



Under the scope of green marketing, the examination of green product purchasing behaviors of vocational school students in terms of socio-demographical variables

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Abstract

As a result of rapid developments in technology, the high variety of human needs resulted in extreme destruction and pollution of nature. Continuity of human life in good conditions and feel safe about his future can only be achieved by consuming the resources logically and without destroying the nature. In recent years the effects of changes in environment increased the importance of green marketing concept together with many other concepts. In this study, the relations between the socio-demographical properties of vocational school students and their green purchasing behaviors have studied.. In order to provide the necessary data, a survey study was performed. The data showing the green product purchasing behaviors of vocational school students in terms of socio-demographical variables were analyzed and interpreted.

Keywords: Green Marketing, Green Product, Green Consumer, Environmental Awareness.

1. Introduction

The diversification of the human needs as a result of the rapid advancements in technology has brought along excessive destruction and contamination of the environment. Mankind can sustain his existence in good conditions and feel his future secure only if he is able to make use of the resources rationally and in a way that it doesn't destroy the environment. The impact of the transformation in the environment encountered in the world in the recent years has increased the significance of the concept 'green marketing', together with various other concepts. Green marketing is; the studies about the positive and negative impacts of marketing transactions on environmental pollution, energy consumption and the consumption of other resources (Bilgili, 2002).

2. Green Marketing Notion

Since 1970s, the scope of green marketing notion has been developed and social marketing sense has been propounded. Within this scope, social marketing with green marketing has begun to be used as synonyms. Since 1990s, when environmental subjects became a current issue all over, the demand for environmental commodity has increased. In turn, this stimulated the businesses (Kotler and Armstrong, 2005: 137).

Green marketing has been identified with many names by marketing scholars and termed as social marketing, ecologic marketing, environmentalist marketing and sustainable marketing, as well (Soonthonsmai, 2001: 18).

Green marketing was disputed and defined for the first time in the seminar about ecologic marketing held by American Marketing Association in 1975. In terms of this definition, ecologic marketing is the studies about

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positive or negative impacts of marketing transactions on environmental pollution, energy and other resource consumptions (Erbaşlar, 2007).

3. Green Marketing Mix

Until today, green marketing has been defined as publicizing environmental features of the product. Many notions that reflects the environmental feature of the product such as eco-friendly, recyclable, natural ozone friendly have been used for green marketing. In fact, green marketing strategy requires not only the products but also all marketing components to be green. Besides, the notion of green marketing includes not just consumers' goods and services; it also includes industrial goods and services. When traditional marketing definition is made sense with environmental approach again; green marketing should be constituted in the way that damage the environment the least, on the purpose of generating and implementing the eager changes to satisfy social requirements and desires with ease. All these procedures regarding the notion of marketing begin before manufacturing and proceed after consumers' access needs to be arranged with green approach (Varinli, 2006: 33).

It will be possible for the notion of green marketing to be successful by adapting all transactions of the organization. These transactions include the combination of green product that has product, price, distribution and promotion in it.

3.1. Green Product: Green product is a product which recycles so as to reuse decomposable or nonhazardous materials after the end of the course of live. These are eco-friendly products. Eco-friendly products are durable, nonhazardous, pollution free, recyclable and manufactured by ecocredencial production methods and technologies (Emin and Türk, 2004:78).

Recently, many of the businesses have attached importance to the production of green product. These products are recyclable; reduce the energy use and negative impacts on environment and human health.

3.2. Green Price: Environmentalist products are manufactured with incremental costs due to intense works of research-development departments, on reducing energy use and resource use efficiency during production. Due to these reasons, the prices can be generally higher in comparison with alternatives. In researches which are done up to the present, it has become evident that consumers demand environment-friendly products but in exchange for this demand, if environmentalists' products with their environmental benefits don't bear the alternatives' efficiency, consumers are not eager to pay more. Constitutively trying to meet this demand marketing, people should develop pricing strategies by considering other demands of the target markets (Nakıboğlu, 2003:43).

3.3 Green Distribution: The main function of distribution is to minimize the environmental costs. In green distribution, physical distribution has much more significance. As a range of procedure such as green product's closeness of the place of production and market, obligatory services are needed to be handled more comprehensively. Because in the product we define as green product has no additives or preservatives or they are in minimum level, our product can be more indurable. The expiration dates of the products that are sold as green products comprise more restricted period of time. Wrapping and packing require more particular methods (Varinli, 2006:40).

3.4. Green Promotion: While promotion means are used, the thing the business should do is to focus on the environment-oriented ideas. Everything that is said by the businesses needs to be loud and clear and there should be consistency between practices and what they say. The themes that sensitivity should be displayed for businesses are as follows (Uydacı, 2002, s.130- 131):

- Making a statement on only justifiable environmental issues.
- Mentioning not about business but specific products or eco-friendly features of the campaigns, being boasted not by purposes but successes gained.
- Providing community involvement to environmental transaction. For instance, getting environment seminars that is organized for personnel and gathering grounds of industrial waste open to public.

- Announcing the successes to public gained about gathering waste, recycling, working conditions, researches done and even the satisfying legal requirements.
- Reaching the largest intended population: personnel, consumers, all age groups and the masses that criticize and like the products.

4. Method

The study was performed by using face to face survey method to Kuyucak Vocational School students. In forming the survey questions, former studies (Aslan, 2007 and Yılmaz, 2009) were used.

In the study, the survey that was applied to students consists of three parts. In the first part, in order to get the demographic features of the students, seven questions were asked. In the second part, there are six yes/no questions to get the ideas of the students about green marketing and environmental product who were involved in the survey. In the third part, students were given 21 proffers that were formed by benefiting form 5 point Likert scale and they were requested to remark their level of agreement like 5-Strongly Agree, 4-Agree, 3-Undecided, 2-Disagree, 1-Strongly Disagree.

Table.1.Assessment of Research Findings

		N	%
Gender	Female	120	54,55
	Male	95	43,18
	Unanswered	5	2,27
	Total	220	100,00
Age	19-20	22	10,00
	21-22	101	45,91
	22	97	44,09
	Total	220	100,00
Class	1	80	36,36
	2	132	60,00
	Suspended	8	3,64
	Total	220	100,00
Location	City	82	37,27
	County	109	49,55
	Town	7	3,18
	Village	22	10,00
	Total	220	100,00
Family Occupation	Civil servant	41	18,64
	Worker	46	20,91
	Soldier- Policeman	8	3,64
	Craftsman	44	20,00
	Farmer	34	15,45
	Other	47	21,36
	Total	220	100,00
	Level of Family Income	500 TL and less	10
501-1.000 TL		36	16,36
1.001-1.500 TL		60	27,27
1.501-2.000 TL		50	22,73
Over 2.000 TL		54	24,09
Total		220	100,00
Monthly Income of Student	150 TL and less	25	11,36

150-250 TL	28	12,73
251-350 TL	47	21,36
351-450 TL	35	15,91
451 TL and over	85	38,64
Total	220	100,00

It was asked to the students who were involved in the survey if they had heard the notion of eco-friendly product before; 90,91% of the students answered that they had known the notion of eco-friendly product before, 9,09% of them answered that they didn't know it. 90% of the students answered "yes", 10% of them answered "no" to the question that if they would buy an eco-friendly product. When the answers to these two questions assessed with regard to gender, distribution of the results can be seen in the figure. According to this, there is a higher incidence that male students know the notion of eco-friendly product more than female students. When the answers to the question if they would buy an eco-friendly product are handled in terms of gender, it can be concluded that male students buy eco-friendly products in a higher rate.

72,27% of the students indicated that they help to protect the environment by buying eco-friendly products, 27,23% indicated that they don't.

44,55% of the students answered "yes" and 55,45% answered "no" to the question that if they would pay more to the products which are eco-friendly. Accordingly, it is seen that a great majority of the students who answered "no" have 251-350 TL monthly incomes. Also approximately 60% of the students with 351-450 TL incomes answered "no". Results of other income levels are almost equal.

To the question "Is it important for you that producing company is eco-friendly or no?", 72,27% of the students answered "yes", 27,73% answered "no". According to 5 point Likert scale, 21 proffers were given and level of agreements were required in order to determine the consciousness level of the students about the usage of eco-friendly products. Level of agreements is like this: (5) Strongly Agree, (4) Agree, (3) Undecided, (2) Disagree, (1) Strongly Disagree. The students' agreement levels to these proffers are summed up below.

As known, as arithmetic mean approaches to five level of agreement to the given proffer rises. Arithmetic mean of the given 21 proffers have been calculated as 3,710. This result suggests that the students are conscious about green marketing and eco-friendly product. The proffer 'I don't buy the packed products that are not suitable for the volume of the good' has the lowest arithmetic mean with 3,314. Beside this, 'I change my lamps in my house with lower voltage ones so that I save energy' has the highest arithmetic mean.

	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Unanswered	Mean
I use conscious products due to the fact that I know they are manufactured from scarce resources.	34,55	50,00	11,82	2,27	0,91	0,45	4,068
I prefer energy saving home appliances.	43,64	39,09	13,64	1,82	1,36	0,45	4,205
I don't buy the packed products that are not suitable for the volume of the good.	19,09	27,27	32,27	12,73	4,55	4,09	3,314
If there is an alternative, I always buy a product containing less pollution.	34,09	39,09	15,91	3,64	1,82	5,45	3,836

When I find out that some products have potential damage to the environment, I don't buy them.	34,09	40,00	17,27	5,45	2,27	0,91	3,955
I change the products that are not suitable for ecological conditions.	14,09	34,09	33,18	15,00	1,82	1,82	3,382
I throw the used packages in my house into the recycle bin.	19,55	42,27	19,55	12,73	3,64	2,27	3,545
I endeavor to buy paper products that are manufactured as recyclable.	21,36	33,64	28,64	11,36	1,82	3,18	3,518
I use detergent or soap which contains less phosphate (which damages the environment less).	18,18	35,91	26,36	13,64	5,45	0,45	3,464
I warn my family members or relatives not to buy products that damage the environment.	24,09	38,18	24,09	12,73	0,91	---	3,719
I change the lamps of my house with low voltage lamps so that I save energy.	46,82	37,73	10,00	4,55	0,45	0,45	4,245
I don't buy products which contain aerosol (spray gasses that damage the ozone layer).	21,36	34,09	24,55	13,64	5,00	1,36	3,491
As far as possible, I buy products that have recyclable package.	20,45	35,45	25,91	11,36	2,27	4,55	3,468
I endeavor to buy the products that contain less pollutant.	22,73	43,18	20,45	10,45	2,27	0,91	3,709
If I need to make a choice between two equal products, I always buy the one that damages the environment and human beings less.	31,82	45,00	13,18	7,27	0,91	1,82	3,941
I buy paper tissues and paper towel which are made of recyclable paper.	25,91	37,27	27,27	6,36	3,18	---	3,764
I don't buy the products of the businesses which don't have ecologic responsibility.	25,00	28,18	31,82	9,55	3,64	1,82	3,559
I care to buy only recyclable products.	15,45	32,27	34,55	12,27	3,18	2,27	3,377
I don't buy home appliances that damage the environment.	22,73	35,91	28,64	5,45	4,09	3,18	3,582
When I buy a product, I try to think about how it effects the environment and other consumers.	18,64	48,18	23,64	7,27	1,82	0,45	3,732
Every consumer behavior that buys the products of the businesses which have social responsibility leaves an impression on society.	34,09	41,82	19,09	3,64	1,36	---	4,036

5. Conclusion

With the notion of environment-friendly marketing effect, businesses have began to develop production and marketing procedures which require less usage of raw material and damage the environment at a minimum level. In every procedure of the marketing mix environmentally friendly driven businesses, which is the most significant side of green marketing notion, will be able reach with successful working on meeting the demands of the consumers in this concept, legislative regulations, producing, packing, pricing and promotional activities.

In this study, the relationship between socio-demographic features of the vocational school students and green buying behaviors has been analyzed. It was asked to the students who were involved in the survey that if they ever have heard about eco-friendly product notion and 90,91% of the students stated that they had known it. %90 of the students answered “yes” to the question if they would buy a eco-friendly product. This consciousness of the students indicates that businesses should pay more attention to green marketing. What is more, the students’ preference to energy saving products, their tendency to packed products that damage the environment less, using the products consciously as they know the products are manufactured from scarce resources are among the results of the study. If it is thought that university students will confront with us as conscious consumers in the future, it’s is evident that businesses should be more sensitive about producing and promoting green products.

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