Green Marketing Perception: A Study on Konya Automotıve Supplier Industry

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Abstract

Environment is, of vital importance to all living things. Destruction of environment means destruction of the life itself. Previosly the sources like weather, water, soil were assumed to be unlimited but either by individuals or as a result of incorrect use of businesses, they have begun to be contaminated and eventually there has been a reduction of sources as a natural result. One of the biggest and most important problem of the present century we are living in is global warming that is highly related with environment. The surveys having been kept since 1800 's indicate that, there has been a strong decrease of global warming that negatively affects the life of living things. Scietists declare the high decrease of temperature in the past 50 years has shown visible negative effects on human life. The perception of environment with this global warming issue has forced modern consumer to behave in a more explotary, conscious and selective way. In return, businesses with the required sensitivity of being a socio_economic entitiy have started shown awareness to environment and have modified their service and production and have changed their strategy from traditional to green marketing. In this article, an overview of green marketing concept is studied and green marketing is compared with traditional marketing. In the last section, a survey to measure the perception of green marketing among the businesses in Konya Automotive supply industry is presented with the results and outcomes of this survey.

Keywords: Green marketing, Traditional marketing, Environmental problems

1. Introduction

The fact that the competitive conditions have changed with the effect of globalization is accepted by everybody. If the needs and desires of customers are met with the desired quality and at the proper time and place, they express a meaning. While the environmental problems are reaching a critical level, the businesses moving towards green marketing and being conscious about environment will have the chance to survive. To ensure sustainability, to compete even to compete greater, one of the most important tasks of the businesses is to implement environmental awareness and the perception of green marketing in all units of the entitiy. The vast majority of people think environmentally friendly products as a form of advertising strategy decorated with green marketing terms. Terms such as phosphate free, ozone layer, environmentally friendly are usually the first ones that come to mind of consumers (Murthy, 2010). Rather than producing products that put emphasis on human health just on the packages, the environmentally friendly and sensitive emphasis should be done in all stages starting with the born of production idea to after sales support service. In this context, each employee in each level including manager and a lower level worker should act in green marketing concious. The enviroment conscious and effort to protect it started centuries ago when human started to know about nature. However, with the increase of environmental problems and the negative effects have become more visible, the environmental issues also have become more questionable. Since the second half of the 20'th century, some quite extensive surveys at international level supported by strong evidences were carried out. Especially since the 1990 's,

businesses, goverments, national and international environmental organizations have been doing important work in this direction and have achieved a great success in drawing communities' attention. On the basis of many common environmental problems of the world, there lies an imbalance between economy and environment. While human beings have been dominating the nature with the help of rapidly developing science, technology and industry and upgrading their life standart economically, they also have been damaging the environment (Evirgen; 1997, 34). Businesses have great responsibility in solving environmental problems. They need to develop new projects on possible scenarios before they emerge. Since environment is vital importance to communities, businesses are forced to organise their activities in this way (Yılmaz, 2003: 28). Grove and his friends suggest that businesses can initiate in green marketing by using one or more of the 3 activities: Reusing, Recycling and Reducing. These 3R formulated broad activities in environmental management aim to control the naturel source waste of the organisation. Re-use (re-fillable containers), recyclable materials (reforming of used products), and reducing the use of resources (energy conservation in the production process), make significant contrubitions for businesses to have a positition in public's mind as a green friendly organisation (Keleş, 2007: 23). Business management called as environmentally conscious management, environmental-friendly management or green management is a perception which respects the environment in all activities of organizations, minimizes damage to the environment, changes production processes, trains employees with environmental awareness, uses technologies that do not harm the environment, and develops projects for the good of ecological environment (Karabulut, 2004: 55). Only the businesses which carry on the activities within the framework of this approach will be accepted by consumers and will be long lasting.

2. Green Marketing Concept

Green marketing is truly the definition of a structure that is very difficult and relatively. And the definition must be compatible with the changes coming in time. The meaning of today's green cases may lose their meaning years later. For example, when first invented, chlorine-flora-carbons of was considered to be excellent, but unfortunately, in the light of today's technological world, it is accepted as a harmful substance (Uydacı, 2011: 127). For this reason, enterprises should follow all the facts about green and management decisions should be taken in this direction.

The concept of green marketing is associated with different names like ecological marketing, environmental marketing, sustainable marketing, , first emerged at seminar on ecological marketing organized by, the American Marketing Association (AMA) in 1975. This seminar is based on the recognition of ecological marketing, "marketing activities, environmental pollution, energy consumption and energy-free positive or negative effects on resource consumption studies." This first definition contains three key parts (Uydacı, 2011: 127): It is the subset of all marketing. It analyses both positive and negative studies. It covers the case of very large-scale environment. Over time there were very different definitions about green marketing. These definitions show that, the concept of green marketing has a relative structure, and definitions differ over time with environmental issues that evolve. According to Stanton (1993) green marketing states, how natural resources are used in marketing activities in the processes starting with accomplishment of sales objectives of organization to satisfaction of individuals, industry and consumers. For Ottman; (1993) green marketing is a business project which has accepted to be responsible for detecting and satisfiying the needs of consumers without ignoring the profitability in the long term. Polonsky (1994) defines green marketing as doing all kinds of activities intended to satisfy human wants and needs with minimum detriment to the natural environment. Peattie, in an article he wrote in 2001,defines green marketing as the marketing activities that aim to minimize the negative social and environmental impacts caused by production systems and to produce products and services that are less harmful. He tried to explain these marketing activities in 3 phases that create quite different effects on marketing discipline (Quoted from Peattie by Kacur, 2008).

- Eco marketing: In a narrow scope mainly focuses on reducing dependence on certain products which are considered to be harmful.
- Environmental marketing: With a more comprehensive initiative, it tries to reduce environmental damage using the green consumer demands and opportunities of copmpetetive advantages.
- Sustainable marketing: With a much more radical approach it tries to meet all the environmental costs of production and consumption to create a sustainable economy.

According to Karna (2003), green marketing is a hollistic management process that is responsible for predicting, identifiying and satisfiying the needs of consumers and society with a profitable and sustainable way. Marangoz (2003), defines the purpose of green marketing as to transfer its consumers, educational information, inform them how to use limited resources in accordance with the principles of sustainable development and within the entire organization to

ensure that consumers' desires and needs are met. For Torlak (2009), green marketing is the effective and efficient use of social resources, It also stops the pollution, keeps the health and safety of the consumers without misleading and deceptive activities. According to the Türk and the Gök (2010) green marketing is an approach that aims to understand environmental issues in marketing trials, to be sensitive to these issues, to contribute to balance the uneven distribution of resources and avoid socially damaging behaviours in marketing decisions and mattersSingh (2010) defines green marketing as the sales process of environment-friendly products and services. According to Uydacı (2011) green marketing is a group of activities that evoke changes which are willing to satisfy the needs of the society by causing a minimum damage to the environment.

3. Comparison of Green Marketing with Traditional Marketing

There are significant differences between green marketing and traditional marketing. Green marketing in accordance with the principle of sustainability has emerged as a stance against the traditional marketing concept that directs consumers to consume without questioning and go beyond satisfiying needs (Turgul, 2009: 56).Traditional marketing includes providing products at, affordable rates for consumers. Green marketing on the other hand is more complex and requires new marketing strategies that need active struggle to capture attention of consumers on how the environmentally friendly products are created and how they are defined (Uydacı, 2011: 130).Traditional marketing is, meeting consumers' needs with affordable products and presenting these products with communication channels emphasizing that consumer is worth. Green marketing studies, how natural resources are used in marketing activities in the processes starting with accomplishment of sales objectives of organization to satisfaction of individuals, industry and consumers (Ar, 2011: 74).Green marketing products are in a transparent and suspicious search of reality to create a more informed and conscious consumer about the brand. However in traditional marketing, most of the brand, is marketed with 'envy', and desire to be special. Creating a brand used by famous and rich and projecting this feature to brand communication in order to create an environment of envy, longing and acceptance is the main objective (Turgul, 2009: 64).Respect to commercial concerns in a business environment, does not mean that green marketing activities were created and implemented properly. Respect for the environment, should include all activities within the organization (Uydacı, 2011: 130). On Table 1. traditional marketing and green marketing are compared in terms of parties of trade, objectives, organizational responsibility, achieving marketing decision, ecological demand and green pressure groups.

Table 1. Traditional Marketing And Green Marketing Comparison

Traditional Marketing		Green Marketing
Business and customer	Parties of trade	Business, customer, environment
-Customer satisfaction -Meeting the business objectives	Objectives	-Customer satisfaction - Meeting the business objectives -Reduction of environmental damage
Economical responsibility	Organizational responsibility	Social responsibility
From production to production usage	Achieving marketing decision	Üretim İçin Malzeme Alımından Tüketim Sonrasına
Legal obligations	Ecological demands	Beyond the law : Environmental culture
Confrontation or passive behaviour	Green pressure groups	Public relations and cooperation

Source: Antonio Chamorro ve Tomas M.Banegil, (2006). Gren Marketing Philosopy: A Study of Spanish Firms With Ecolabels, Corporate Social Responsibility and Environmental Management, Volume: 13, 13

4. Perception of Green Marketing: A Research on Konya Automotive Supply Industry

4.1 Purpose of the Study

The main purpose of this research, is to state green marketing perception of businesses. To achieve this goal, a survey was conducted in the province of Konya, with 57 businesses operating in the automotive supply industry. The majority of survey questions were taken from the Ph. D. Thesis of Kacur in 2008 (Kacur, 2008).

4.2 Hypothesis of the Study

In order to make the subject to be more clearly understood, some hypotheses were involved in the research. It is possible to state the developed hypotheses about the research related to the purposes of the research in the following way;

- H1: There is a significant difference between business managers with different levels of education in terms of green marketing practices and its lower dimensions.
- H2: There is a significant difference between business managers with different levels of education in terms of understanding the reasons of green marketing applications and their opinions differ about the sub dimensions of green marketing
- H3: There is a meaningful relationship between business activity duration and green marketing imlementations and its sub dimensions.
- H4: There is a meaningful relationship between business activity duration and reasons of green marketing imlementations and its sub-dimensions.
- H5: There is a significant difference among the participants who work in businesses with different staff number in terms of the views of green marketing implementations and its sub dimensions.

4.3 Determination of the Research Sample

Konya Chamber of Industry (KSO) was taken to this research due to the reasons of its up to date database, including all the businesses due to the legal obligation of being a member and easy access to profile information of member organizations. After the Database of KSO had been analyzed, the companies operating in the automotive supply industry were examined, "inactive",businesses or the ones which "do not meet the criteria" or which are not suitable in scale were eliminated so the universe of the study was determined. In this context, the research sample includes, business owners, partners of the companies, managers, and department managers of 57 businesses operating in auto supply industry in the province of Konya. "Direct contact" has been tried to be made during the research. In addition, to 18 companies which can not be reached by direct negotiation, questionnaires were sent out via e-mail. As of January 20, 2012, 57 questionnaires suitable for evaluation were obtained.

4.4 Data Analysis

The data set obtained from the survey was analyzed with SPSS 19.0 (Statistical PackageforSocialSciences) package program. Within the scope of analysis, frequency tables, reliability and validity analysis, the Kaiser-Meyer-Olkin measure of sampling adequacy, Bartlett test, factor analysis, Pearson Correlation analysis, one-way analysis of variance and Tukey's test were utilized.

4.5 Results

4.5.1 Evaluation of the appropriateness of the data set for factor analysis

Kaiser – Meyer –Olkin measure of sampling adequacy and Barlett test were applied to data set to determine the appropriateness of factor analysis before the factor analysis stage. With Bartlett test, the null hypothesis was tested and that means "correlation matrix is identity matrix. The rejection of the hypothesis means that there are high correlations between the variables, in other words, the data set is suitable for factor analysis. KMO measure of sampling adequacy is a test that compares the size of observed correlation coefficients with partial correlation coefficients. KMO rate must be greater than 0.50. The higher the ratio there is, the better the data is for factor analysis. KMO values and reviews are as follows:

Table 2. KMO Values And Reviews

KMO	Review (comment)
0,90	Excellent
0,80	Very good

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0,70	Good
0,60	Average
0,50	Weak
< 0,50	Unacceptable

When Bartlett and KMO test results were applied to the data set and the factor analysis, the following results were obtained:

4.5.2 Factor Analysis (Green marketing perception scale)

Factor analysis was conducted to test whether the 18 judical components which were created to understand participants' views on the implementation of green marketing were gathered under specific factors. Before starting the factor analysis of the data, the reliability analysis was performed to determine whether it has a consistency of its own. Reliability coefficient (Cronbach's alpha) was determined as 0.845. According to this criterion, the scale is reliable.

Table 3. Factor Analysis Table (Green marketing perception scale)

Factors and variables	Factor loadings	Variance (%)	Eigenvalue
Factor 1(recycling applications and infrastructure)		18,541	5,326
Environmental impact isn't taken into consideration during production in our organization.	0.862		
Packaging materials used in our organization can be recycled and reused.	0.761		
Waste management unit isn't available in our business.	0.681		
Green product (environmentally sensitive products) are not preferred much in our business as it is a cost effective activity.	0.600		
We always emphasize that our products are green (environmentally friendly).	0.538		
We do not have an adequate infrastructure for green marketing.	0.494		
Marketing strategies of our products are greatly influenced by the issues related to environmental protection.	0.482		
Our products are designed to be reused.	0.387		
Factor 2 (Qualification & Sensibility)		15,636	2,109
Our organization has the certificates of environmental management standards.	0.787		
We organize our distrubition channels with the least harm to environment.	0.715		
We participate in sponsorship activities related to environmental issues because it is important for our image..	0.691		
Factor 3 (Responsibility)		11,877	1.963
The objective of green (environmentally friendly) communication should be to create environmentally conscious consumers and society.	0.763		
Our green marketing activities are not affected by the competitior businesses.	0.681		
Our organisation has a responsibility to protect the environment.	0.603		
Factor 4 (Green Advertising applications)		11,644	1.450
The aim of the green ads should be to provide clear, realistic information to consumers about the environmental effects of the product.	0.858		
Businesses that can implement green marketing strategies successfully will survive.	0.623		
Green (environmentally friendly) ads should to provide clear, realistic information to consumers about the environmental effects of the product.	0.592		
Factor 5 (Financial factors)		8,827	1.026

Green marketing is a cost factor for businesses.	0.739

KMO, 0,663, Barlett's test:458,432; p<0.000

The result of factor analysis shows that the scale was collected under 5 factors. All of the factors explain the 66,53 % of the total variance.

4.5.3 Factor Analysis (Scale of Green marketing applications/implementations causes)

Factor analysis was conducted to test whether the 10 judical components which were created to understand participants' reasons for choosing green marketing implementations were gathered under specific factors. Before starting the factor analysis of the data, the reliability analysis was performed to determine whether it has a consistency of its own. Reliability coefficient (Cronbach's alpha) was determined as 0778. According to this criterion, the scale is reliable.

Table 4. Factor Analysis Table (Scale of Green marketing applications/implementations causes)

Factors and Variables	Factor Loadings	Variance (%)	Eigenvalue
Factor 1 (Pressure and external origin)		24,504	3,588
Suppliers have become environmentally conscious.	0.837		
Green consumers' pressure	0.829		
Increasing competitive pressure	0.681		
Increasing pressure from environmental groups	0.300		
Impact of environment on costs	0.570		
Factor 2 (Standards and environmental origin)		21,353	1,878
Legal obligations	0.785		
Increasing environmental standards	0.724		
Incorrect use of natural resources	0.696		
Increasing concern of safety and health depending on the environment	0.543		
Factor 3 (responsibility – sensitivity origin)		15,992	1.337
Social responsibility of organizations	0.784		
Management has become environmentally aware	0.557		

KMO, 0,694, Barlett's test: 196,330; p<0.000

The result of factor analysis shows that the scale was collected under 5 factors. All of the factors explain the 61,84 % of the total variance.

4.5.4 Information on Demographic Characteristics of Participants and Business Operating Time

Table 5. Demographic Characteristics

Distribution of Titles		
	F	**%**
Deputy Manager	6	10.5
Marketing Manager	15	26.3
Company Partner	11	19.3
Company Owner	2	3.5
General Manager	1	1.8
Quality Control Manager	2	3.5
Production Manager	3	5.3
Finance Manager	6	10.5
Director	11	19.3
Distribution of Educational Attainment		
	F	**%**
Primary School	1	1.8
High School	15	26.03
University	31	54.4

Postgraduate	10	17.5
Number of Personnel		
	F	**%**
1-49	43	75.4
50-199	11	19.3
200 ve +	3	5.3

The majority of participants involved in the study, are marketing managers with percent of 26.3%. Managers and company owners are with a number of 19.3% in the second place in this category. The majority of the participants (54.4%.)have university-level education. When the distribution of the number of staff working in the firm is analyzed it is seen that; 1-49 employees work in75.4% of the businesses while 50-199 work in%19,3 and more than 200 people are employed in 5.3% of the businesses.

Table 6. Operating Time Distribution

N	Minimum	Maximum	Average	SS
57	5.00	42.00	15.3860	8.82317

Finally, when the businesses are examined in terms of the duration of activity, it is seen they have been active in an average of 15 years. The minimum duration of activity is 5 and the maximum is 42 years.

4.5.5 Perception Of Green Marketing

Table 7. Descriptive Statistics On The Scale Of The Perception Of Green Marketing

Judgements	Min.	Maksi.	Ort.	SS
Our organisation has a responsibility to protect the environment.	1.00	5.00	4.0351	0.92514
Environmental impact isn 't taken into consideration during production in our organization.	1.00	5.00	2.2105	1.01307
We always emphasize that our products are green (environmentally friendly).	2.00	5.00	3.2456	0.82982
Marketing strategies of our products are greatly influenced by the issues related to environmental protection.	2.00	5.00	3.4912	0.94723
Green product (environmentally sensitive products) are not preferred much in our business as it is a cost effective activity.	1.00	5.00	2.5789	1.17940
Waste management unit isn't available in our business.	1.00	5.00	2.9825	1.27463
The objective of green (environmentally friendly) communication should be to create environmentally conscious consumers and society.	3.00	5.00	4.2807	0.67492
We participate in sponsorship activities related to environmental issues because it is important for our image.	1.00	5.00	2.8596	1.23112
The aim of the green ads should be to provide clear, realistic information to consumers about the environmental effects of the product.	3.00	5.00	4.3684	0.55522
Packaging materials used in our organization can be recycled and reused.	2.00	5.00	3.7368	0.97333
Businesses that can implement green marketing strategies successfully will survive.	2.00	5.00	3.9474	0.89485
Green marketing is a cost factor for businesses.	1.00	5.00	3.6491	0.89625
Our green marketing activities are not affected by the competitior businesses.	1.00	5.00	3.3333	0.95119
We do not have an adequate infrastructure for green marketing.	1.00	5.00	3.0351	1.10138
Our products are designed to be reused.	2.00	5.00	3.4211	0.75468
We organize our distrubition channels with the least harm to environment.	1.00	5.00	3.5965	0.88357
Green (environmentally friendly) ads should to provide clear, realistic information to consumers about the environmental effects of the product.	2.00	5.00	4.0877	0.78560

Our organization has the certificates of environmental management standards. (ISO 14000, BS 7750, EMAS etc.)	1.00	5.00	3.2807	0.88144

When the descriptive statistics table is examined for the analysis of scale, it is clearly seen that the judgement' the aim of the green ads should be to provide clear, realistic information to consumers about the environmental effects of the product' becomes the most accepted one with an average of 4.36 among the judgements of participants. On the other hand, the judgement "Environmental impact isn 't taken into consideration during production in our organization" becomes the least accepted one with an average of 2.21.

4.5.6 Implementation Of Green Marketing Reasons

Table 8. Descriptive Statistics On The Scale Of Implementation Of Green Marketing Reasons

Judgements	Min.	Maksi.	Ort.	SS
Incorrect use of natural resources	2.00	5.00	3.9298	0.86313
Legal obligations	2.00	5.00	4.0175	0.66792
Increasing pressure from environmental groups	1.00	5.00	3.1754	1.00219
Social responsibility of organizations	2.00	5.00	4.1228	0.82527
Increasing competitive pressure	2.00	5.00	3.7544	0.71416
Impact of environment on costs	2.00	5.00	3.6491	0.81265
Increasing environmental standards	3.00	5.00	3.7895	0.64744
Green consumers' pressure	1.00	5.00	3.3158	1.07168
Suppliers have become environmentally conscious.	2.00	5.00	3.1228	0.92717
Increasing concern of safety and health depending on the environment	3.00	5.00	4.1228	0.73364
Management has become environmentally aware	2.00	5.00	3.5263	0.82603

When the descriptive statistics table is examined for the analysis of scale, it is clearly seen that the judgements' Social responsibility of organizations and" Increasing concern of safety and health depending on the environment" become the most accepted one with an average of 4.12 among the judgements of participants. On the other hand, the judgement "Management has become environmentally aware" becomes the least accepted one with an average of 3.12.

4.5.7 Scales and Sub Dimensions

Table 9. Scales and Mean Scores of Sub Dimensions

	Avg.	SS
Recycling applications and infrastructure	3.3810	0.73259
Qualification & Sensitivity	3.2456	0.79314
Responsibility	3.6608	0.63462
Green advertising practices	4.1345	0.58030
Financial factors	2.3509	0.89625
Green marketing perception	3.4756	0.49746
Pressure and external origin	3.4605	0.69724
Standards and environmental origin	3.9649	0.52491
Responsibility – sensitivity origin	3.6082	0.64280
Reasons for implementation of green marketing	3.6842	0.46612

The highest turnout of sub dimension becomes green advertising practices by participants where as financial factors of green marketing becomes the most negative point of view when the descriptive statistics for the scales and sub-dimensions are examined.

4.6 Comparisons

4.6.1 Comparisons on Educational Attainment

Table 10. Test of Hypothesis H_1 and H_2

		N	Average	SS	F	p
Recycling applications and infrastructure	Primary School	1	4.0000	.	1.069	0.370
	High School	15	3.1524	0.77960		
	University	31	3.5023	0.70070		
	Postgraduate	10	3.2857	0.75292		
	Total	57	3.3810	0.73259		
Qualification & Sensitivity	Primary School	1	4.3333	.	1.755	0.167
	H.school	15	3.2444	0.87710		
	University	31	3.3441	0.65819		
	Postgraduate	10	2.8333	0.95904		
	Total	57	3.2456	0.79314		
Responsibility	Primary School	1	4.0000	.	1.860	0.148
	H.school	15	3.9111	0.62319		
	University	31	3.6344	0.62867		
	Postgraduate	10	3.3333	0.58794		
	Total	57	3.6608	0.63462		
Green Advertising Practices	Primary School	1	5.0000	.	2,933	0,52
	H.School	15	3.8222	0.61550		
	University	31	4.2581	0.51431		
	Postgraduate	10	4.1333	0.57090		
	Total	57	4.1345	0.58030		
Financial Factors	Primary School	1	2.0000	.	.777	.512
	H.School	15	2.5333	1.06010		
	University	31	2.3871	0.84370		
	Postgraduate	10	2.0000	0.81650		
	Total	57	2.3509	0.89625		
Green Marketing Perception	Pri. School	1	4.1111	.	1,388	0,257
	H.school	15	3.3741	0.56284		
	University	31	3.5556	0.45610		
	Postgraduate	10	3.3167	0.49139		
	Total	57	3.4756	0.49746		
Pressure and External Origin	Primary School	1	4.7500	.	2.781	0.050
	H.School	15	3.7500	0.48181		
	University	31	3.3145	0.78784		
	Postgraduate	10	3.3500	0.42817		
	Total	57	3.4605	0.69724		
Standards and environmental origin	Primary School	1	4.7500	.	1.663	0.186
	H.School	15	3.7667	0.50415		
	University	31	4.0242	0.44420		
	Postgraduate	10	4.0000	0.71686		
	Total	57	3.9649	0.52491		
Responsibility – sensitivity origin	Primary School	1	4.3333	.	0,681	0,568

	H.School	15	3.6444	0.58373		
	University	31	3.6237	0.69251		
	Postgraduate	10	3.4333	0.58899		
	Total	57	3.6082	0.64280		
Reasons for implementation of green marketing	Primary School	1	4.6364	.		
	H.School	15	3.7273	0.39626		
	University	31	3.6569	0.49777	1.606	0.199
	Postgraduate	10	3.6091	0.41116		
	Total	57	3.6842	0.46612		

As a result of the one-way analysis of variance among the different education level managers, it is understood that, there was not a significant difference with the perception of green marketing, views on green marketing practice and its sub-dimensions. (p> 0.05)

4.6.2 Comparisons Related to Duration Of Activity

Table 11. Test of Hypothesis H_3 and H_4

		Faaliyet Süresi
Recycling applications and infrastructure	Pearson Correlation	0.104
	P	0.440
	N	57
Qualification & Sensitivity	Pearson Correlation	0.074
	P	0.585
	N	57
Responsibility	Pearson Correlation	0.028
	P	0.836
	N	57
Green Advertising Practices	Pearson Correlation	-0.259
	P	0.052
	N	57
Financial Factors	Pearson Correlation	0.062
	P	0.649
	N	57
Green Marketing Perception	Pearson Correlation	0.050
	P	0.713
	N	57
Pressure and External Origin	Pearson Correlation	-0.088
	P	0.514
	N	57
Standards and environmental origin	Pearson Correlation	-0.183
	P	0.173
	N	57
Responsibility – sensitivity origin	Pearson Correlation	0.074
	P	0.582
	N	57
Reasons for implementation of green marketing	Pearson Correlation	-0.095
	P	0.482
	N	57

As a result of the correlation analysis, the following facts were obtained:
- There is no meaningful relationship between the total score of responses related to duration of activity of the organization and "recycling applications and infrastructure". (p> 0.05, α = 0.05)

- There is no meaningful relationship between the total score of responses related to duration of activity of the organization and "Qualification - Sensitivity"sub dimension. (p> 0.05, α = 0.05)
- There is no meaningful relationship between the total score of responses related to duration of activity of the organization and "Responsibility". (p> 0.05, α = 0.05)
- There is no meaningful relationship between the total score of responses related to duration of activity of the organization and " Green Advertising Practices"sub dimension. (p> 0.05, α = 0.05)
- There is no meaningful relationship between the total score of responses related to duration of activity of the organization and "Financial Factors"sub dimension. (p> 0.05, α = 0.05)
- There is no meaningful relationship between the total score of responses related to duration of activity of the organization and" Green Marketing Perception " sub dimension. (p> 0.05, α = 0.05)
- There is no meaningful relationship between the total score of responses related to duration of activity of the organization and "Pressure and External Origin" sub dimension. (p> 0.05, α = 0.05)
- There is no meaningful relationship between the total score of responses related to duration of activity of the organization and "Standards and Environmental Origin " sub dimension. (p> 0.05, α = 0.05)
- There is no meaningful relationship between the total score of responses related to duration of activity of the organization and" Responsibility – sensitivity origin" sub dimension. (p> 0.05, α = 0.05)
- There is no meaningful relationship between the total score of responses related to duration of activity of the organization and "Reasons for implementation of green marketing"scale. (p> 0.05, α = 0.05)

4.6.3 Comparisons Related to Number Of Staff

Table 12. Test of Hypothesis H_5 and H_6

		N	Ortalama	SS	F	p
Recycling applications and infrastructure	1-49	43	3.3621	0.77079	0.117	0.890
	50-199	11	3.4026	0.69346		
	200 and +	3	3.5714	0.28571		
	Total	57	3.3810	0.73259		
Qualification & Sensitivity	1-49	43	3.3023	0.66989	4.147	0.021
	50-199	11	2.7879	1.07778		
	200 and+	3	4.1111	0.19245		
	Total	57	3.2456	0.79314		
Responsibility	1-49	43	3.6899	0.63577	0.254	0.777
	50-199	11	3.6061	0.64667		
	200 and +	3	3.4444	0.76980		
	Total	57	3.6608	0.63462		
Green Advertising Practices	1-49	43	4.1550	0.58350	0.291	0.749
	50-199	11	4.1212	0.65443		
	200 and+	3	3.8889	0.19245		
	Total	57	4.1345	0.58030		
Financial Factors	1-49	43	2.2791	0.93416	0.998	0.375
	50-199	11	2.4545	0.68755		
	200 and+	3	3.0000	1.00000		
	Total	57	2.3509	0.89625		
Green Marketing Perception	1-49	43	3.4806	0.51261	0.274	0.762
	50-199	11	3.4091	0.51417		
	200 and +	3	3.6481	0.13981		
	Total	57	3.4756	0.49746		
Pressure and External Origin	1-49	43	3.5116	0.73183	1.265	0.291
	50-199	11	3.1818	0.56003		
	200 and+	3	3.7500	0.43301		
	Total	57	3.4605	0.69724		
Standards and environmental origin	1-49	43	4.0698	0.43069	3.853	0.027
	50-199	11	3.6364	0.71906		

	200 and +	3	3.6667	0.52042	
	Total	57	3.9649	0.52491	
Responsibility – sensitivity origin	1-49	43	3.6434	0.63160	
	50-199	11	3.4545	0.76409	0.383 0.684
	200 and +	3	3.6667	0.33333	
	Total	57	3.6082	0.64280	
Reasons for implementation of green marketing	1-49	43	3.7505	0.46231	
	50-199	11	3.4215	0.44401	2.284 0.112
	200 and+	3	3.6970	0.36740	
	Total	57	3.6842	0.46612	

As a result of a one-way analysis of variance with the managers of organizations employing workers with different numbers, it is seen that there is not a meaningful difference among their opinions on green marketing perception and reasons for green marketing implementations. However, there is a meaningful difference among their opinions on qualification and sensitivity which is a sub dimension of green marketing perception and standards and environmental origin practises.

In order to determine in which groups there is a difference pairwise comparisons are done with Tukey test and the results are given below:

Table 13. Results of Tukey Test

	(I) Personnel	(J) Personnel	Avg. difference (I-J)	p
Qualification & Sensitivity	1-49	50-199	0.51445	0.116
		200 and +	-0.80879	0.179
	50-199	1-49	-0.51445	0.116
		200 and+	-1.32323*	0.025
	200 and +	1-49	0.80879	0.179
		50-199	1.32323*	0.025
Standards and environmental origin	1-49	50-199	0.43340*	0.035
		200 and +	0.40310	0.374
	50-199	1-49	-0.43340*	0.035
		200 and +	-0.03030	0.995
	200 and +	1-49	-0.40310	0.374
		50-199	0.03030	0.995

As shown on Tukey Test Table, when the managers working in a business employing a staff of or over 200 are compared to managers working in a business employing a staff of 50 – 199 it is seen that opinions of managers in the first group on qualification and sensitivity that is the sub dimension of green marketing perception are significantly higher (more positive) than the managers' of the second group. In addition, managers of businesses with the number of employees between 1-49 think in a more positive way on the standards and environmental origin green marketing implementations than the managers of businesses working with 50 – 199 employees.

5. Results and Discussion

Green marketing is perceived as an advertisement of environmentally sensitive products by a lot of people. However, green marketing, is a much more comprehensive concept including all stages from the production of all goods and services to after-sales promotion. It is only possible for businesses to survive in case they produce environmentally friendly products. When the participants of this green marketing implementation study are analyzed in terms of demographic characteristics, the following results are obtained:

- The majority of participants involved in the study, are marketing managers with percent of 26.3%. Managers and company owners are with a number of 19.3% in the second place in this category..
- The majority of the participants (54.4%.)have university-level education.

- When the distribution of the number of staff working in the firm is analyzed it is seen that; 1 -49 employees work in75.4% of the businesses while 50-199 work in%19,3 and more than 200 people are employed in 5.3% of the businesses.
- When the businesses are examined in terms of the duration of activity, it is seen they have been active in an average of 15 years. The minimum duration of activity is 5 and the maximum is 42 years.
- When the views of participants on green marketing and the reasons for implementation of green marketing are analyzed, the following results are obtained:
- When the replies related to green marketing perception are examined, it is clearly seen that the judgement' the aim of the green ads should be to provide clear, realistic information to consumers about the environmental effects of the product' becomes the most accepted one with an average of 4.36 among the judgements of participants. On the other hand, the judgement "Environmental impact isn 't taken into consideration during production in our organization" becomes the least accepted one with an average of 2.21.
- When the replies related to green marketing implementation reasons are examined, it is clearly seen that the judgements' Social responsibility of organizations and" Increasing concern of safety and health depending on the environment"become the most accepted one with an average of 4.12 among the judgements of participants. On the other hand, the judgement "Management has become environmentally aware" becomes the least accepted one with an average of 3.12
- When the descriptive statics related to scales and sub dimensions, it is understood that the most accepted sub dimension is green advertising practices whereas financial costs related to green marketing come out as the most negative judgement.

Finally when the comparisons related to scales are analyzed the following results are obtained; among the different education level managers, it is understood that, there is not a significant difference with the perception of green marketing, views on green marketing practice and its sub-dimensions. Among the managers of organizations employing workers with different numbers, it is seen that there is not a meaningful difference among their opinions on green marketing perception and reasons for green marketing implementations. However, there is a meaningful difference among their opinions on qualification and sensitivity which is a sub dimension of green marketing perception and standards and environmental origin practises which are sub dimensions of reasons for green marketing imlementations. When the managers working in a business employing a staff of or over 200 are compared to managers working in a business employing a staff of 50 – 199 it is seen that opinions of managers in the first group on qualification and sensitivity that is the sub dimension of green marketing perception are significantly higher (more positive) than the managers' of the second group. In addition, managers of businesses with the number of employees between 1-49 think in a more positive way on the standards and environmental origin green marketing implementations than the managers of businesses working with 50 – 199 employees. There is not a meaningful relationship between the duration of activity of the businesses and the views on green marketing perception and reasons for implementation of green marketing.

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