses are also motivated to produce environmentally sensitive products. This idea is called the green marketing, sensitivities in the production of environmentally friendly products and after the environmental problems have brought a challenge to the understanding of consumption. Many consumers today are increasingly aware of the fact that many purchasing decisions and preferences result in many different outcomes from social, ethical and environmental considerations (Parlak, 2004:14). For this reason, while making purchasing decisions, it tries to caution social, ethical and environmental factors. The many consumers who are willing to produce products that are less harmful to the environment have increased in recent years. Green marketing is a dimension of the social marketing concept, is a process consisting of producing, pricing, distributing and or selling goods and services for consumers who prefer to buy environmentally sensitive products. Businesses that want to enter this market and grow in the market choose more environmentally friendly ways to show themselves as "green". Consumers have begun to caution environmental issues in procurement decisions, recognizing that many ecological problems are directly impacted by purchasing behavior. This sensitivity in the consumers has enabled the producer companies in many parts of the world to act and a significant increase in the number of products offered to the market as "green" or "environmentally friendly".

Given that businesses are a socio-economic entity, it is unforeseeable to remain unresponsive to 'Environmental Responsibility', which can guide consumers' behavior. In particular, marketing managers are facing consumers who are sensitive to environmental problems. Business evaluating the corporate profits just trying to get the old location sensitive approach to social problems, it quickly loses its importance in the face is a new approach which aims to assess the quality of institutions. In addition to producing environmentally friendly products and choosing environmentally friendly markets, ' Environment-Friendly' should be settled in the institutional culture. Consumers are faced with green marketing in terms of ozone friendly, friendly, recoverable. However, green marketing is not only limited to these terms; consumer goods, industrial goods, and even services (Cepel, 1992:13).

With the emergence of a customer model that researchers, inquires, toughs, and does not tolerate businesses harming their natural environment, business culture has become widespread with a sense of social responsibility that adopts post-modern systems in businesses. In this challenging competitive environment, it is no longer enough that businesses have met the needs and desires of consumers to survive. Enterprises with social responsibility and social awareness gain a very important image in the eyes of consumers. These developments demonstrate the importance and necessity of green marketing. According to the understanding of green marketing, the task of businesses; together with the desires and needs of the target market, determine their areas of interest and satisfy them more effectively than competitors, and in so doing; protect and upgrade it (Keles ve Hamamcı, 1998:26,27).

As you can see, only one problem brings many problems together and has upset the equilibrium in the ecosystem. It is unconscious behavior that mankind

has been exhibited. Being aware of all this, the human being has become more sensitive to the environment, though not yet sufficient. Research has shown that this sensitivity is directly proportional to the level of development of the countries, the economy and the education of the individuals. Research has shown that this sensitivity is directly proportional to the level of development of the countries, the economy and the education of the individuals. The activities carried out in relation to the protection of the environment, the associations established, the agreements signed between the countries are examples of this sensitivity. At the same time, everyone in the protection of the environment is under the responsibility of the governments of the individual. Parallel to the increase in sensitivity to the environment, changes in the lifestyles of the individuals have also taken place, resulting in buying behaviors, changing consumption habits. Now consumers are choosing among thousands of products; they prefer products that are less harmful to the environment, spend less energy, are more respectful to the environment, and are organic. The underlying causes of this behavior may be to seek to contribute indirectly to human health and the reduction of harmful activities, as well as to respect the environmentally conscious businesses that make less harm to the environment or to compensate for the harm they have caused by purchasing their products.

## **Chapter 1**

### **1.1 Understanding of Green Marketing**

#### **1.1.1 Description Green Marketing**

The concept of green marketing or environmental marketing, which is not clearly defined yet, has been put forward by marketing scientists with different terms. Green marketing is also called "social marketing", "ecological marketing", "environmental marketing" and "sustainable marketing". At the end of the 1980s and the beginning of the 1990s, green marketing actually started to be discussed a long time ago. First American Marketing Association (AMA), discussed the contribution of the natural environment of the marketing organized in 1975 areas 'ecological marketing' the theme discussed at a seminar and finds its place in the literature of green marketing concept academics, by the bureaucrats and other participants are defined as follows: "The pollution of marketing activities, energy consumption and other sources of consumption of the positive or negative effects on the work ". According to Business Dictionary, the definition of green marketing is promotional exercises intended for taking benefits of shaping consumer behavior towards a brand.

Under the concept of social marketing in 1991, Kotler simply defined green marketing as: "Marketing processes that define the organization's needs, wishes, and the target market by protecting and improving the well-being of its customers and society, and ensuring more efficient and effective satisfaction from its competitors.

Ford says that the key to green marketing in 1993 is that consumers who are concerned about the environment can influence their purchasing decisions and that businesses can make profits by creating this effect.

According to Polonkey, green marketing based on his recognition in 1994 "All activities designed to generate and facilitate any exchange intended to satisfy human needs or wants such that satisfying of their needs and wants occur with minimal detrimental input on the national environment."

Pride and Ferrell, Green Marketing in 1993; It is called as the efforts of the organizations to design, promote, price and distribute products that will not harm the environment (Grove 1996: 56, Jain and Kaur, 2004: 188).

Mackoy, Calantone, and drugs in 1995, has been identified as the main cause of tension between environmentalism and green marketing modern mass consumption. As a result, in the 1980s when green marketing became popular, it was defined as a term that defined and guided the wishes and needs of the segments of consumers who are concerned about environmentalist.

Jain and Kaur (2004) indicate that green marketing covers all marketing activities related to the least harmful products that will have a positive impact on the environment. Clow and Baack (2007) define green marketing as the development and promotion of products that protect the environment.

Soonthonsmai (2001) compiled how marketing scientists changed and developed the definitions of green marketing over time. Accordingly, the changes and developments in the definition of green marketing over time are given below.

Green marketing, which is a dimension of the social marketing concept, is a process of producing goods, services, pricing, distributing and promoting activities for consumers who prefer to buy products manufactured with environmental concerns. The spread of green consumption consciousness and the increasing expectations of the public, target mass of green marketing aiming to respond within the framework of total quality understanding, green consumers who want to

use products that are appropriate for their lifestyles and are responsible for the environment are the basic strategies is to announce the green features of products intended for these consumers. Investigations, in general, show that consumers are willing to pay up to 10% more for non-environmentally harmful goods. According to Ottman (1993), there are two main aims of green marketing:

- Producing products that attract the attention of consumer; the level of performance the business has to offer, the harmonization to be made in pricing and the environmental sensitivity of products.
- The operator needs to harmonize its products in order to get a good image.

Green marketing by Peattie; "Responsible for determining, estimating and meeting consumer and community needs in a profitable and sustainable manner, a holistic management process ". Green marketing; planning, execution and supervision processes in the creation, pricing, promotion and distribution of products in accordance with the following three criteria:

1. Providing consumer needs
2. The realization of business goals
3. Concerned compatibility with developing ecosystems

In summary, green marketing is marketing activities that include the production, pricing, promotion and distribution of nature-friendly products that will provide the needs and wishes of consumers while also ensuring that the business reaches its goals.

### **1.1.2 Evolution Green marketing**

Trade concerns over the social and environmental effects are based on thousands of years ago. Over the last 30 years, these concerns have intensified and the main debate has focused on the relationship between marketing and the physical environment. A marketing mechanism that comes from above social and environmental problems is a potential savior of this situation. Green marketing can be defined as marketing activities that strive to reduce the negative social and environmental effects that exist within products and production systems and allow the reduction of harmful goods and services to progress. With the understanding that businesses get better social interaction caused by the "green" as the work of marketing principles and have helped to understand what happened (Peattie, 2001:130).

Marketers have considered this phenomenon as a business opportunity, and many organizations have developed and implemented long-lasting and proactive environmental strategies. Many businesses have confronted the confusing, misleading environmentalist product market, made false and insignificant promises, and others have overestimated the environmental qualities of their products (Kalafatis vd., 1999:441).

Environmentalists have become an important criterion for marketers, as consumers are influential in procurement decisions. 60% to 90% of consumers in North America carry environmental concerns at the time of purchase. Within a few retail product categories, green product market share is between 20% and 30% (Follows and Jobber, 2000:723).

This situation is interpreted differently by different researchers. Some of the reduction of claims of green used in the advertisements being on the decline of green marketing, business and connecting it failed to take the correct change to the economy of sustainability, some of these cases the late 1980s in misleading and the advertising campaign that draws criticism after classes in the companies, as a result of the improvement efforts on this issue that. Similarly, the reduction in the number of green products has been claimed to be a failure indicator of green marketing, and it has been alleged that the demand for green products has been particularly influenced by the fact that products addressing the broader segments of the market have gradually improved in an environmental sense (Peattie and Crane, 2005: 359).

**Evolution of Green Marketing** Green Marketing concept has been developed over a period of time. According to Peattie (2001), the evolution of green marketing has *three phases*.

- **First phase:** "*Ecological*" green marketing and during this period all marketing activities were concerned to address environmental problems and provide remedies for environmental problems.
- **Second phase:** "*Environmental*" green marketing and the focus shifted to clean technology that involved designing of innovative new products, which take care of pollution and waste issues.
- **Third phase:** "*Sustainable*" green marketing. It came into prominence in the late 1990s and early 2000.

### **First phase: "Ecological"**

According to Henion and Kinnear (1976), ecological marketing is "all marketing activities that help to present what environmental problems are and that are trying to provide a solution to environmental problems". With the book "Limits to Growth" of Rachel Carson's "Silent Spring" and Club of Rome, published in the 1960s and 1970s, the roots of social and environmental concerns have begun to spread (Aslan, 2007:20). The characteristic features of the first stages of these concerns are as follows (Peattie, 2001: 131):

- Environmental problems; air pollution, depletion or depletion of oil reserves, and environmental impacts.
- We have tried to identify specific products, businesses, and sectors that help solve these specific problems
- Automobiles are being discussed in a rather narrow framework covering the "frontiers" of the oil, chemical and agricultural sectors.
- Some customers and businesses see significant changes in their behavior as a relative "minority movement."

The main interest in marketing has been the increase in the number of environmental laws in the legal environment. For many marketers, the environment remains a challenge to business. In this period, some businesses such as Body Shop, Ben and Jerry's and 3M have become icons. (Keles, 2007: 17).

### **Second phase: "Environmental"**

The second stage of green marketing emerged in the late 1980s. A number of events and discoveries have attracted attention to the vulnerability of the human being and the environment in which he lives. The Bhopal disaster- the biggest

chemical disaster in 1984, the ozone layer hole discovered in 1995, the Chernobyl disaster in 1986, and the environmental pollution caused by the Exxon-Valdez tanker in 1989 were among the events that started this change. The publication of this event has increased the public's environmental concerns by carrying headlines and became the subject of a massive importance. According to a 1990 survey in the United States, 82% of consumers are ready to pay 5% more for a greener product (Aslan, 2007: 21). As a result of these developments, some important ideas have emerged about the relationship between business and the environment. These ideas are; sustainability, clean technology, green consumer, eco-performance and environmental quality.

### **Third phase: "*Sustainable*"**

Sustainability, the most impressive and most important development in green thinking, began to flourish and grow rapidly in the early 1980s. The "Brundtland Report" published by the United Nations in 1987 helped to develop this topic. The continuity of production and consumption foreshadows the standard living standard of today's material to improve the standard of living of future generations and to support environmental life. Sustainable marketing; (1) to meet customer needs, (2) which achieve the organization's goals and (3) the development of products compatible with the ecosystem, pricing, and distribution plan, implement and control is an ongoing process. Sustainable marketing is now taking into account the needs of future generations despite their previous marketing efforts also takes into account customers. Environmental constraints are an obstacle to free choice. Sustainable marketing is interested in the future. Sustainability aims to make the cost-benefit more equal between countries, ages, and genders.

Chamorro and others (2007) investigated 112 articles on green marketing from articles published between 1993 and 2003, and reached the following conclusions:

- The interest of researchers in green marketing in the last decade has decreased,
- "Green consumer" and "green communication" topics were the most included in the total articles,
- The research is far from the administrative superiority,
- About 75% of the articles contain some empirical analysis techniques.
- In the "green consumer" studies, the most commonly used statistical analyzes were factor analysis with 56.25%, regression analysis with 28.13% and correlation analysis with 21.88%. (Crane, 2000:279).

## **1.2 The features of Green Marketing**

Eco-labeling, eco-branding, and eco-advertising are part of green marketing tools that can make perception easier and raise awareness of aspects and aspects of environmentally friendly products. As a result, this will lead consumers to buy environmentally friendly products. Applying these policy tools plays an important role in transforming consumer-friendly purchasing behavior into environmentally friendly products, thereby reducing the adverse effects of artificial products on the environment. (Delafrooz, Taleghani, & Nouri, 2014).

Eco-label is one of the most important marketing tools used on the green environmentally friendly products. Ecolabel is defined as a tool for consumers to help advance the decision to choose an environmentally sensitive product. It also allows them to understand how the products are made. Environmental labels are used by marketing to facilitate the labeling of green products. Labels consisting of a series of small papers up to the very complicated schemes that are part of the product packaging. (Rahbar and Wahid, 2011).

The American Marketing Association interprets a name, a term, a mark, a symbol or a design, or a combination thereof, to recognize a brand, a seller, or a group of goods or services and distinguish them from their competitors. This explanation can also be made for the eco-brand. An eco-brand is the name, symbol or image of products that do not harm the environment. Consumers will try to buy eco-friendly options for products that produce a high level of environmental impact for those with low environmental impacts. To improve the green movement worldwide, and to attract the public's attention to environmental issues, most of the organizations, through environmentally conscious consumers with green techniques as media or newspapers to promote their products prefer environmental

ads. Green advertising is one of the ways consumers influence buying behaviors, which encourages consumers to buy environmentally friendly products. Also, direct their attention to the positive results of both self-directed and environmentally oriented purchasing behaviors. (Delafrooz, Taleghani, & Nouri, 2014).

### **Green Marketing Mix**

The 4 P's of green marketing are that of a conventional marketing but the challenge before marketers is to use 4 P's in an innovative manner.

#### **Green Product**

Although the product is considered the most important in the green marketing mix, it is difficult to define a widely accepted green product. In general, the difficulties stem from defining partial features and determining the environmental protection and sustainability of environmental products.

The 4S formula for the green product concept is defined as- Satisfaction; Sustainability; Social Acceptability; Safety

#### **Green Price**

By definition, the price is "the rate of change of any good or service to another good or service" (Ustunel, 2000: 109). In terms of green marketing, the price gains a different dimension in addition to this recognition; because in businesses, the implementation of green marketing strategies constitutes an additional cost element. In general, businesses reflect these costs at the price of the product; because environmental enterprises, consumers are willing to pay more for environmentally friendly products; but this affects consumer preferences in

the negative direction. The extra cost that the operator is exposed to in the short run can be considered in the long run as a result of green politics.

### **Green Place**

Green distribution decisions involve two components. 1. Logistics, 2. Channel Management. Distribution in the field of logistics focuses on reducing the volume of waste caused by transportation, storage/consumption activities. Channel Management includes various application concerns combined with the choice of retail sales, channel partner selection, and environmental distribution decisions. The role of marketing channels is to make products accessible to customers/consumers. Consumers and intermediary organizations are involved in consumption activities and transportation/storage activities that bring product and/or packaging wastes.

### **Green Promotion**

Businesses are the policy that keeps the most attention in the green marketing mix. The aim of the retention policy should be to create an image of "Environmentally Friendly Business" in the eyes of the consumer and to give environmental messages about the product to the consumers. Since the aim of the retention policy is to give the consumer a clear and sufficient green identity in the eyes of the consumer, the advertising campaigns, promotions, public relations and other new marketing tools applied for this purpose must be in harmony with each other. (Aktaran: E. Yılmaz, 2003:82).

### **1.3 Pros and cons in Green Marketing**

Many people think on green marketing, mistakenly, support tends to focus on the characteristics of green products or products that are designed to act as cause less ecological damage. Although these activities are tactically important and necessary, a greening program needs to demonstrate a holistic approach that continuously assesses how the utility can achieve its partnership goals and meet consumer needs while reducing the ecological damages that will last a long time to achieve success. Few businesses have the right eco-point of view (Aslan, 2007: 51). Since the early 1990s, stakeholders, such as suppliers, government associations, and other strategic partners, have come to appreciate every aspect of the enterprise's image when choosing businesses. These simultaneous needs have prompted businesses to promote environmental innovations and green marketing to improve financial and environmental performance at the same time.

According to a study by Klassen and McLaughlin in 1996, after a company announced that it had won an environmental award, the value of the company's stock increased by \$ 80.5 million and decreased by \$ 390 million after an environmental crisis. Cormier and Mangan found that in 1997, market participants valued firms' environmental responsibilities. For example, the pollution brought by a firm in the paper industry to the fruit is very large, while the stock values are low (Miles and Covin, 2000: 305).

Green marketing provides many benefits to businesses. These benefits can be summarized as follows:

- Businesses are becoming leaders in the way they have developed their own unique and difficult to imitate environmental strategies.
- Achieving environmental efficiency reduces production costs.

- Reducing waste can reduce operating costs by saving energy and reusing materials.
- The increase in the environmental performances of the business also benefits the community.
- Spending on health problems caused by industrial pollution can be reduced.
- Being environmentally friendly ensures that businesses are safer against the law.
- Many consumers today demand eco-friendly products, packaging and management styles. These consumers prefer businesses that are consciously approaching the neighborhood.

Ottman classifies the advantages that green marketing has in operating as follows:

- Gain more profit from green strategies: Many businesses, especially chemical and petroleum industries and highly polluting businesses, such as power plants, have environmental management systems to protect their environmental images and to meet consumers' expectations.
- Competitive Advantage: Many marketers today realize that environmental innovations bring competitive advantage. The Rayovac firm has re-invented the reusable alkaline battery for the first time and redefined the market to be recharged. For example, The German company Henkel has led the market for zeolites with 50% of its production capacity for phosphate detergents and has become the market leader, with consumers demanding phosphate detergents.
- Increased Market Share: Consumer's brand dependency is decreasing. Consumers are not particularly willing to pay more for a particular brand. In such an environment, environmental incompatibility breaks the relationships

between consumer and products. Pragmatic consumers buy products and packages that should be recyclable and safe.

- Impact developed products: Many green products attract many consumers, such as reducing water bills from water-saving shower heads, advantageous in transporting and storing concentrated laundry detergents, and healthier and more reliable non-toxic agricultural products for children. They increase primary profits, which coincides with environmental development to continue to develop environmentally friendly products on the market.

Green marketing becomes a priority because sustainability-oriented companies need to scale their mission of influence. Yes, even for the greatest reasons, sometimes there are two sides of the medallion that must be taken into consideration. And with this idea, we said that would explain the best green marketing disadvantages.

- Changes cause to costs: It takes time to change your marketing tactics and often requires the development of a new strategy turned to increasing costs. Your Sustainable effort to save money and when designing your application, when an effort to force the company to become the more environmentally friendly brand, these changes can have expensive up-front cost.
- Expensive Green Certificates: In order to commercialize your products as "green", depending on the industry, you may need to go through a lengthy and expensive process to get environmental certificates. Distributed by governments, industry associations, trade associations and consumer rights groups, these certifications use specific certifications to meet industry environmental standards. This is especially true for companies operating in the areas of energy consumption and recycling waste management.

- Greenwash: Just as green marketing offers so many advantages, big companies try to look "greener" and most of them are just green ones. This puts all the attention of a company in a small detail, making something that is unsustainable green. For example, Disposable water companies are extremely harmful to the environment. Still, "Our packaging is 100% recyclable us," you will see a lot of, pollutes the entire production process so that they are not a sustainable business. For this reason, many customers were skeptical of seeing "green" words stuck in products or services. The word "green" was over-exaggerated and almost lost its meaning. What's more, some customers see it as an excuse for a company to charge more for non-environmental products.

A company that does not sell environmentally friendly products can start the recycling process and implement a waste management system. Or join local sustainable initiatives or get on the road to work. These are ways to allow green marketing to stand out as a responsible company. In my mind that a company that implements green marketing must be progressive. Do your best at the beginning. The main thing is that your company is constantly reducing the impact on the environment.

## Chapter 2

### 2.1. Development of Green Marketing in the world

The fact that environmental pollution becomes a global problem requires the community to be more conscious about this issue and the governments to make new regulations as well as businesses to take into account the protection of the environment in their activities and therefore to use green marketing and there are many reasons. Before moving on to these causes that drive businesses to use green marketing, it is worthwhile paying attention to the public disclosure of what General Electric and Wal-Mart CEOs, one of the largest companies on the history of humankind in terms of market share and sales around the world, will do to protect the environment (Esty and Winston, 2008: 25-26):

Washington: General Electric CEO Jeff Immelt announces a new concept called "ecomagination" and explains that the world giant it manages will double its investments in environmental products. These include everything from energy-saving light bulbs to industrial water treatment systems and more efficient jet engines. Supported by a multi-million dollar advertising campaign, Immelt positions the company as the culmination of the world's environmental problems.

Bentonville, Arkansas: Wal-Mart CEO Lee Scott said in a speech to company partners "21. Century Leadership ". At the heart of the new manifestos is the performance of the company in the environment. Wal-Mart will reduce energy use by 30 percent. The use of 100% renewable energy from sources such as wind farms and solar panels is aimed at doubling the efficiency of fuel use of the gigantic shipping fleet. In total, the company will spend \$ 500 million each year for these energy programs. In addition, Wal-Mart will include suppliers in this business and will want them to produce more environmentally friendly products. Some of the fish sold at Wal-Mart will come from areas where some of the fish

products can be sustained without difficulty, and clothing suppliers will be required to use materials such as organic cotton.

"We believe that these steps will make us a more competitive and innovative company," says Scott.

Advancement; and different factors add to natural concerns confronting the world today. Furthermore full-scale natural variables; Economic, socio-social, Technological, Demographic, Political-lawful and people likewise add to ecological concerns today. The model further suggests that showcasing through green advertising intercession procedures can react to the ecological concerns challenge. Different business useful territories can likewise intercede through different procedures to give answers to the natural issues. These intercession techniques will bring about enhanced hierarchical execution and better physical condition, which thus will bring about maintainable improvement (Kinoti, 2011).

Firms utilize green showcasing in their economical bundling and decline to utilize destructive products. Coca-Cola Enterprises produces lighter bundling that can spare costs, materials, and assets. Coca-Cola Enterprises cut the heaviness of PET plastic container which is 20-ounces by 20 percent; 12-ounce aluminum can by 30 percent and 8-ounce glass bottles by in excess of 50 percent ("Sustainable bundling", 2011). Firms can give utilized PCs to schools or universities and green showcasing can control the wastage level of the firm. Firms likewise add to the group by giving assets to reusing ventures. For instance, Coca-Cola undertakings reused 36 percent of containers and jars that were sent to the market ("Sustainable bundling", 2011). Besides, universal firms in Germany figured new lighting frameworks, for example, low-utilization fluorescent lighting for its eateries and in Mexico, sun-powered water warming is the primary research as of now being led to decrease the use of melted oil. In

France, they anticipated intelligent programming in light of vitality administration framework, Eco Progress, as it helps monitor and reduces the energy consumption in restaurants.

Global firms utilize green promoting to diminish the level of contamination on earth (Kinoti, 2011). For example, Toyota delivered half breed autos to secure the earth by diminishing air contamination; hence, decreasing the impacts of an unnatural weather changes. McDonald's in the UK reused hundred percent of their utilized cooking oil by changing over the oil into biodiesel that energized conveyance trucks in the market before the finish of 2008. Starbucks company reuse in stores, accomplishing vitality reserve funds, expecting contractual workers to utilize less-poisonous materials in the stores and giving natural training to their staffs. Wal-Mart in Central America has diminished 542 tons of carbon dioxide discharge and spares 50 percent of the vitality utilization in 2010.

Earth is continually mishandled by impolite enterprises who wish to increase self-benefit as its normal assets gradually exhaust step by step. The organizations need to create an elective way to fulfill the need of the clients by utilizing green promoting. The significance of becoming environmentally friendly is to spare the earth by diminishing the dangerous wastage, sewage, deforestation and air contamination (Kinoti, 2011). This will likewise save and moderate the restricted hotspots for our future age. The vast majority of the worldwide firms began to understand the significance of practicing environmental awareness and began to create green showcasing. Example, Kumar stated that Tata steel is the biggest steel mechanical in India, is utilizing nanotechnology-based items to help diminish discharges and lift efficiency (Kumar, 2011).

As is known, in all marketing-related activities, governments apply various laws to protect the rights of consumers and society. When we look at green marketing, it seems that countries have a number of laws to protect people and the natural environment. As an example of these green marketing activities, to inform consumers and industries about the consumption or use of harmful goods, to ensure that consumers of all kinds are able to evaluate non-environmentally harmful products, to prohibit the use of plastic bags and cigarettes in public places, to reduce the production of harmful products or byproducts to humans and the environment. One of the most successful methods of enforcing environmental pollution in business activities has been the taxation procedure. Looking by the past, we can see that it has been applied in many developed countries and that positive results have been achieved.

Below are given some examples:

- The water pollutant tax imposed in the Netherlands in the 1970s largely prevented heavy metal inflows from industrial enterprises into the waters under the control of the regional authorities. Through taxation, the emissions of cadmium, chromium, copper, lead, mercury, nickel and zinc in the water under the supervision of the local governments, this pioneered these taxes between 1976 and 1990, decreased by 72.0% - 99.0%.
- In 1991, the United States implemented the ozone-depleting substances tax, have facilitated these substances are gradually decreasing and soon spread throughout the country.
- In Switzerland, emissions of 40.0% were reduced by one-third in the taxable period due to the sulfur oxide tax that entered into force in 1991.
- Norway implemented the carbon dioxide tax in 1991 and the emission amount was realized as 3.0% to 4.0% less than expected, in the case of non-compliance with the tax.

Sometimes end consumers are encouraged by countries to be more responsible for environmental issues. For example, some states are implementing a variety of programs, such as voluntary recycled garbage cans that make it easier for people to be responsible for environmental issues. Individuals who act irresponsibly towards the environment are taxed. As an example of this, we can say that there is a high rate of fuel taxation in Australia regarding leaded gasoline buyers due to their harm to people (Polonsky, 1994).

Many eco-friendly products have failed in the marketplace, as marketers have focused not on the broad expectations of consumers and other market players but on the greenness of their products. As an example of products that do not harm the environment but are not successful due to green marketing myopia, we can show that in 1994, the first chlorofluorocarbons-free refrigerator with an energy saving of more than 30.0%. Unlike Whirlpool's production of this company and its expected high market performance, this product was very unsuccessful. The main reason for this is that the refrigerator does not contain chlorofluorocarbons and its energy saving benefits increase the price of the goods. Besides the fact that the prices from \$ 100 to \$ 150 are not accepted by the consumers, the other factor affecting the product's failure is that the cooler does not have other features that the customers desire. Another example is that General Motors's "EV-1" at the end of the 1990s and the Ford Motor Company's "Think Mobility" powered cars at the beginning of the 2000s are not popular on the market. In addition to the need for continuous charging, the use of these electric vehicles, which have few charging points, has not been practical for consumers. These eco-friendly cars, a successful innovation in the prevention of air pollution, were forced to withdraw from the market as a result of the driver's willingness to change their driving habits (Ottman 2006).

The ability of businesses to become "green" is not enough for businesses to reach the majority of the consumer mass that makes up the market. However, for products to be successful in the market, they must be low cost or have better product performance than other traditional products on the market and should meet consumer expectations. In short, in order for companies to avoid green marketing myopia, marketers need to target consumer needs and satisfaction and customer satisfaction beyond eco-friendly product production.

## **2.2. Development of Green Marketing in Azerbaijan**

As in the world, it has not been left out of green marketing activities in Azerbaijan. These ecological activities have been adapted to a number of areas in Azerbaijan. These activities have been developed in recyclable areas; products produced from environmentally-friendly substances have been produced. And the new eco products began to demand more from the population. In recent years, programs, projects, and important work have been done to protect ecology in Azerbaijan.

Aside from association in the cleanup ventures, being individuals from the Let's Do It program additionally implied framing great joint effort with other ecological associations, and it gave the chance to examine startup encounters in different nations, particularly the US, Slovenia, and Ukraine. The best encounters were experienced in Slovenia and Ukraine, and with Ukrainian individuals being socially near our kin, the Ukrainian model discovered its approach to Azerbaijan as Green Baku, a business startup for the natural stationery world. The model was basic, to gather utilized paper and daily papers, offer it to the processing plant, at that point purchase the as of now reused paper and deliver something from it. We examined our market in Azerbaijan and discovered that there are two reusing manufacturing plants in the nation, Temiz Sheher, where junk is copied to deliver vitality and Azersun.

At first, Green Baku was participating with Temiz Sheher; however, because of the way that consuming additionally hurts the nature, they changed to the second plant, Azersun. It has two dynamic mechanical destinations, one in Sumqayit, Azerbaijan's modern city, and in Darnagul. It is the greatest organization and all the reused paper is delivered for their own particular utilize. They have a

colossal undertaking with IDEA and ASAN Xidmet. The last includes arranging paper accumulation from all ASAN workplaces in Baku and the locales bringing about 5-10 tons of paper every month. The utilized paper accumulation activity isn't extremely expansive and happens just in huge stores like Bazar and Rahat Market. There are additionally uncommon advisors sporadically going by workplaces where they discuss the undertaking and place a case which they recover when it gets full. Be that as it may, Azersun honestly has a lethargic procedure, on the grounds that the creation is chiefly for its own needs and they don't utilize the greater part of the paper they get to fulfill them.

That is the reason for us it was great. We made an arrangement to purchase some portion of that paper, once in a while notwithstanding sorting out our own particular occasions gathering paper for the generation. Right now, Green Baku is the first and final such customer for the industrial facility, which has a generation limit of 100 tons. Obviously, a fundamentally lesser measure of paper is being delivered since there is little intrigue yet in the reused paper. Furthermore, it is a result of this low request the production line doesn't have each paper compose and the quality differs. The group is endeavoring to be adaptable and find commonly advantageous answers for each side however in the meantime the item needs to interest the market. Greater gatherings should prompt expanded enthusiasm from a manufacturing plant to chip away at another technique for reusing and enhancing paper quality.

It is likewise critical to take note of that, all the paper in Azerbaijan is foreign made, and building more offices and delivering reused paper would mean bringing in less paper and creating greater business open doors for Azerbaijanis. The two possibilities are monetarily advantageous for our nation, particularly considering the way that if the reused paper is purchased in tons as opposed to in little amounts,

it is less expensive than customary paper. There is without a doubt a monetary contention here since as opposed to paying individuals in Russia, we could utilize Azerbaijanis in the current plants in the nation.

Upon the declaration of 2010 as a time of ecology in Azerbaijan, Green Baku began its movement. Mention that the youthful individuals from this group truly put a great deal of thought into the undertaking. They don't claim to be nature masters, yet they have an energy for the earth and are represent considerable authority in an assortment of different callings which, united in this association, can incredibly profit the reason. The association has three exceptionally all around characterized goes for their startup, at interview chairman of Green Baku Samir says: Right off the bat, to make a 100% Azerbaijani item, reused paper for utilizing, made on Azerbaijani production lines. Second, to bring natural mindfulness up in our nation, so individuals comprehend that with the utilization of reused paper we could possibly stop a piece of the creation of paper from wood. Individuals need to comprehend that we can make squander from items, as well as items from squandering. Also, thirdly, sort of associated with the second, we have to teach individuals about the refinement between reused items and junk. Many individuals still feel that a glass made out of reused materials is filthy and equal to waste. We need to make a culture of utilizing reused items, to demonstrate that the paper is the same with the minor distinction in shading, and therefore, Azerbaijan will be cleaner and naturally more instructed.

With paper obtained from Azersun, Green Baku led their first trial generation of 200 notebooks and in addition A4 organize the paper. It was a multilevel examination to perceive how the creation functions, and furthermore individuals' way to deal with it. Tentative arrangements for the stationary incorporate generation of edges, streak cards, and schedules. A helpful future expansion of

their site will be the capacity to redo orders utilizing their reused paper. We'll likewise have a choice to print organization leaflets too. For the main reusing effort, they gathered plastic and discovered that there are offices in Azerbaijan for reusing paper as well as different materials, for example, plastic and glass.

During the time spent research, Green Baku additionally found a lot of other individuals gathering paper, glass, bottles, plastic, polyethylene for reuse and reusing (privately created bottles were reused, imported containers were reused) yet this is for the most part 'dark' business, not enlisted with the administration and thusly they like to remain in the shade, not to be open.

In the meantime, there is likewise a specific social attitude about items delivered locally. Regardless of whether it is remnants of the Soviet past when because of the deficiencies of neighborhood merchandise individuals trusted that every single good thing was delivered abroad, individuals still clutch a preference, that the best items are traded from Azerbaijan. Also, even regardless of the support from the president himself and famous people to utilize neighborhood items and enable our economy, to individuals are still somewhat reluctant to utilize privately delivered merchandise.

Regardless of in which calling they are, requirements to do some volunteering. I generally say that natural volunteering is the most genuine and energetic movement since you don't win anything, you are simply helping your condition and thusly yourself. We are not only a region that gathers refuse and goes home, there is a critical purpose behind what we do. What's more, we require individuals to know and comprehend it. Indeed, even my folks on occasion instruct me to quit playing around with the junk and land a genuine position. When you

begin finding out about this procedure you see that, with a tad of exertion, everything is conceivable.

Doodling hovers on the edge of my Green Baku scratchpad, it appears to be evident that notwithstanding there as yet being a great deal of work ahead, we are inhabiting a period of ceaselessly propelling data innovation. Luckily, perpetually Azerbaijani trade understudies are returning every year, conveying back scholarly assets to accelerate the way toward absorbing this new culture into Azerbaijani society.

## Chapter 3

### 3.1. Hypothesis of tesis

The hypothesis expresses expectations from the relationship between the researcher's variables in the research problem. Hypothesis testing is the process of determining the accuracy of a hypothesis using sample values. The hypotheses show regarding the application in the direction of the aim and model of the research as follows:

- **G1-** This hypothesis shows the respondents willing to throw their garbage according to sort.
- **G2-** This hypothesis shows the respondents in whether they throw their packaging to recycling boxes.
- **G3-** This hypothesis shows the respondents pay attention to the products' impact on the environment when they make purchase.
- **G4-** This hypothesis shows if the respondents feel that the products they buy are harmful to the environment they will reject purchasing them

### 3.2. Evolution of results

#### Methodology

In order to evaluate the impact of green marketing on consumer purchasing behavior, we conducted the research. A questionnaire with 14 questions was designed for this purpose and it was conducted with 100 respondents. The results of the research were analyzed with SPSS 16th program.

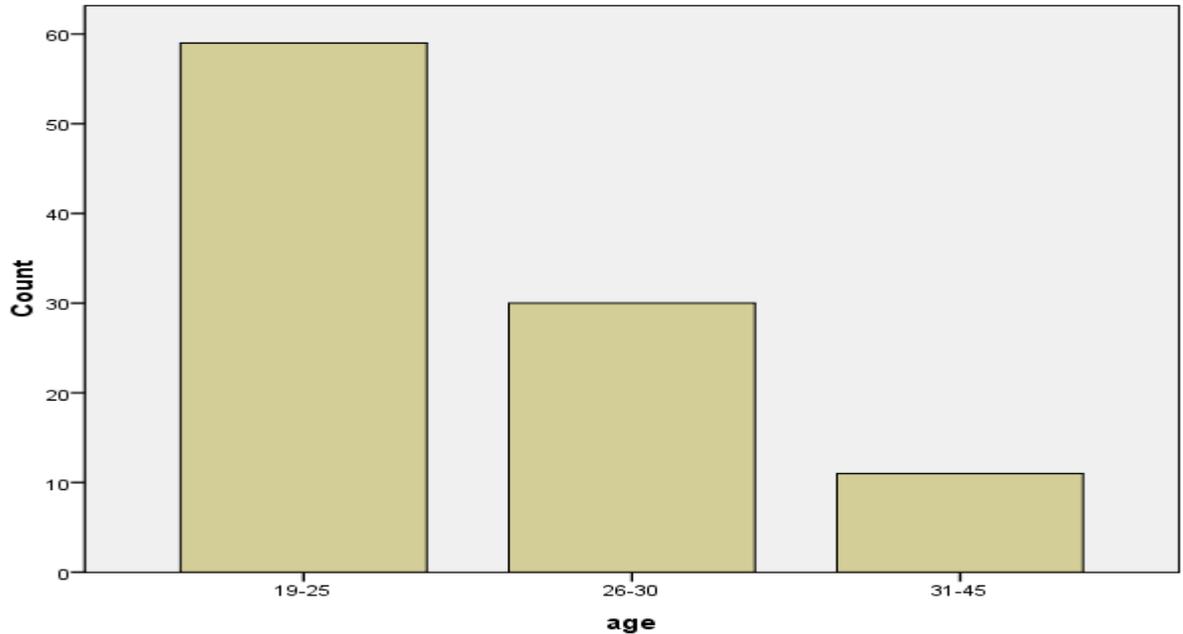
#### Results

As the first step, we look at the gender of the respondents. The table below shows that 51 respondents that 51 % are men, and 49% are women.

**Gender**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid man	51	51.0	51.0	51.0
woman	49	49.0	49.0	100.0
Total	100	100.0	100.0	

When we look at the bar chart that indicates the age of the respondents we can see that the majority of the respondents are between 19-25 years.

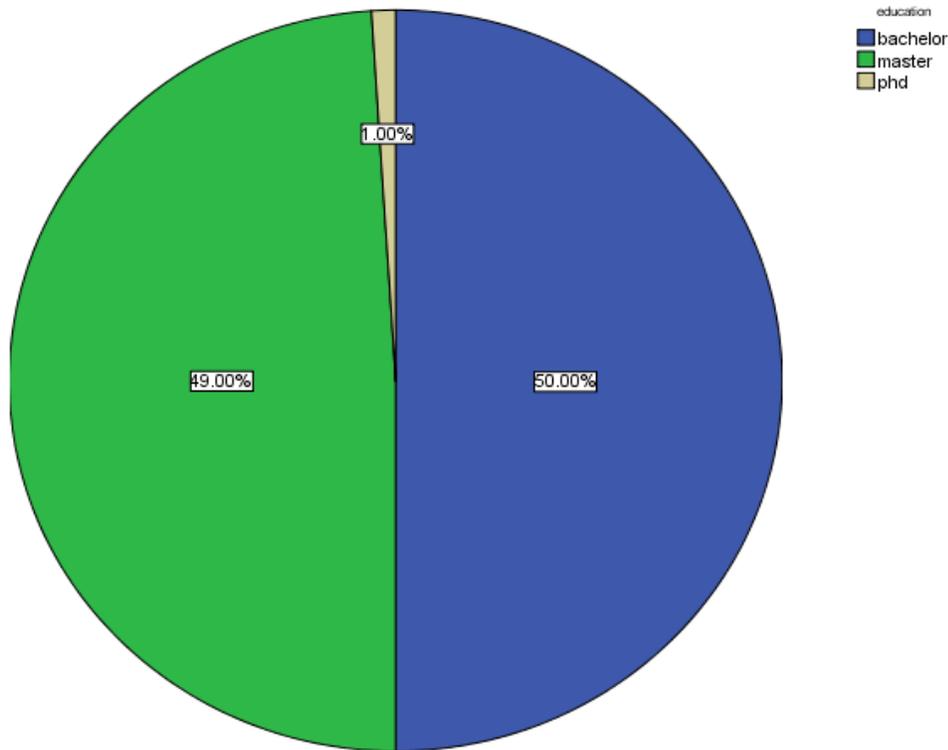


When analyzing in details we can see that 59 that 59% of total respondents are between 19-25. Next majority is 30% that coincides to 26-30. 11 of the respondents that are 11% are between 31-45 years.

**Age**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 19-25	59	59.0	59.0	59.0
26-30	30	30.0	30.0	89.0
31-45	11	11.0	11.0	100.0
Total	100	100.0	100.0	

When we look at their education level the pie chart shows us 50% have the bachelor degree in various subjects. 49% have master degree and 1% have phd level.



This indicates that the respondents are educated and their responses are of high importance from the evaluation of green marketing on consumer behaviors.

When we look at the status of the respondents we can see that the majority of them that 62 % are employees of different companies. 24% represent students, 11% are retired persons and 3% don't have working status yet.

### Working status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid unemployed	3	3.0	3.0	3.0
student	24	24.0	24.0	27.0
employee	62	62.0	62.0	89.0
retired	11	11.0	11.0	100.0
Total	100	100.0	100.0	

Together with this, when their income is analyzed we can see that the majority that is 42% have the income between 501-800 AZN, 27% have a high

income, 23% have lower income. The reason for the respondents choosing low income is because 24% of our respondents are students. As we know that the students can have the maximum income of 300 AZN.

### Income

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0-300	23	23.0	23.0	23.0
301-500	8	8.0	8.0	31.0
501-800	42	42.0	42.0	73.0
800 and high	27	27.0	27.0	100.0
Total	100	100.0	100.0	

Next table indicates the consumption of the respondents. All of the respondents indicated that averagely their consumption is more than 400 AZN.

### Consumption

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 400+	100	100.0	100.0	100.0

When we come to our hypothesis, as the first step we tried to analyze the viewpoint of respondents towards garbage sorting. The below table indicates the respondent's willing to throw their garbage according to sort. 100% of the respondents completely agree on sorting their garbage. This viewpoint is important for the recycling. Sorting garbage helps companies to imply green marketing and increase brand awareness.

### G1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid completely agree	100	100.0	100.0	100.0

In this context, the next question was designed to check to what extent the respondents are environmental friendly consumers. The question evaluated the viewpoint of respondents in whether they throw their packaging to recycling boxes.

### G2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid completely agree	60	60.0	60.0	60.0
agree	40	40.0	40.0	100.0
Total	100	100.0	100.0	

The result shows that 60% of respondents are completely agreed with the question and 40% agree. It means that the respondents always throw their products' packaging to recycling. This is the important point of view from green marketing. Those companies that apply recycling production will attract these type of environmentally friendly consumers.

The next table indicates the viewpoints of consumers when they make purchase they pay attention to the products' impact on the environment.

**G3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid completely agree	28	28.0	28.0	28.0
agree	34	34.0	34.0	62.0
neither agree nor disagree	33	33.0	33.0	95.0
disagree	5	5.0	5.0	100.0
Total	100	100.0	100.0	

62% of total respondents indicated that when they make purchase they pay attention to the products' impact on the environment. This means that these consumers are environmentally conscious and in order to attract such consumers the companies must pay attention to environmental impacts.

Also, the respondents indicated that if they feel that the products they buy are harmful to the environment they will reject purchasing them.

**G4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid completely agree	50	50.0	50.0	50.0
agree	29	29.0	29.0	79.0
neither agree nor disagree	17	17.0	17.0	96.0
disagree	4	4.0	4.0	100.0
Total	100	100.0	100.0	

Around 79% of respondents claim that they will reject if they see that the company's products are harmful to the environment.

From above hypothesis, we can infer that the consumer are environmentally conscious and those companies who apply green marketing will attract more and more consumers.

### **3.3. Impact Green Marketing on purchasing behavior consumers**

The purpose of green marketing activities is to determine the effect consumers have on purchasing behavior. to measure consumers' sensitivity to environmental issues, and to measure their level of awareness about green marketing activities (green product, green price, green promotion, green distribution). And the purpose of green marketing activities are the level of awareness about the distribution of eco-friendly products, the level of awareness about the prices of eco-friendly products, the level of awareness about the green labels on the packaging, the preferences of consumers for products with environmentally damaging packaging. For this purpose, a survey was conducted. The main mass of the research is composed of 100 consumers living in the center of Baki.

The findings of this research can be summarized as follows:

- When the demographic characteristics of consumers participating in the survey are taken into consideration, the proportion of men and women in the survey are close to each other; but male consumers are more likely to be.
- From the age point of view, the majority of the consumers who participate in the research are young consumers. Young consumers are followed by middle age consumers.
- From a educational standpoint, the vast majority of consumers who participate in the study are bakalavrlar. The second place is the master graduates, the third place is the PhD
- In terms of monthly average incomes, the majority of the consumers participating in the research are middle-income consumers.

- When the participating consumers surveyed the participation ratings for the phrase " on sorting their garbage ", it is seen that the majority of the consumers participating in the survey participated in this expression.

As a result; it has been seen that the majority of the consumers who participated in the survey to the questions that measure the environmental sensitivity participated. Consumers have information about the causes of environmental problems. The vast majority of consumers throw away household waste by separating it into plastic, glass, paper, and so on. Consumers think that it is not possible to develop without protecting the environment. In general, consumers involved in the survey are environmentally sensitive. Consumers involved in the survey should be sensitive to the environment; age, education level, monthly household income, there was no big difference.

## **4. CONCLUSION**

### **4.1. Recycling Impact Purchasing On Green Marketing**

The rapid increase in population and the increasing consumer needs have led businesses to produce more. In order to meet the rapidly increasing consumer needs at the same speed, the enterprises played an important role in the pollution of the environment during the production phase, the waste disposal phase, the distribution phase and the marketing phase, ignoring the environmental factor. Acting with the thought that human beings have unlimited natural resources is the most important factor in the formation of environmental problems. However, the environment and human being are a whole and cannot think separately. With the earth and natural issues picking up significance for individuals, organizations have begun to change their creation, products or administration age, and subsequently advertising systems in like manner. They have begun to deliver condition benevolent items and have endeavored to achieve `Green Marketing` idea to the buyers.

Consumers who use their purchasing power to purchase eco-friendly products are called green consumers. Green consumer; is the consumer group that chooses the products of the enterprises which are less harmful to the environment, compensate the damage they give and support the environmental protection campaigns. The fact that the consumers became more conscious and started to prefer environment-friendly products and environment-friendly businesses attracted attention of the enterprises; businesses have started to use it as a competitive advantage. Some businesses consider it an opportunity; renewed their production processes to take place in the green consumer market and established cleaner, greener production processes. Not only do we make our production

processes green; they tried to be green in the content of the products they produce, in their packaging, and after their waste has been removed after they have been used. On the other side, some businesses have begun to claim that green consumers are green using this weakness.

In short summarized;

- Consumers do not buy products that damage the environment.
- Consumers think about the damage to the environment during the distribution of the products;
- Consumers prefer green products.

In all these results; green marketing activities are influential on consumers' purchasing behavior. It will be useful to make future studies about the subject in a way to cover other subjects and especially to examine the educational levels and occupations of consumers. While this study was conducted in terms of the effect of green marketing activities on purchasing behavior of consumers, it is hoped that businesses will pay more attention to advertising green products, pay more attention to green labels and pricing green products, especially when the results are taken into account, given that consumers find advertising on green products inadequate, pay attention to green labels at the time of purchase, and are willing to pay more for green products.

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