TOWARD A NEW TREND IN MARKETING MANAGEMENT: GREEN POSITIONING

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ABSTRACT
It can be mentioned that rapid increase in mass production after industrial revolution and prevailing unconscious consumption have caused the deterioration of environmental balance in the world. Today, environment can no longer overcome the pollution caused by man-made factors as it could do previously. Virtually, bearing capacity of the environment has been decreasing day by day. Soil, water and air pollution resulted from various factors, notably fossil fuels, has become a worrying issue and urgent action for the issue needs to be taken. However, it can be clearly seen that consumers' sensitiveness towards the protection for the environment has been on the increase in recent years. Many businesses and firms which would like to benefit from this sensitivity make efforts to be positioned as environment friendly in the minds of consumers. The study gives some tangible examples of green positioning activities of many national and international businesses and aims to be a guide in positioning for the importance of environmental responsibility. Some of the activities of some national and international businesses that can be regarded as green marketing efforts have been obtained and presented after scanning their latest periodic reports, news covering them, advertisements and official web sites.

Key Words: Green Marketing, Green Positioning, Management Environmental Pollution, Environmental Sensitiveness

1. INTRODUCTION
When the point that societies arrived in our day is observed, it is clear that technological developments play a significant role. Especially right after Industrial Revolution, it can be stated that science and technology that simplify human life in indispensible way and still continue to simplify have reached its golden age. It is also clear that technological development has brought along incredible developments in production process following Industrial Revolution. In line with the pace of such developments in technology that leaves its mark on our century, term of “technology era” has also become to be used in our daily life.

Technological developments carry an importance for the progress of societies. Technology brings about considerable changes in human life at societies. However, such a change we experience can be both in a positive way and also be in negative way. Negative influences of technology that simplify human life on our environment can also be observed in a good many fields. Environmental problems can show up in various ways such as air pollution, water pollution, soil pollution and noise pollution. The most significant cause of those problems that our planet which is an indispensible environment for the sustainability of all living creatures experiences is based on human related activities. In periods when population, industry and production-consumption activities are at relatively minor levels compared with these days, nature could cope with environmental problems in its own cycle.

However, nature cannot cope with the human related factors with its own system in our day. Water, soil and air pollution arise from consuming natural energy resources principally fossil related fuels. However, it is also significant to take into consideration that awareness movement has begun to occur in society in the face of such adverse situation. Nowadays, there are a good many books, magazines, articles, documentaries, discussion programs and advertisements, which tackle environmental problems in
media and press. Furthermore, it is also known that individual and mass protests occur against enterprises that lead to environmental pollution in most countries.

In line with all these developments, enterprises that operate in various sectors are anymore aware of the fact that consumers have begun to be more sensitive to environmental problems. One of the most significant reasons of such sensitiveness can be stated as non-environmental applications within production-consumption processes over the years. However, enterprises also observe environmental awareness in consumers. Enterprises are aware of the fact that consumers incline relatively to environmentalist services and products with small-scale marketing research easily. It can be stated that enterprises which carry out their marketing plans by taking this situation into consideration are anymore aware of the fact that being different from others, developing awareness is not based on only common reasons including products’ being qualitative, cost effective or easily accessible.

Nowadays, most of the enterprises are inclined to green marketing activities for a variety of reasons including social responsibility, maintaining or increasing market share, profitability, awareness or creating environmental positioning in consumers’ minds. It is observed that green marketing activities operate at any levels ranging from small-scale local enterprises to multinational giant enterprises holding billion dollars financial turnover. Local and foreign enterprises which surpass a good many countries in terms of financial power engage in a great many activities within the framework of green marketing in recent years. Within the framework of this new understanding coming social responsibility awareness into prominence, contributing to the sustainable development by not harming the environment and unbalancing sensitive ecological balance carries a considerable significance in accomplishment of enterprises. Developing positive awareness in relation to environment has become a significant matter to be discussed for both national and also international enterprises. Accordingly, green marketing activities have continued to occupy an agenda of the marketing staff.

2. GREEN MARKETING AND GREEN POSITIONING AS A TERM

In this section of study, terms of green marketing and green positioning will be dealt with examples.

2.1. Green Marketing Term

Marketing activities have a great influence on society and environment. For this reason, it can be stated that enterprises should carry on the activity responsively to the environmental values with sense of social responsibility. These activities are generally explained as green marketing or environmental marketing in literature. Green marketing can be defined as development and implementation of marketing programs designed for reinforcing environmental image of the enterprise. (Botha et al., 2007:12). From another point of view, green marketing can be explained as marketing activities performed by bringing environmental benefits of product and service into the forefront. (White, 2010:326). Green marketing explains being green in marketing efforts that means understanding environmental matters, being responsive to such matters, contributing in balancing unbalanced resources allocation and abstaining from behaviors damaging in social aspects within the matter of all marketing decision and implementations. Green marketing consists of using social resources efficiently and productively, not polluting these resources, preserving them, observing healthiness and security of those who will use and consume these resources and staying out of deceptive and misleading efforts (Torlak, 2009:111).

Green marketing refers planning, production, enhancement and encouragement of products and services that do not harm but do contribute to the environment and ecological sustainability at all stages (product planning, packaging, pricing, branding, distribution channel,
personal selling, advertisement, rendering of services etc.) during undertaking marketing activity. When the term “green marketing” is stated, it evokes lots of different thoughts in the mind of people. First of all, it generally evokes commercial messages and consumer behaviors reflecting concerns in relation to effects of production and consumption on natural environment. It can be stated that green consumer with concerns in relation to situation of environment is aware of the fact that overconsumption has an effect on environmental destruction. (Todd, 2004: 88). From this point of view, green marketing encourages consumers purchasing products more environmentally friendly and holding the same or better price and performance than its alternative. (White, 2010: 326).

In our day, there are a good many activities, discourses, warnings or suggestions performed regarding green marketing in lots of written and visual media. According to Boone, Bone and Kurtz, (2012) green marketing activities are not essential merely for producers, consumers and environment but also for sustainability of enterprises and enhancement of profitability. It can be stated that enterprises which do not implement green marketing activities or ignore those activities are subjected to disappear. (Bone and Kurtz, 2012: 115). According to Patrick Cescau, CEO of Unilever (www.unilever.com), if transmissions do not make investment for protecting their environment where they conduct an activity by ignoring the effects on society and environment, they lose their sustainability. From that point, we comprehend that environmental approach is indispensible for enterprises and significant messages are given for managers in that matter. (www.unilever.com).

A good many American consumers are conscious of the fact that their preferences about product and service buying have an influence on environment and they are directed to products are alleged to be environmentally friendly. Surveys conducted recently demonstrate that most of the consumers are directed to environmentally friendly products. Most of the consumers responsive to environment admit to pay 5% or more. These consumers believe that there are less adverse effects on environment by purchasing product or service launched as environmentalist in advertisements. Producers respond to this attention by developing more environmental products and environmental features of products and services come to the forefront in advertisement activities. (White: 2010: 325-326).

What is explained above means that enterprises who wish to have a place in markets in future comprehend needs of consumers and carry out these needs in the most appropriate way. These enterprises should also take into consideration being sensitive to the environment. Furthermore, it is understood from what has been mentioned above that marketing activities should also offer more reliable product and service to the consumer ecologically in terms of technological innovations.

2.2. Green Positioning Term

Green positioning refers to the method that any enterprise shapes and transmits itself and its products different from its competitors in the minds of target market. (Meyer, 2001: 4). It can also be stated that the name of Ries and Trout’s book (1981) which is written in 1981 (The Battle for Your Mind) (Ries and Trout, 1981) is actually given in accordance with the definition of positioning. According to this definition, positioning is explained as war made against competitors in the minds of consumers. Positioning is not only limited to the products but enterprises should also be positioned as much as products especially in green matters. Because image and plausibility of the enterprise is paramount clause for the sale of green products successfully. However, instead of what is positioned, how the enterprise is positioned and who is targeted are significant subjects that should actually be dealt with. (Meyer, 2001: 4).

Selecting not only customers but also other groups as a target carry an
importance in green positioning. Since some of the significant resources in relation to the environment consist of actors which actually have no place in market such as nonprofit organizations, media, legislative-executive organs. Hence, to provide support and not to be exposed to an intensive pressure at least, these actors should be included into the targets of positioning. However, by taking a decision on green positioning, to which positioning type from an aggressive positioning and defensive positioning should be decided shall ensure more effective conclusions. While, in defensive positioning, any enterprise highlights that it acts in accordance with rules specified in relation to environment for defending from any pressure of the public and pay attention to green, in an aggressive positioning, enterprise cooperates with the oppressive groups. (Meyer, 2001:4).

3. CHALLENGES EXPERIENCED IN GREEN POSITIONING and POINTS THAT SHOULD BE TAKEN INTO CONSIDERATION

Any trivial mistake of enterprises regarding service or product offered for consumer can, occasionally, lead to image loss at significant level and consequently lead to make a loss for enterprise. Within this framework, positioning efforts are planned and implemented in green marketing, there are some details that should be taken into consideration. In the event that the fact of any enterprise’s alleging that its products and services are green refutes, this enterprise runs into difficulty and by taking into consideration the possibility that these activities harm the enterprise instead of having it attained the goal, it is essential that green positioning activities are based upon scientific basis.

Misapplied marketing strategy can be exemplified in various ways. (North, 1997: 50). French chemistry giant that lost the market share of its product to the German competitor’s detergent without phosphatic attacks against German firm with the idea that detergent without phosphatic is not a green product and it also equipped thousands of advertising signboard across the country with signboards and posters demonstrating the dead fish on the surface of rivers as victims of detergent without phosphatic. However, this attack which is thought as unfounded by scientists and journalists backlashes and consequently sales of the firm that carried out an attack fell progressively. Another example (Esty and Winston, 2009: 1) can be given in relation to Sony, world giant. Transportation of play station game systems that Sony will distribute across the Europe was blocked by Netherland government only several weeks before gift market livened up at the beginning of 2001 and 1.3 millions of play station game systems were kept in storerooms instead of standing for sale in store racks. Since, it is established that there is a toxic substance, cadmium which is at intolerable levels for the health of people in the play station cables. Accordingly, Sony made a move and sought solutions and then it reached an agreement with new supplier following broad research. However, cadmium crisis lead to 130 million dollars loss for Sony. In line with this incident, Sony stated that it would not use noxious substance for environment and people in its products and now it maintains its leader position among environmentally conscious enterprises (Esty et al., 2009: 1). When the examples given above are considered, it can be stated that enterprises which departs with the assertion of green product and service should be aware of challenges they will encounter in order to not make a mistake in planning and implementation process and accordingly they should take precautions beforehand. On the contrary, it can lead to substantial material damage and image loss as in abovementioned examples.

Factors that should be taken into consideration during marketing activities process for green positioning can be stated as follows (Pirakatheeswari, 2009):

- Green products require costly, renewable and recyclable raw materials and provisions.
- Green products require considerable investments for
research and development activities and also require high technology.

- Green products require costly water purification and treatment.
- Most people are not able to be informed about green products and their use.
- It cannot be stated that most consumers are eager to pay extra money for green products.

As easily understood from abovementioned statements, it can be stated that one of the challenges that comes to the forefront in green marketing activities is high cost. For enterprises that have such opportunity, there are some factors that need attention for accomplishment of enterprises on green marketing activities. These factors are given as follows: (Gordon, 2011):

- Enterprises should prove their own assertions. Since customers can have a doubt about advertisements in relation to green products, it is of significance that they should be induced that ecological benefits alleged in advertisements are real.
- Pricing should be conducted in the correct way. Even if a good many green product customers admit that they pay much more for green products, they indicate that one of the significant factors is an affordable pricing. Consumers wish quality products useful for themselves and for environment and also products they can afford. Implementation of an affordable pricing following that enterprises examine their competitors’ price can result in accomplishment of these enterprises.
- Customers require personal benefit such as being healthy and cost-effective regarding products. Any product protecting the future of our planet can attract an attention of customers and customers will demand products which provide themselves personal benefit much more. For example; organic vegetable or fruit produced with less pesticide and without harming to environment can be more commonly preferred by customers with the idea of protecting customers from chemical substances. (www.entrepreneur.com).
- Independent of scientific findings, desiring advantage for any product or service only with its environmentalist nature and also with assertions of being green product in market can be risky. Environmentalist nature may not be reason for purchase on its own. It cannot be stated that products and services that will contribute to the environmental improvement can be marketed on their own. However, when combining products and services with value and performance, it can work out. Therefore, market marketing target is directed not only to environmental benefit but also to the performance characteristic of the product. Giving clear, plain, brief and consistent messages would lead to positive conclusions (Dorf, 2001: 133).
- If required qualifications regarding environment in products and services are provided by enterprises, consumers can also act in favor of these products and services. Enterprises require enhancement of their products’ environmental performance in order to consolidate their brand value. (Yu-Shan et al., 2009:307).
- New business models should not disrupt life-style and cultures of local community in the enterprises ‘sphere of activity. In this case, it can be stated that what is required is an effective combination of local and global information. (Prahalad and Hart, 2002).
- Adding green assertions and eco label to the marketing strategy of any enterprise which has competitive nature in terms of price, quality and performance enhances brand image and they can also protect market...
share among enterprises’ consumers having environmental consciousness. However, remarkable matter in the beginning is indicated as plausible nature of enterprises’ green assertions. Enterprises carry out this via certification process which proves that they produce their products with ecological approach. Eco-labeled product belonging institution submitting certificate would influence on consumer’s choice. (www.business.gov).

4. GIANT ENTERPRISES and GREEN POSITIONING EFFORTS

It can be stated that global warming emerging with disruption of ecological balance has a relation with non-environmental production and consumption approaches to a large extent. Hundreds of millions of motor vehicles consume products harmful for environment including diesel oil obtained from petrol, gasoline and lpg. However, some giant enterprises across the world which also substantially harm environment during their production and consumption cycle get reactions from society due to such situations. Fight of Kivalina country, Alaska, well-known as one of the victims of global warming against giant enterprises can be given as an example to this reaction. People from Kivalina whose land clears away gradually sue for 400 million dollars damages to 24 energy giants since these firms lead to global warming. Escalated storms, surges and melting of icebergs as a result of global warming result in soil erosion in this little country and houses of country with 55 households encounter to stay under sea and demolish within several years. However, 400 Kivalina people have become heroes of this case at world agenda for their countries staying under sea in consequence of global warming. Peasants who presented a case demand from enterprises to compensate 400 million dollars damages stemmed from enterprises’ causing global warming and consequently harming Kivalina. (www.ntvmsnb.com).

Thanks to people across the world, what kind of defense these enterprises develop against such adverse image of these world giants that are considered as the most significant reason of global warming in consumers’ mind and what kind of activities these enterprises should carry out carry an importance in terms of their sustainability. What kind of activities these enterprises should conduct within new positioning efforts by shattering this bad image emerging in consumers’ mind carries an importance for surviving. In the next section of this study, green positioning activities of some national and international enterprises will be exemplified as follows.

4.1. Green Positioning Efforts

It can be stated that 21th century when mass-market of societies emerged, mass production increased considerably in order to meet these needs and world population reached to 6 billions is a period of time when incredible developments were experienced. With these developments encountered, environmental and social result of unquestioned economic growth shows up in a quite clear way. Upsurge of greenhouse gas, ozone layer depletion, destruction of rain forests, endangered animals and destroyed ecosystems can be given as example to this adverse table. Nowadays, production, consumption and finding sustainable ways to survive carry a considerable importance for people from now onward. Sustainability, vision shared by several environmentalist groups in the past is, at the present time, among the most significant agenda items of approximately all enterprises (Baker, 2003: 726). Foremost international enterprises show awareness about environmental matters at every stages of marketing activities and green positioning is among indispensable activity matters of enterprises for several years. Instead of the fact that enterprises put up with environmental responsibility
and risk-taking costs and focus on environment, they utilize profit and growth opportunities by focusing on environmental sustainability anymore. (Esty et al., 2009: 124).

Popularity of green assertion is increasing day by day. Foremost enterprises from all industries respond to the call for protecting planet. Marketing campaign of Chevron named “Human Energy”, “Carbon Neutral” Project of Volkswagen explaining environmental effects of carbon to motor vehicle holders and “Green Works” marketing campaigns of Colorox in relation to natural cleaning products produced without renewable and petrochemical substance can be given as examples for responsive behaviors of enterprises on environment. The announcement of environmental organic foods, recyclable papers and hybrid vehicles’ significance for environment to the world in award ceremony of 2007 Oscar Academy Award Board associated with Natural Resources Defense Council which was broadcasted to thousands of millions people as live performance can also be given as examples. (Cole and Carly, 2008:1).

There are some other examples below for green conscious positioning activities of national and international enterprises thanks to environmental approaches:

• Domino’s Pizza serving out pizza with electric motorcycle aims at creating environmental positioning into the customers’ mind by means of both its being less noisy and also environmental service opportunity which does not lead to air-pollution. (Kurtz et al., 2009: 114).

• Starbucks presents Ethos mineral water, its own brand to the customers and transfers 5% of income acquired from the sale of each mineral water to its 10 millions dollars project launched to improve potable water conditions. (Kurtz et al., 2009: 114).

• Wal-Mart provides a great quantity of electricity consumed from solar cells and it also have lots of working shops which provide the energy it used from sustainable energy sources. (Kurtz et al., 2009: 114).

• General Electric made 1.5 billion dollars investment in order to come to realize its project named “Ecoimagination” launched to generate clean technologies. It also announced that this venture which runs 17 environmentally-conscious products development project including jet engine and generator that consume less oil and are more effective will double up its budget till the end of 2011. (Kurtz et al., 2009: 114).

• Both as green positioning activity and also for cost reduction, HP uses recycling plastics obtained from cartridge, its own production in order to produce new cartridges.

• HP has reprocessed cartridge with millions dollars cost via recycling till it acquired patent of technology it produced for recycling of laser and inkjet cartridge refill. Recycling, on the one hand, provides benefits by protecting sources belonging society, on the other hand, it diminishes waste which is, at the same time, significant environmental pollution factor. For this reason, updated marketing strategies are anymore conducted in enterprises and global effects of decisions taken should also be taken into consideration. (Kurtz et al., 2009: 112).

• Sun Microsystems, one of the prominent technology firms launched to communication server production with less energy consumption in order to bring its environmentally conscious nature into the forefront. According to Sun Microsystems CEO Scott MCnealy, costs of sustainable growth strategies in computer world have diminished considerably. (Esty et al., 2009: 124).

• In parallel with the technological developments, computer cycle in markets renews continuously and old computers have become waste.
Reason of why Dell, one of the foremost enterprises across the world in the matter of production of computer hardwares set up Asset Recovery System is to avert this situation. Dell purchases used computers by reaching customers who need hardware and software cleaning. It takes apart computers after memory deleting and then reutilizes some parts after fixing them. Thanks to this system, 1% of computers becomes waste and contributes to the sustainable environment (Esty et al., 2009: 124).

In his speech in relation to 21th century definition during meeting hold in Arkansas, USA, Lee Scott, CEO of retail giant of USA, Wal-Mart which comes first in In Green Confidence Index determined according to the survey participated by 2500 American citizens each month explains that they will focus on improving environment conscious of enterprises much more. Wal-Mart, well-known as sixth most valuable enterprise across the world, embarks on an enterprise continuously with its hundreds of suppliers it promotes about %100 cotton baby dresses, certificated and sustainable water products, recyclable packaging and wrapping services, workplaces with less energy consumption and green products and it also plans to use annually 500 million dollars fund in order to promote and use environmental technology in its 5000 stores (www.greenbiz.com).

Prius, hybrid car of Toyota which uses both electricity and also gasoline is stated as the most successful environmental technology. In spite of the fact that it merely constitutes %3 of its total sales, Prius enables Toyota to be well-known in the matter of producing a significant environmental innovation and it also sets an example for other enterprises in this matter. (http://www.toyota.com).

Within the scope of environmentally friendly plaza construction project of Toyota Europe, environmental plazas constructed in Austria and Slovenia as pilot area together with French are demonstrated as leader and precedent initiative regarding environmentally friendly designs and constructions. Within the framework of “Sustainable Plaza Program”, Toyota Europe launching 50 new environmental plaza Project in 13 countries in Europe aims at reducing energy consumption, water consumption and CO2 emission of strong dealer network including 3000 plazas together with new plazas. Toyota, first automobile producer implementing environmental criteria in its plazas aims at reducing carbon footprint and also operational expenditures of its dealers in the long term. Toyota plaza which is inaugurated in La Rochelle, French city is demonstrated as an sound proof for gains obtained with environmentally friendly buildings (www.hurriyetoto.com).

• ABB, electrics equipment and automation business, uses “We Help Customers Use Less Energy To Be More Productive” motto in its advertisements (www.abb.ca).

• Product packets and napkins of McDonald, one of the foremost enterprises across the world, are produced from recyclable papers (http://www.mcdonalds.com).

• Together with its 200 millions dollars promotion campaign, British Petroleum, second biggest petroleum giant of the world changed its name to BP and its motto “Beyond Petroleum” is engraved in memories. With the motto “Beyond Petroleum”, it underlines not only carbon natural sources harmful for environment such as petroleum and also sustainable sources such as sun,
wind, hydrogen. To that end, BP changed its logo to the sun glow which has more environmental appearance with colors including green, yellow and white. Advertising signboards proudly announces that BP is the first petroleum firm that is aware of global climate change risk and believes alternative energy. With newspaper ads, it is announced that BP takes part in various environmental activities (David Vogel, 2005: 65).

- Garanti Bank, one of the leading banks in our country, makes a contribution to environmental projects of WWF (World Wide Fund for Nature) by means of points earned by its customers’ spending with its new environmental credit card. Garanti enables its customers to subscribe to nature protection activities with bonus it provide with this credit card. Furthermore, by organizing special discount campaigns for environmentally friendly products each month, it focuses on increasing uses of these products (www.cevrecibonus.com).

- Eti, another national firm, uses some part of profit obtained from each Burcak biscuit for financial support to the projects launched in order to save Konya basin from drought (http://www.etietieti.com/).

- Turkcell, leader GSM operator in Turkey, provides considerable energy saving thanks to wind turbine towers consuming wind and solar energy by conducting a project which enables use of wind turbine in GSM towers for the first time in the world. In its 217 stations, Turkcell meets electricity need from either wind or solar energy. An investment of Turkcell for environmentally friendly systems exceeds 10 million dollars (www.ekoayrinti.com).

- NTV, one of the national news channel, has begun sense of green broadcasting with new Project. In “Yeşil Ekran” broadcasted in NTV, some matters in relation to ways of preserving an environment and ecosystem are dealt with and also such news is broadcasted in the evenings. Such programs prepared for preserving the environment and ecosystem including “Yeşil Rehber”, “Yeşil Haberci”, “Yeşil Ekonomi”, “Yarin Icin Simdi”, “Dunyayi Kurtaran Kadın”, “Denizde Hayat”, “Yeşil Mutfak” are broadcasted (www.ntvmsnbc.com).

- BİM which is the biggest retail stores chain in Turkey aims at creating an environmental positioning in its customers’ mind by placing battery collecting boxes in order to collect flat batteries which lead to considerable damage for environment and by using recyclable and biodegradable bags in its all stores (http://www.bim.com.tr/).

- Migros, one of the foremost shopping centers in our country, offers fabric market bags, more environmentally friendly and which are used for so many years for sale at reasonable prices instead of plastic bags (http://www.migros.com.tr/).

As it is understood from the examples above, enterprises, anymore, began to act more responsible for the environment all over the world and they also struggle for introducing environmental applications in all fields of its activities. Environment carries an importance for the efforts of enterprises’ positioning itself. Since environmental conscious of consumers may have an influence on consumers’ position to both product and also enterprises. Henceforward, consumers prefer environmental-friendly products which do not harm environment and not influence their health adversely. Consumers’ being more and more conscious requires enterprises being more responsive for environment. On the contrary, as it is understood from these examples, it cannot be stated that enterprises continue to run for a long time within competitive market mechanism of enterprises.
5. CONCLUSION

A good many enterprises struggle so profoundly and planned for introducing itself to consumers as environmental-friendly which can also be called as “green”. These efforts can be seen as indicator of the fact that consumers are, anymore, directed to environmental-friendly products and services and they began to be more conscious and responsive day by day. In examples above, it is clear that some of the foremost enterprises in the world and Turkey struggle for bringing their environmental and green nature into the forefront when they want to position themselves.

Environmental positioning efforts set forth the level green marketing has reached. National and international enterprises operating in our country should know the fact that our country is the one which will be affected from global warming mostly and that, in line with this reality, they should know the need for developing green marketing strategies. Because, recent news of weather conditions that our country experienced such as great flood disasters, so warm and cold weather which does not appropriate for seasonal normals, drought, environmental disasters, ecological unbalance, adverse effect on natural habitat, extinction of some animal and plant species is still in written and visual media. It is forecasted that such news will raise awareness of consumers in our country and direct these consumers to the green products and services harmless for environment as seen all over the world.

As seen from the examples about domestic and foreign enterprises, rapidly-developing environmental approaches are observed with regard to both producers and also consumers in the world and in our country. Now, it is possible to claim that enterprises of today face with more conscious consumer. Even, there are some responsive customers who pay much more just for environment-friendly products. A good many enterprises comprehend that they will not maintain their existence if they do not attach an importance to green marketing. Enterprises, especially aim at increasing their growth and market share should take the green marketing applications into consideration during developing product, marketing research, developing new marketing strategies, which means within all stages of marketing in a nut shell. Thereby, it can be stated that enterprises may get a chance to make a considerable move and they may also contribute proliferation of green responsibility and green concept namely for consumers and also for other parts of society. Accordingly, it can also be stated that enterprises may contribute for efforts regarding the protection of an earth against environmental disasters.

A good many national and international enterprises should be aware of competitive benefits of green positioning. Positioning efforts within the scope of green marketing activities allowing for creating awareness in relation to enterprises’ protecting environment enable enterprises to benefit from the desire of consumers regarding protecting environment and contributing its sustainability and thereby help to sustain their existence in the market.

What is mentioned so far means that enterprises in Turkey should also be involved in green activities like giant international enterprises. Green image of enterprises for public is seen indispensible for their future and surviving. Therefore, green marketing activities can be considered as great opportunity for creating awareness in products and services for a good many enterprises in our country and for positioning remaining at the forefront with its environmental nature in customers’ mind.

REFERENCES


