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Green Marketing impact on company`s revenue

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ABSTRACT

Lately, the worry for natural issues has turned into a territory of worry for associations, governments and customer alike. Green Marketing is a wide idea and associations alike have changed their propensities to wind up more reasonable and are swinging to the generation and utilization of more eco-accommodating items and administrations.

Green marketing goes for changing purchaser's demeanours towards items or administrations which are esteemed all the more ecologically neighbourly. The trouble lies in changing buyer conduct. Shoppers have changed their states of mind towards eco-accommodating decisions for the most part because of government controls and in addition the developing pattern and interest for "green" items expedited by contender's powers. Indeed, even though recessionary circumstances green marketing has created work and financial development.

Environment neighborly, so called green marketing has ended up a talked about subject and companies are continually attempting to discover the most excellent ways to reach the clients with their green message. Clients are getting to be more requesting and they have begun to pay more consideration to the environment. What is the imperative with brands is how clients see them, what the picture of the brand is? The point of this ponder is to discover out how key issues in green marketing are tended to by companies.

Green Marketing joins an assortment of exercises, counting alterations to items changes to the generation and conveyance form, bundling, and adjustments to promoting communications. In this paper, the creators have attempted to clarify the requirements and significance of Green Marketing and methodologies for Green Marketing. They have too attempted to clarify a few techniques to dodge

Green Marketing Astigmatism. At final a few Green Marketing hones have been shared to persuade per users that Green Marketing.

Table of contents

| | |
|---|-----------|
| Introduction..... | 5 |
| Literature Review..... | 8 |
| 1. Chapter 1 | |
| 1.1 Meaning of Green Marketing..... | 12 |
| 1.2 The characteristic aspect of green marketing | 14 |
| 1.3 Positive and negative sides of green marketing | 19 |
| 2. Chapter 2 | |
| 2.1 Application of green marketing in the world | 22 |
| 2.2 Progress of green marketing in Azerbaijan | 26 |
| 3. Chapter 3 | |
| 3.1 Hypothesis of the thesis | 31 |
| 3.2 Evaluation of the research result | 31 |
| 3.3 Impact of green marketing on companies sales | 41 |
| 4. Conclusion..... | 42 |
| 5. Bibliography..... | 43 |
| 6. Annex..... | 49 |

INTRODUCTION

Organizations advantage from green marketing wherein general patterns of straight forwardness, availability, and expanded familiarity with manageability issues add to the general benefit of marketing messages. Maintainability situated products and ventures are getting not out of the ordinary and requested in a world all the more transparently required with ecological concerns. Patterns emphasizing supportability as an esteemed business technique may likewise uncover organizations blamed for "green-washing", or endeavouring to influence them to seem green while not fitting in with green ideals. For these organizations that take an interest in green-washing, purchaser kickback is the best impediment. Organizations should consolidate genuine green programming, instead of trade off brand esteem and purchaser confidence. Currently, green marketing can be a superb chance to pick up advertise dependable balance and grow your customer base. Later on, green promoting will be an essential part of the trade world. Praiseworthy of green marketing and feasible trade ideas, Whole Foods Market has appreciated twofold digit development in a generally level basic supply market.

It is basic to take note of that the economy is turning green, not including green. The contrast amongst turning and adding is fundamental to future business development, into which promoting is fused. Turning green emphasizes a market that is progressively needy and expecting of maintainability arranged plans of action. What this does not involve is beginning with a customary plan of action and attaching a green office. Purchasers are progressively requesting plans of action that fuse manageability and green activity all through administration and personnel. Therefore, even regions are consolidating green into their structure. In 2009, the Pittsburgh City Council added a supplement to Pittsburgh Zoning Codes expressing that new city structures or redesigns to city-possessed structures in abundance of \$2 million and the City of Pittsburgh working more than 10,000

square feet must adjust to LEED Silver ideologies on the U.S. Green Building Council's LEED Green Building Rating System.

As a final product, supportability and green patterns are not flashes in the container. They are extensive and have the fortitude to withstand moving buyer interests. In particular, green marketing and the fuse of supportability inside a plan of action takes into consideration showcase adjustment and compelling catching of the shopper gathering of people. (Oskar et al. 2012)

Another fundamental piece of green advancing is the cross-generational effect it has. This effect gives understanding into how the general impression of our relationship to the earth is changing and demonstrates three examples that drive green forward. From an utilitarian sense green ages exhibit to us how purchasing key moves out in a family setting including people born after age X age Y and age "Z" baby-boomers imagined between 1946-1964 this age drove the test against Vietnam and gigantic business. With a foundation set apart by characteristic interest they gave us earth day The EPA the national natural approach demonstration of 1969 the perfect air and clean water demonstrations of 1969 and the jeopardized species demonstration of 1973 despite driving forward through the oil boycott and essentialness crisis in 1973-1975 and the 3 mile Island crisis. Today 54% of people born after are considered socially conscious clients picking common and resource observing things. They will boycott denotes that taint and to propel things that are giving back. Age X imagined in the region of 1964 and 1977 age X was raised with an awareness of overall issues in light of the advancement of CNN. They saw present day accidents general like the association carbide gas spill in India the Chernobyl fiasco and the Exxon Valdez spill. They see biological stresses through a perspective that alters social educational and political issues. They displayed to us the live guide indicate which highlighted the necessity for hunger help in Ethiopia. Age Y millennia's are the plausible new pioneers of

the front line green advancement. They are imagined between the Mid 90s. They grew up with pcs and the web. They are distrustful of master and lively to challenge anything that seems by all accounts to be deceptive or inauthentic. They share regard for the colossal pacific junk fix. They assume that natural change is a result of individuals and they are twice as obligated to purchase green things as the people who think ecological change is trademarks ponder. They pass on reusable water containers and coffee mugs. They consider individual fulfillment and are more unwilling to relinquish all in the excursion for the extremely critical dollar. Age z the green age with age z the universes youth green is delving in for the whole deal. Diminish reuse as typical as scrutinizing composed work and calculating. Age z comprehends green things like plastic in the ocean. They are totally immersed with the green culture and will pass on it into what to come.

LITERATURE REVIEW

The Crassus and Gasman 2012 grants are given in 2007 p. 19 green advertising is a creative chance to create contrast and simultaneously develop business. Since 2007 Crassus and Gasman have provided five focus areas in 2012 to build a 19-20 strong green advertising technology. In 2007 he offered the fifth hypothesis: instinctive intuitive ingenuity to meet and be useful. Hot green marketing initiatives are open and compromise options. Integrative innovation points to the coordination of various components such as the biological socialization and economic procedures. I welcome that the green ideas of associations have to make sacrifices, not legends and codes as a positive decision.

In 2007 she gave more grants in 2007 including Crassus and Gasman born in 2012: highlighted the significant features of green advertising: in 2007 more grants were shown in 2007: a creative chance to distinguish green showcases and expanding business at this time. Kotler2011 p.133 checked a portion of the green promotional procedures in the advertising world. It is important to think about ways to configure packages and use of items especially if the creator needs to think about the new issues in order to improve the content of the component components that evaluate the start of the components that are the key component of the component. in 2011 the biodiversity in paragraph 133 is ready to pay higher costs when biologically withdrawn. Locations are ecologically stable for disintegration and creation. Finally, due to improvements organizations need to pay special attention to their storage to deliver calendars to limited time consumers online. (White, M. 2001).

In a present report Kinoti2011 p. 265 underlined that the overwhelming piece of people consider the green exhibiting methods just in association with the publicizing or progression of things that have eco-obliging features.

Green marketing is a more extensive idea which can be connected to purchaser merchandise as well as to business administrations and items Polanski 1994 referred to in Kinoti2011 p.265 specifically green advertising techniques infer the association of a few exercises and procedures inside an association for example green coordination green estimating green utilization green-based items and green advancement. along these lines green promoting blend procedures are confined to showcasing exercises as well as the business logic the way of life and the life-cycle procedure of the associations Polanski et al 1997; Ottoman 1997; Mansvelt, J. & Robbins, P. (2010); William 1998 referred to in Kinoti2011 p.267 green coordination techniques incorporate the turnaround direct frameworks in which the makers turn into the purchasers and the customers turn into the dealers Sigmund and Stanton 1971 as cited by fuller 1997 referred to in Kinoti2011 p. 268 moreover green coordination methodologies comprise of exercises including the use of internet with incorporated transportation frameworks and the diminishment of bundling material William 1998; Polanski 2001 referred to in Kinoti2011 p.268 concerning green estimating systems Petty 1999 referred to in Kinoti2011 p.269 proposed advising the purchasers about the advantages of maintainable and green items with a specific end goal to legitimize why they are regularly more costly than customary items.

As per Queensland government 2006 referred to in Kontic et al. 2010 p.20 estimating is an imperative part of the showcasing blend. The Queensland government contends that the larger part of clients will pay more for items in light of green highlights. in any case as featured by Polanski and Rosenberg 2011 referred to in Kontic et al. 2010 p.20 higher costs of green items can be repaid by bring down run-cost in the long haul. green based item procedures incorporate a few exercises for example the utilization of feasible

wellspring of crude materials the diminishment of bundling materials the utilization of reusing materials and the consumption of the items Bhat 1993; Ashley 1993; Polanski et al 1997; Ottoman 1998 and charter et al 1999 referred to in Kinoti2011p.268 as per Ottoman 1997 referred to in Kinoti2011 p. 269 green advancement procedures intend to illuminate and teach shoppers on the advantages of manageable items giving consolation of green based items. Ottoman 1997 referred to in Kinoti2011 p.270 contended that the utilization of the above green showcasing methodologies could make huge openings and points of interest for the associations. 20 right off the bat the use of green-based items could enhance the gainfulness of the organization as a result of the lessening of the waste and the sparing of vitality.

In addition it could make upper hand with an expansion of the piece of the pie of the organization. Oskar et al. 2012 p.111 led a current report on the effectiveness of green administration with the mean to expound another hypothesis about how organizations ought to create business systems in light of feasible exercises that empower them to develop and be more gainful. The creators characterized green administration as economical administration of association wide assets over the whole esteem chain that accomplishes gainfulness and development while proactively enhancing ecological prosperity Oskar et al. 2012 p.111 they distinguished five column ideas of the green administration: supportable association wide over the whole esteem chain gainfulness and development and proactive Oskar et al. 2012 p.111

As indicated by Oskar et al. 2012 p.113 organizations need to oversee more intricate esteem chain growing clear ecological benchmarks and speaking with the accomplices of the entire esteem chain. 22 this infers an ideal coordination between speculations forms and key exercises at each level creating the esteem

chain Cruz and Matsypure2009 referred to in Oskar et. al. 2012 p.113 benefit and growth Oskar et al. 2012 p.117 contended that benefit and development can be come by utilizing productively natural bookkeeping measures that are the aftereffect of enhanced item costing. This circumstance drives the organizations to consider the green generation more cost-effective Epstein 1995 and brown Dillard and Marshall 2005 Oskar et al. 2012 p.117 proactive as expressed by Oskar et al. 2012 p.118 organizations managing natural issues receive distinctive methodologies from uninvolved to more proactive methodologies figure 3 the most responsive systems are spoken to by the reactivity while the most forceful are spoken to by the proactivity. Proactive procedures have as principle need the accomplishment of natural destinations. By embracing proactive techniques organizations attempt always enhancing the effect on the earth martin 2005 referred to in Oskar et al. 2012 p.118

CHAPTER 1

1.1 Meaning of green marketing

The present time frame is portrayed by the dangerous misuse of characteristic assets flimsy monetary improvement and specifically environmental change. This is an express that shows changes in buyer conduct changing the reactions of business substances. This is the specialty of advertising. Studies demonstrate that six out of 10 endeavors would put resources into reasonable activities regardless of whether there were to be an underlying increment in costs. A few organizations have immediately received the environmental management system ems and have started to apply an eco-accommodating way to deal with every corporate action. Numerous organizations have started to take practical activities to adopt on a win-win strategy that saves money on the expenses of the venture while exhibiting mindfulness among clients who are progressively searching for guarantees from dependable organizations since they know that ecological topics influence all exercises identifying with human presence.(Kotler, 2011) Joining the standards of green advertising into business frameworks is progressively being said in the globalization procedure of the economy given the tremendous potential in acquiring a reasonable upper hand. (Kotler, 2011, p 111)

At the display, ideas, for example, green, maintainable or natural promoting are winding up additional generally utilized, mirroring the developing enthusiasm of society in the effect of developing utilization on the earth. Natural promoting is the investigation of the positive and negative parts of showcasing exercises on contamination, vitality utilization and non-vitality utilization. This definition incorporates the accompanying highlights: green promoting as a subset of the general showcasing movement analyzes positive and negative exercises and just a constrained scope of ecological issues. It takes after that green advertising depends

on the CSR of the triple-primary concern guideline, which portrays green advertising as the marketing of items that should be ecologically agreeable and naturally stable. Social promoting is equipped towards building up a supply of items that alleviate and give negligible negative natural effects while expanding their quality. From a natural perspective, it is characterized as the exertion of an undertaking to deliver, advance, bundle, develop and reuse the item in order to mindfully address ecological issues (Solomon, M. R., G. Bamossy, S. Askegaard, and M. K. Hogg 2010).

Green advertising comprises of numerous exercises intended to guarantee the key part of showcasing item trade with insignificant negative natural effect. Pattie characterizes green showcasing as an all-encompassing administration process in charge of recognizing, expecting and meeting the necessities of customers and organizations in an effective and practical way. Be that as it may, a few sources bring up that a total meaning of green advertising depends on the procedure of arranging, actualizing and dealing with the improvement, valuing, advancement and conveyance of items in a way that meets the criteria of addressing client needs, accomplishing authoritative objectives of the business, and connecting these procedures to the biological system. The nonattendance of a, for the most part, perceived definition in this manner enables organizations to make their own, in view of their objectives, dangers also, openings, capabilities. The primary objective of green advertising is to give shoppers the significance of ensuring the earth with regards to item utilization, setting an accentuation on building long-haul connections in light of the two sides of correspondence, with clients as well as with other partners and making the regular should be naturally mindful. (Kinoti2011)

Aggressive business conditions change contingent upon the prerequisites and requests of client controls and chances to pick up an axiom advantage. Organizations confront positive strain to end up ecologically proficient adding to

their higher gainfulness yet additionally their general monetary solidness. Numerous organizations execute green showcasing particularly for reasons of chance social and natural duty weight from government and rivalry also cost lessening. Getting an upper hand can be accomplished through seven green promoting methodologies for understanding the more profound associations amongst client and partner natural also social qualities marking and proactive business. Once the business needs to pick up a supportable upper hand it must coordinate ecological reasoning into all parts of advertising. this might be accomplished through the usage of the green advertising technique as the fundamental essential for future-focused battle has turned into the arrangement of natural issues and the level of execution of the standards of green showcasing which will profit by higher benefit upper hand enhanced partner relations and better ecological execution (Askar et al., 2012)

1.2 The characteristic aspect of green marketing

Each organization has its own most loved advertising blend. Some have 4 Ps and some have 7 Ps of marketing mix. The 4 Ps of green advertising are that of an ordinary showcasing however the test before advertisers is to utilize 4 Ps in an imaginative way. Item the environmental destinations in arranging items are to decrease asset utilization and contamination and to expand preservation of rare assets Keller Man 1978 the items must be created relying upon the necessities of the clients who lean toward condition inviting items. Items can be produced using reused materials or from utilized products. Proficient items spare water vitality and cash as well as decrease hurtful consequences for the earth. Green science shapes the developing focal point of item improvement. The Advertisers part in item administration incorporates furnishing item originators with showcase driven

patterns and client demands for green item traits for example vitality sparing natural green chemicals nearby sourcing and so forth (Polonsky and Rosenberg 2001).

| | Tactical Greening | Quasi-strategic Greening | Strategic Greening |
|-------------------|---|--|--|
| Targeting | Ads mentioning green features are run in green focused media. | A firm develops a green brand in addition to its other brands. | A firm launches a new strategic business unit aimed at the green market. |
| Green Design/NPD | Switching from one raw material supplier to another with more eco-friendly processes. | Life-cycle analysis is incorporated into the NPD process to minimize eco-harm. | Fuji Xerox develops its Green Wrap paper to be more eco-friendly from the ground up. |
| Green Positioning | A mining company runs a PR campaign to highlight its green aspects and practices. | BP Amoco redesigns its logo to a sun-based emblem to reflect its view of a hydro/solar-based future for the energy business. | The Body Shop pursues environmental and social change improvements and encourages its customers to do so as well. |
| Green Pricing | Cost savings due to existing energy-efficiency features are highlighted for a product. | A water company shifts its pricing policy from flat monthly rate to a per-unit-of-water-used basis. | A company rents its products rather than selling them, consumers pay only for use of the product. |
| Green Promotion | An oil company runs a PR campaign to highlight its green practices in order to counter an oil spill getting bad press coverage. | A company sets a policy that realistic product eco-benefits should always be mentioned in promotional activities. | As part of its philosophies The Body Shop co-promotes one or more social/eco campaigns each year with in-shop and promotional materials. |

Figure1. Green Marketing Activities at the Three Levels

Source: Highlighted from Polonsky and Rosenberg (2001).

Askar et al directed a current report on the productivity of green administration with the plan to expand another hypothesis about how organizations ought to create business methodologies in light of feasible exercises that empower

them to develop and be more gainful. The creators characterized green administration as reasonable administration of association wide assets over the whole esteem chain that accomplishes benefit and development while proactively enhancing natural prosperity they distinguished five column ideas of the green administration: feasible association wide over the whole esteem chain benefit and development and proactive. (Askar et al. 2012)

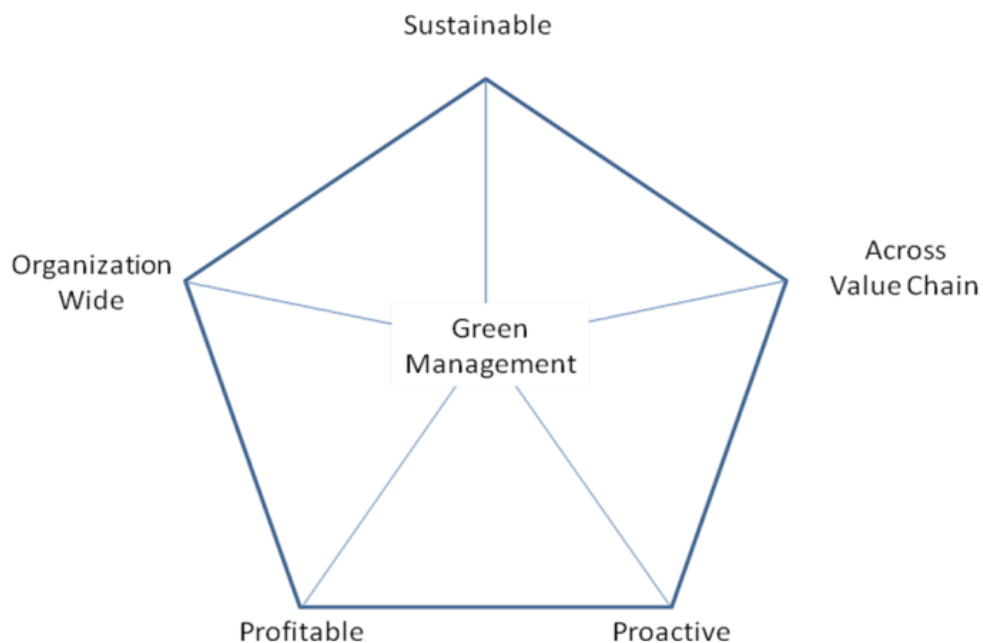


Figure2. Five Pillars of Green Management

Source: Askar et al. 2012.

For instance Nike is the first among the shoe organizations to showcase itself as green. It is advertising its air Jordan shoes as condition amicable as it has altogether decreased the use of unsafe paste glues. It has planned this assortment of shoes to stress that it has lessened wastage and utilized condition amicable materials. Cost is a basic and imperative factor of the green promoting blend. Most

buyers might be set up to pay extra esteem if there is an impression of additional item esteem. This esteem might be enhanced execution work outline visual interest or taste. Green marketing should think about every one of these actualities while charging an exceptional cost. Green marketing contemplates the general population planet and benefit in a way that deals with the wellbeing of representatives and groups and guarantees effective efficiency. Esteem can be added to it by changing its appearance usefulness and through customization and so on. Wal-mart divulged its first recyclable fabric shopping sack. Ikea began charging shoppers when they settled on plastic sacks and urged individuals to shop utilizing its enormous blue bag. Advancement green advancement includes designing the devices of advancement for example promoting advertising materials signage white papers sites recordings and introductions by keeping individuals planet and benefits as a main priority (Taylor, S., & Bogdan, R.1998).

English petroleum BP shows service station which its sunflower theme and gloats of placing cash into sun based power. Indian Tobacco Company has presented natural inviting papers and sheets which are free of essential chlorine. Toyota is attempting to push gas/electric half breed innovation into quite a bit of its product offering. It is additionally making the single biggest R&D interest in the each tricky hydrogen auto and advancing itself as the primary eco-accommodating auto organization.

Global business machines corporation IBM has uncovered an arrangement of green retail location advancements and administrations to enable retailers to enhance vitality productivity in their tasks. The highlight of this portfolio is the IBM surepos 700 a state of-offer framework that as indicated by IBM diminishes control utilization by at least 36%. We even observe the names of retail outlets like dependence fresh Namdhari fresh and DESI which while offering new vegetables and organic products transmit a natural correspondence of green

advertising. Green marketer can pull in clients based on execution cash reserve funds wellbeing and comfort or out and out natural invitingness in order to focus on an extensive variety of green buyers. Customer mindfulness can be made by spreading the message among purchasers about the advantages of natural benevolent items. Placing of profiles identified with green advertising on informal organizations makes mindfulness inside and crosswise over online companion gatherings. Marketing can likewise specifically focus on the purchasers through commercials for item for example vitality sparing minimal fluorescent lights the battery fueled Eva auto and so forth (Grimmer, M.2014).

Place the decision of where and when to make an item accessible will have huge effect on the clients. Not very many clients will make a special effort to purchase green items. Green place is tied in with overseeing coordinations to eliminate transportation outflows subsequently as a result going for decreasing the carbon impression. For instance rather than showcasing a transported in mango squeeze in India it can be authorized for nearby creation. This abstains from transportation of the item from far away in this way diminishing delivery cost and all the more critically the resulting carbon emanation by the boats and different methods of transport. (Keller Man 1978)

1.3 Positive and negative sides of green marketing

Firms may likewise utilize green advertising trying to address cost or benefit related issues. Discarding naturally unsafe side-effects for example polychlorinated biphenyl PCB debased oil is getting to be progressively expensive and at times troublesome. Hence firms that can diminish unsafely squanders may bring about significant cost reserve funds. When endeavoring to limit squander firms are frequently compelled to rethink their creation forms. In these cases they regularly grow more powerful generation forms that not just lessen squander however diminish the requirement for some crude materials. This fills in as a twofold cost reserve funds since both waste and crude material are decreased. in different cases firms endeavor to discover end-of-pipe arrangements rather than limiting waste. in these circumstances firms attempt to discover markets or uses for their waste materials where companies waste turns into another associations contribution to creation. One Australian case of this is a firm who produces acidic waste water as a result of creation and pitches it to a firm associated with killing base materials. The last manner by which cost or benefits issues may influence firm natural promoting exercises is that new ventures might be created. This can happen in two ways: 1) a firm builds up an innovation for lessening waste and pitches it to different firms or 2) a waste reusing or evacuation industry creates [Yuan 1994]. For illustration firms that perfect the oil in huge mechanical condensers increment the life of those condensers expelling the requirement for supplanting the oil and also the need to discard the waste oil. This diminishes working expenses for those owning the condensers and produces income for those organizations cleaning the oil (Charter, M. 1992).

Regardless of why a firm uses green promoting there are various potential issues that they should overcome. One of the primary issues is that organizations utilizing green promoting must guarantee that their exercises are not misdirecting

to shoppers or industry and do not rupture any of the directions or laws managing ecological marketing. For instance advertisers in the US must guarantee their green marketing cases can meet the accompanying arrangement of criteria to conform to the FTCS rules. Green promoting claims must; clearly state natural advantages; explain ecological qualities; explain how benefits are accomplished; ensure similar contrasts are advocated; ensure negative components are mulled over; and only utilize important terms and pictures. (Yuan 1994) Another issue firms confront is that the individuals who alter their items because of expanded purchaser concern must fight with the way that customer recognition is here and there not right. Take for instance the McDonalds situation where it has supplanted its shellfish shells with plastic covered paper. There is continuous logical talk about which is all the more ecologically well disposed. Some logical proof recommends that when taking a cradle to- grave approach polystyrene is less naturally unsafe. If so McDonalds bowed to purchaser weight yet has picked them all the more earth hurtful choice. At the point when firms endeavor to wind up socially dependable they may confront the hazard that the naturally dependable activity of today will be observed to be destructive later on. Take for instance the vaporized business which has changed from cfcs chlorofluorocarbons to HFCS hydro fluorocarbons just to be told HFCS are likewise an ozone-depleting substance.

A few firms now utilize dime dimethyl ether as an airborne force which may likewise hurt the ozone layer [Debits 1989]. Given the constrained logical information anytime it might be unthinkable for a firm to be sure they have settled on the right natural choice. This may clarify why a few firms similar to Coca-Cola and Walt Disneyworld are winding up socially mindful without publicizing the point. They might shield themselves from potential future negative backfire in the event that it is resolved they settled on the wrong choice previously. While administrative control is intended to give shoppers the chance to settle on better

choices or to inspire them to be all the more naturally mindful there is trouble in building up arrangements that will address every single ecological issue. For instance rules created to control ecological promoting address just an exceptionally limit set of issues i.e. the honesty of ecological showcasing claims [Schlossberg 1993].

On the off chance that legislatures need to alter customer conduct they have to set up an alternate set of directions. Therefore administrative endeavors to secure nature may bring about an expansion of directions and rules with nobody focal controlling body. Responding to focused weights can prompt all adherents to commit an indistinguishable error from the pioneer. An exorbitant case of this was the mobile corporation who took after the opposition and presented biodegradable plastic trash packs. While in fact these sacks were biodegradable the conditions under which they were arranged did not enable biodegradation to happen. Mobile was sued by a few us states for utilizing deluding publicizing claims [Lawrence 1991]. Subsequently indiscriminately following the opposition can have expensive repercussions.

Chapter 2

2.1 Application of green marketing in the world

Jamie Oliver is a culinary master who educates the American about what they eat; he coordinated a fight through television exhibit that flowed on ABC that show has all the bona fide intrigue that drives watchers to watch reality programs nearby the record of a man on a mission ordinarily put something aside for account motion pictures. In transit the show is quickly turning into a magnificent relevant examination in social elevating and how to change feelings.

The last scene flowed this earlier week Jamie indicated influencing a bet with DJ an area to radio in Huntington that could get 1000 people in the city to cook strong in 5 days. Over an underlying couple of scenes you moreover watched Jamie helping school lunch ladies to the make more favorable sustenance for schoolchildren and working with a bit of social occasion of auxiliary school understudies on reconsidering their lunch menus. Jamie Oliver can give you delineation; the sorts of green promoting that not solely do the alteration to the extent displaying cross breed things that are eco agreeable yet furthermore informational mechanical assembly that shows watchers or clients with an unrivaled lifestyle.

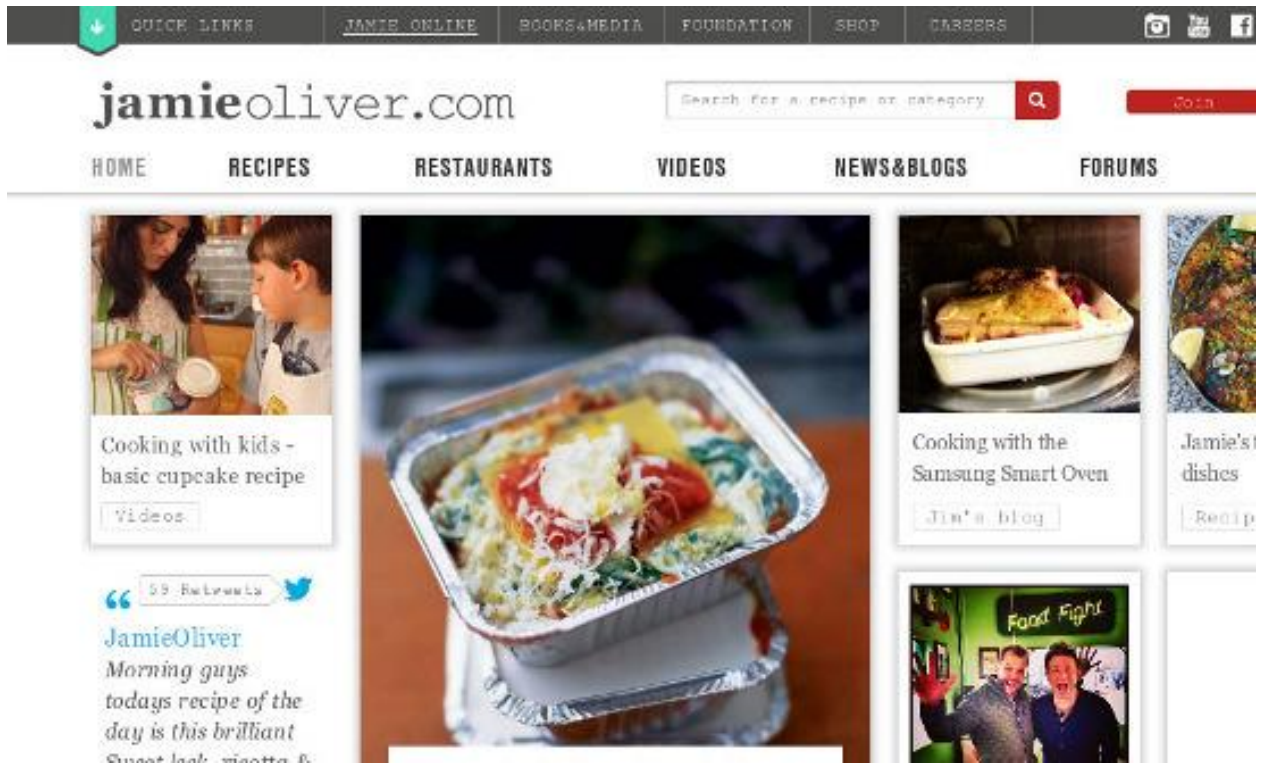


Figure3. Jamie Oliver

Source: Ibrandstudio.com

Starbucks is a coffeehouse that has gone global Starbucks dependably brings something different that can pull in clients such his crusade this time i think this exceptional the topic is urge purchasers to do planting painting and breadth the lanes for the road. Starbucks crusade directed at this point effectively with the numerous volunteers who cherish the thought what Starbucks do. Starbucks-claimed green showcasing effort you can copy this is to do with the media utilizing Facebook crusade.



Figure4. Starbucks Company

Source: Ibrandstudio.com

Green marketing effort is one sort of marketing effort that alters every one of the things; this can be adjusted item strategy or media they utilized. The alteration is more towards ecological protection same as the name of the green which implies greening the earth with the goal that green showcasing is an advertising term that considers natural greening by such changes made by the above organizations. By doing green marketing effort the organization naturally wind up interesting that could be the primary fascination for shoppers.

Green marketing has so many influences to the companies and consumers. There are a lot of companies apply green marketing strategies to their companies marketing strategies. For example, “Lacoste” one of the biggest clothing company in the world. Last year, Lacoste change own crocodile logo to some endangered species, and produced limited number of clothing. As well Lacoste spend earned money from these clothing to endangered species. This movement very good example for other companies.



Figure5. Lacoste company

Source: lacoste.com

The Tesla Company has an indispensable role in protecting the environment, such as energy-driven vehicles, preventing environmental pollution. This company uses the green marketing strategy in a correct way, and serves in different parts of the world and continues to grow day by day.

2.2 Progress of green marketing in Azerbaijan

A high budgetary progress isn't just about diminishing annihilation yet likewise about guaranteeing sensible change and cash related open doors for all. a close number of economies battle to recuperate some have concentrated their endeavors on accomplishing a green economy an economy that outcomes in updated human flourishing and social regard while essentially decreasing general dangers and trademark needs. The term green economy was first imagined in an essential 1989 report for the government of the United Kingdom by a get-together of driving standard budgetary controllers entitled blueprint for a green economy. There is no inside and out concurred enormity of green economy and no under eight separate definitions were seen in late signs. Specialists of boundless affiliations including the UN recognize that the green economy can guarantee a more sensible advance of the general economy lessen pity and joblessness. For Azerbaijan near the above regions it is in like way a chance to give a snappier progress to a self-ruling from importance assets model of the economy. The party of Azerbaijan is at the present time hoping to finish an approach that will achieve the nations change to a low-carbon asset gainful and socially exhaustive economy.

Two strategic road maps of Azerbaijan understood in late 2016 on the age and treatment of trademark things and on the period of customer stock at the level of close nothing and medium undertakings besides mirror the issue of an unfaltering change to a green economy. Along these lines in 2018 Azerbaijan will consider the likelihood of showing the standards of the green economy in horticulture and after 2025 will start building up a legitimate structure for the progress of nothing and medium-sized relationship to the green monetary model.

Presently Azerbaijan is dependably proposing to exhibit a green duty on the utilization of old family gadgets and contraptions what's more toughen disciplines for general spoiling. Ace minister of ecology and natural

resources Novruz Guliyev prior demonstrated closeness of an issue with part of expenses for insidiousness to the earth. He said that such responsibilities were sensibly paid in Azerbaijan in 1990s yet now ascended out of that period no cash is coming into the budgetary game-plan. Given that the nation's economy depends on the petrochemical business lessening the level of typical tainting is a basic genuine issue.

Inside the strategy of the new budgetary course of action of Azerbaijan it is reliably said concerning the likelihood to interface with existing age chains which will be more profitable than the change sans openness of the full creation rationality of a specific thing. This is in light of the way that the association with existing age chains regardless can save money on the publicizing of stock and passing on of things to world markets. The dynamic progress of the made in Azerbaijan stamp started general beginning late and if neighborhood things for instance in the plant circle have satisfactorily shown themselves by then if there should rise an occasion of making creative things Azerbaijan will truly need to initiate its things with no sorting out influencing the business parts of its astonishing conditions.

In like way the association with the present creation process is all around more straightforward requires less money-related expenses and thirdly it isn't so asking like especially talented work and the transparency of an inventive industry. By interfacing with existing age chains Azerbaijan can pivot clean redesigns which won't just make extra occupations yet will correspondingly open new markets for the nation where such development is looked many.

Azerbaijan is beginning at now endeavoring endeavors to lessen the negative effect on the earth and the refinement in green changes including elective centrality sources and related degrees of progress. Clergyman of ecology and natural resources Huseyngulu Bagirov said that the Republic intends to lessen ozone

harming substance surges to the earth by 35 percent and to get 30 percent of centrality from sensible sources until 2030.

In Azerbaijan some companies doing recycling activities. Sirab water is one of them. This company recycle own bottles again, and with this way Sirab company get some achieves, avoid contamination. Also, Sirab one of the best and clean water in Azerbaijan market.



Figure6. Sirab recycling bottles

Source: sirab.az

In recent years, in our country this marketing strategy improved and applied so many companies. It is very protective strategy for environment also for our life. According to, each company and consumer must be responsible and attentive for our environment and life.

Chapter 3

3.1 Hypothesis of the thesis

In our "Green marketing" survey, we have four hypothesis about how important green marketing is for the company. In our survey we have 3 great and important companies. Azersun holding one of the most important company, which is the biggest company in food sector.

First hypothesis is green marketing impact on company's image and its importance. This hypothesis shows us "Green Marketing" has a great effect on company's image, and companies always should be attentive about their images.

Second hypothesis is relationship between the importance of green marketing and green marketing expenditures. With this hypothesis companies should manage their expenditures for getting great achievements.

Next hypothesis is companies revenue, which, the most important thing for the companies. This hypothesis shows relationship between the increase of company's revenue and importance of green marketing.

Last hypothesis, the most important and strategic hypothesis is effective marketing strategy for competing with rivals related with importance of green marketing.

3.2 Evaluation of the research result

Results.

Methodology

A questionnaire with 11 questions have been prepared for the purpose of survey. 5 questions are designed to evaluate the demographics of respondents, 2 questions were designed to check whether companies apply green marketing or not. The rest of the questions have been designed to evaluate the role of green marketing in increase of company's revenue. The questionnaire have been conducted in three well known companies in Azerbaijan which are considered the pioneers in green marketing application. 50 respondents were chosen as the target sample from Marketing, Production and Sales departments. The results of the survey have been analyzed with the help of SPSS 16th program.

Results.

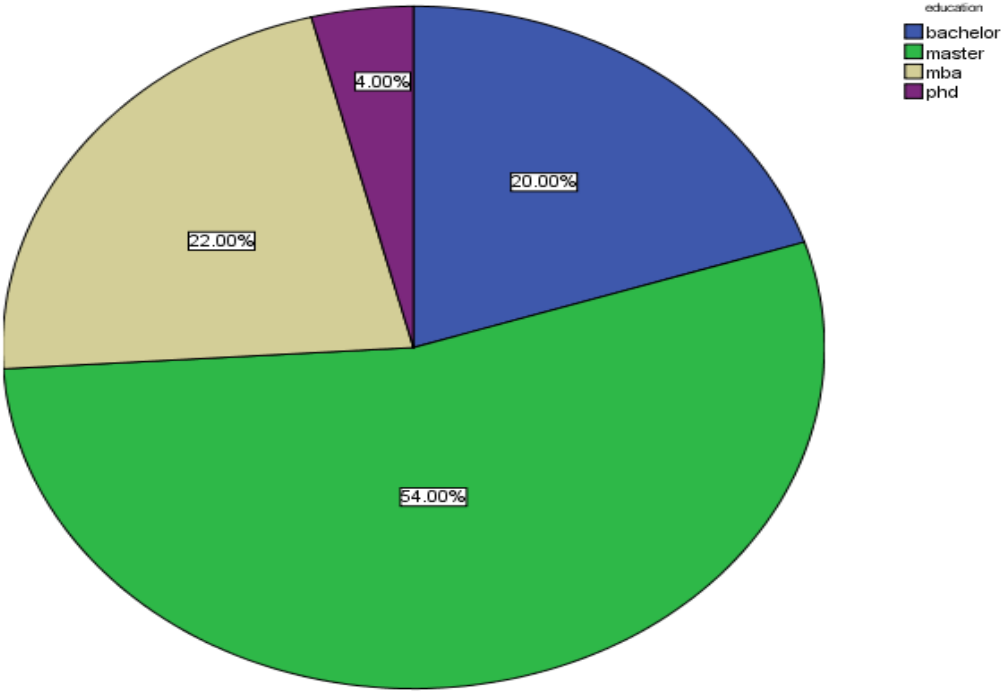
When we analyze the respondents age the following table shows us the age structure of the respondents.

| | | age | | | |
|-------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 20-25 | 2 | 4.0 | 4.0 | 4.0 |
| | 26-30 | 11 | 22.0 | 22.0 | 26.0 |
| | 31-35 | 26 | 52.0 | 52.0 | 78.0 |
| | 36-40 | 11 | 22.0 | 22.0 | 100.0 |
| | Total | 50 | 100.0 | 100.0 | |

The majority of the respondents are at the age of 31-35. This corresponds to 52% of total respondents. Interesting thing was that around 11 respondents that is

22% are between the age of 36-40. We can explain this with the fact that the respondents were highly professionals from the departments of marketing, production and sales. In this context their responses are of high importance.

The following pie graph indicates the education level of respondents.



From the graph we can say that the majority of respondents that is 54% have master degree. This indicates that the respondents are highly educated in their field. Another interesting fact we that 22% of respondents that is 11 out 50 have MBA degree. This also shows that graduates of MBA programs are highly educated in the field of marketing.

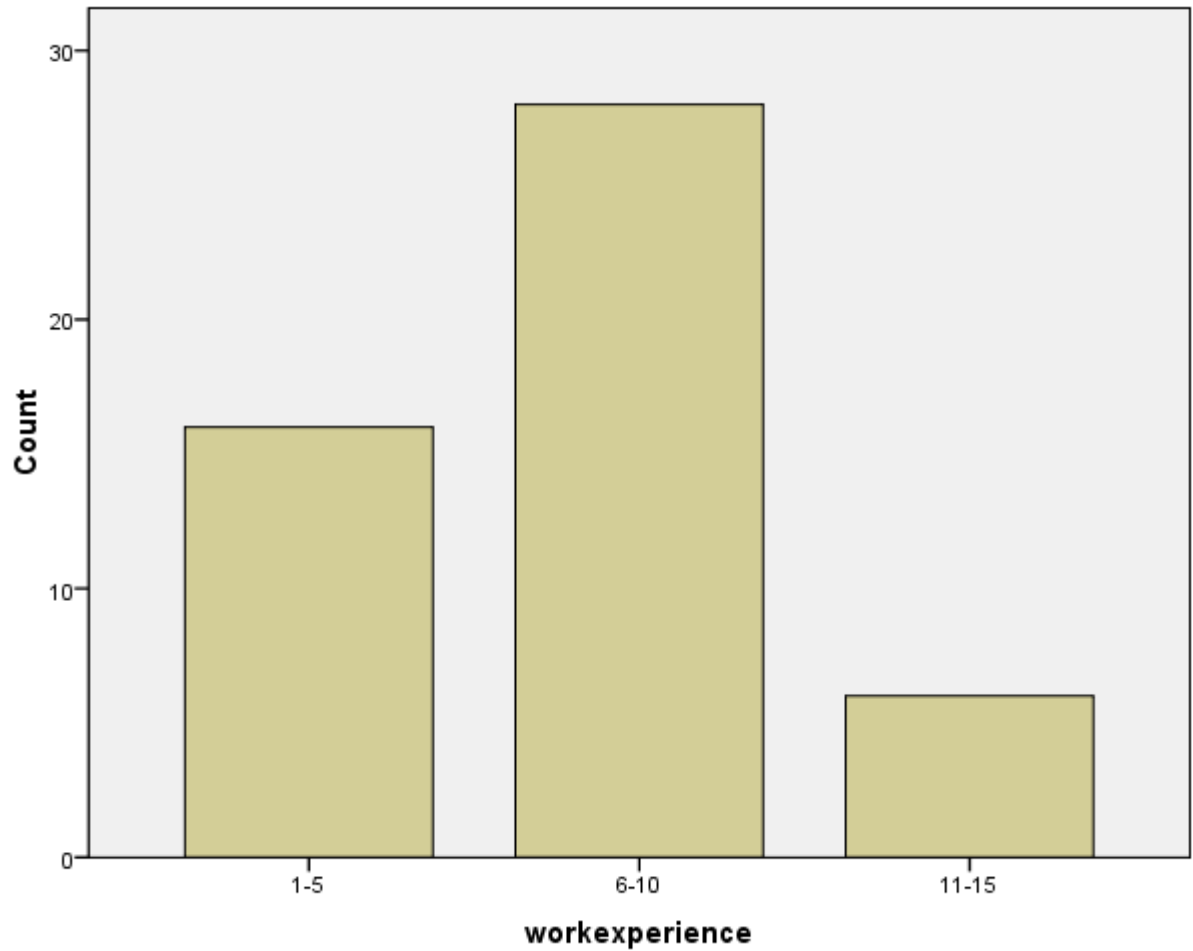
Next table indicate the gender of the respondents.

| | | gender | | | |
|-------|-------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | man | 33 | 66.0 | 66.0 | 66.0 |
| | woman | 17 | 34.0 | 34.0 | 100.0 |
| | Total | 50 | 100.0 | 100.0 | |

According to the table the majority of respondents are men, around 33 that is 66%. The rest are women. This is also important from the green marketing perspective. The table still proves that not only men but also women think that green marketing is important for the company.

When we pay attention to the histogram below we can see the experience of respondents in the companies surveyed.

| | | Work experience | | | |
|-------|-------|-----------------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1-5 | 16 | 32.0 | 32.0 | 32.0 |
| | 6-10 | 28 | 56.0 | 56.0 | 88.0 |
| | 11-15 | 6 | 12.0 | 12.0 | 100.0 |
| | Total | 50 | 100.0 | 100.0 | |



According to the histogram and table above, 28 respondents that is 56% have 6-10 years of work experience. Second comes those who have 1-5 years of work experience. They count 16 that is 32%. The work experience is also important from the view point of giving frank and exact responses to the questions.

Next table indicates the life of the companies researched.

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------|-----------|---------|---------------|--------------------|
| Valid 1-5 | 8 | 16.0 | 16.0 | 16.0 |
| 6-10 | 8 | 16.0 | 16.0 | 32.0 |
| 11-15 | 12 | 24.0 | 24.0 | 56.0 |
| 15 and up | 22 | 44.0 | 44.0 | 100.0 |
| Total | 50 | 100.0 | 100.0 | |

According to the table the majority of the respondents that 22 persons, 44% indicate that their companies' life time is over 15 years. As the research has been done in three companies, from this table we understand that 22 respondents represent Azersun as the company's life time is exceeding 15 years.

The reliability of the research is 0.57. In social sciences this result is acceptable. As the research has only 4 scale items to research that is why the result is below than 0.7. But as Sekaran explains if the number of items for scale is limited in this case 0.5 is acceptable (Uma Sekaran, Business Research, Wiley, 2009, p, 45, pp. 540).

| | |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| .575 | 4 |

When comes to hypothesis, there is relationship with the green marketing impact on company's image and its importance. When looking to the table below we can see that respondents in the companies accept the importance of green marketing.

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|---------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 5.744 | .104 | | 55.180 | .000 |
| | g1 | -.892 | .066 | -.890 | -13.490 | .000 |

a. Dependent Variable: importance

Significant level is .000 which is below than 0.05 and it shows that the impact of green marketing on the company's image is very important. The hypothesis is substantiated.

When comes to the level of relationship we conducted the correlational analysis, we found out that there is strong and positive relationship.

Correlations

| | | importance | g1 |
|------------|---------------------|------------|---------|
| importance | Pearson Correlation | 1 | -.890** |
| | Sig. (2-tailed) | | .000 |
| | N | 50 | 50 |
| g1 | Pearson Correlation | -.890** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 50 | 50 |

** . Correlation is significant at the 0.01 level (2-tailed).

According to the table above, the impact of green marketing on company's image and its importance has very strong relationship. As the significant level is .000 we accept the hypothesis. Besides the relationship is positive, it means that

the importance of green marketing is highly dependent on the impact of green marketing.

Second hypothesis is there is relationship between the importance of green marketing and marketing expenditure.

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 5.438 | .234 | | 23.279 | .000 |
| | g2 | -.752 | .169 | -.540 | -4.439 | .000 |

a. Dependent Variable: importance

The table above shows us that the employees perceive the green marketing expenditure to be important in marketing expenses. Significant level is .000. That is why the hypothesis is substantiated.

When we make correlational analysis we can also see the positive relationship between the importance of green marketing and main expenditure in marketing to be green marketing.

Correlations

| | | importance | g2 |
|------------|---------------------|------------|---------|
| importance | Pearson Correlation | 1 | -.540** |
| | Sig. (2-tailed) | | .000 |
| | N | 50 | 50 |
| g2 | Pearson Correlation | -.540** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 50 | 50 |

** . Correlation is significant at the 0.01 level (2-tailed).

The Pearson correlational level is 1. It means that there is positive and strong relationship with these two items.

Third hypothesis is the importance of green marketing is related with the increase of company's revenue.

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 5.650 | .212 | | 26.670 | .000 |
| | g3 | -.850 | .143 | -.652 | -5.951 | .000 |

a. Dependent Variable: importance

Here in the table we can see that significant level is .000 it shows there is relationship with these items.

The correlational analysis shows that the importance of green marketing is highly correlated with the company's revenue due to green marketing.

Correlations

| | | importance | g3 |
|------------|---------------------|------------|---------|
| importance | Pearson Correlation | 1 | -.652** |
| | Sig. (2-tailed) | | .000 |
| | N | 50 | 50 |
| g3 | Pearson Correlation | -.652** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 50 | 50 |

** . Correlation is significant at the 0.01 level (2-tailed).

The Pearson correlational level is 1 which shows us the strong and positive relationship with the importance of green marketing on company's revenue.

The last hypothesis is there is relationship between the importance of green marketing and effective marketing strategy for competing with rivals.

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 4.382 | .277 | | 15.845 | .000 |
| | g4 | .059 | .198 | .043 | .298 | .767 |

a. Dependent Variable: importance

According to the table the significant level is .000 which indicates that there is relationship with them. The correlational analysis has been done for this item also.

Correlations

| | | importance | g4 |
|------------|---------------------|------------|------|
| importance | Pearson Correlation | 1 | .043 |
| | Sig. (2-tailed) | | .767 |
| | N | 50 | 50 |
| g4 | Pearson Correlation | .043 | 1 |
| | Sig. (2-tailed) | .767 | |
| | N | 50 | 50 |

The Pearson correlational analysis shows us the strong and positive relationship with the importance of green marketing and the effective marketing strategy.

3.3 Impact of green marketing on companies' sales

The survey was conducted by fifty employees in three different companies. Of these 50 workers, 33 are male and 17 are female. In the survey, masters in the age group of 31-35 dominated. More than half of the employees have more than 6 years of experience. These workers are professionals in their fields and have done a lot in the field of "green marketing". The survey mainly involved sales, production and marketing directors.

As a result of this survey, we have seen how much Green Marketing has been to companies, how important it is for consumers to take such measures. Also, the introduction of "green marketing" has a special impact on the image of the company. Makes it more credible to domestic consumers and promotes recognition in the international arena.

Getting more revenue by paying special attention to marketing costs. Makes people closer to the environment and can be loyal to it. This is a little shift.

By gaining people's favor, it gains great advantages in dealing with competitors, which, in turn, can lead to the growth of revenues. All of this encourages other companies to apply a 'green marketing' strategy. This, in turn, creates an ecologically cleaner environment.

4. Conclusion

As a result of the survey results, the "green marketing" companies are crucial for companies, as a result of their analysis. With the help of the "green marketing" strategy, companies can achieve great success. Strengthens its image in the international arena. Which also causes rivals to tend to the strategy. The cost of this strategy is investing in the future. Even if it returns a large amount of revenue. As a result of the survey, it is clear that companies that apply "green marketing" have received substantial revenues.

According to survey we can understand that "Green Marketing" has important effect on the company's revenue. This survey results show us which companies apply "Green Marketing" to their companies marketing strategies, and importance of this activity for company's images, revenue.

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6. Annex

Green Marketing survey

- 1.** Age of the respondent
- 2.** Respondent education
- 3.** Gender of the respondent
- 4.** The experience of respondents
- 5.** The life of the companies
- 6.** Does your company apply to Green Marketing? (Yes/No)
- 7.** How important is "Green Marketing" for your company? (From 1 to 5 - insignificant, significant)
- 8.** Do you think Green Marketing application affects the image of the company? (fully satisfied, satisfied, partly satisfied, dissatisfied, totally dissatisfied)
- 9.** Do you think Green Marketing should play an important role in the company's marketing costs? (fully satisfied, satisfied, partly satisfied, dissatisfied, totally dissatisfied)
- 10.** Do you think the revenue of the company has increased after Green Marketing application? (fully satisfied, satisfied, partly satisfied, dissatisfied, totally dissatisfied)
- 11.** Do you think Green Marketing strategy is an important marketing strategy in dealing with competitors? (fully satisfied, satisfied, partly satisfied, dissatisfied, totally dissatisfied)