

# Green Marketing Activities to Support Corporate Reputation on a Sample from Turkey

Ugur Bati<sup>1</sup>

<sup>1</sup> Borsa Istanbul, Istanbul, Turkey

Correspondence: Ugur Bati, Corporate Communications Director, Borsa Istanbul, Istanbul, Turkey. E-mail: [batiugur@gmail.com](mailto:batiugur@gmail.com)

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## Abstract

In today's world of competition, companies are under pressure to produce environment-friendly products and services. As consumers get more sensitive on environment protection, their purchasing behavior develop on that direction as well as. Under these circumstances, a concept called "green marketing" is widely discussed in both academic and industrial circles. Green marketing is basically the promotion of environmentally safe and beneficial products; it also includes the development of ecologically safer products, recyclable packaging, green promotion activities and green labels. Moreover, it's claimed that there is a correlation between green marketing and good corporate recognition.

The purpose of the study is to investigate relationship between green marketing activities and corporate reputation on the sample of Aygaz, one of the most important energy and LPG Companies in Turkey. For this purpose, a well-prepared questionnaire complying with the literature was carried out on 526 participants who are automobile drivers in different regions of Turkey. Research data is evaluated in the program of SPSS with t-test, factor, frequency, correlation and variance analyses. According to the results of the field study, 87.3% of the consumers have stated that there is a relationship between the green marketing activities and the corporate recognition. In the research results we do not reveal any direct relation between the consumers' purchase preferences and green marketing practices in the sample of Aygaz brand.

**Keywords:** green marketing, green consumers, corporate recognition, corporate social responsibility

## 1. Introduction

Swedish automobile producer Volvo entered into Japanese market in 1996, promoting environmentally friendly production, driving and recyclable qualities of each model. Volvo reached up to 24.000 cars per year from 20.500 cars per year and increased market share by 17% in Japan, due to environmental friendly promotional messages. Although it is hard to establish a quantifiable relationship between increasing number of sales and environmental performance, Volvo strongly believes that environmental performance has an outstanding effect (Erginel, 2001, p. 51). Volvo applies the same strategy in European, Australian and American markets. McDonald's, being criticized on its environmental insensitivity, cooperates with United States Environment Fund and develops environmental action plan at 42 spots. German automobile manufacturer Mercedes, trains customers on how to drive more effectively to reduce carbon emission 60% and promotes using bicycles instead of driving in another advertising campaign.

As another example, Yahoo launched a web site calculating amount of carbon emission. Anybody can access the site to calculate how much carbon emission he or she personally produces. Sony, the Japanese technology giant, launched a special program called "Greenplus Project" aiming to increase environmental performance of Sony products. Through environmentally friendly criteria set forth in that Project, over 500 Sony products are granted by "Greenplus" label until the spring of 2000. Therefore, Sony market share in the Netherlands gradually increased within years (Elwood & Case, 2000, pp. 70-94). Another example from Turkey; Garanti Bank Bonus Credit Card users can donate a range of 10%-30% of the bonus points to the WWF-Save the Natural Richness of Turkey. The credit cards are produced with minimum plastic and dissolve much faster in nature. Recently, we can see many examples like that in several corporate production and marketing activities. Definitely such developments are not merely to comply with the ethical requirements. At least we must focus on the basic motivation of that approach.

In today's intensively competitive markets, managing corporate images and having corporate communication as an effective managerial performance is a crucial competition criteria. The indicators of the corporate recognition are defined as the ethical standards, culture, vision and the corporate identity that include them all as well as the environmental sensitivity. Especially in the last thirty years, the corporate attempts regarding social and physical environmental relationships and increasing information and awareness bring along a revolution on "green" executions as well as manufacturing and marketing practices. Accordingly, as we see in the examples above, we notice "ecological marketing", "environmental marketing", "green marketing", and "sustainable marketing" concepts in the literature. "Ecological marketing" indicates a specific and limited frame defining the marketing activities regarding the technological prevention of some environmental problems like termination of energy resources, receding forest areas, pollution etc.

### *1.1 Immersion of the "Green Marketing" Concept and Approach*

The concept of "Green Marketing" does not merely consist of green marketing activities. It is related to manufacturing, packing, labeling and logistics. Globally recognized socio-economical and political developments lay beneath the immersion of that approach. Bhopal, the biggest chemical catastrophe in 1984, followed by Chernobyl meltdown in 1986; environmental pollution caused by Exxon-Valdez tanker in 1989 are the incidents that bring attention to the environmentally friendly, ecological production and the corporations working on that concept. Global warming and the ozone depletion are worth mentioning in that context. As the media discuss those incidents, Civil Society's efforts to increase global awareness are important.

"Green Marketing" concept appears in the literature in mid 1970's for the first time. "Green Marketing" is first discussed in an "Ecological Marketing" seminar organized by American Marketing Association (AMA) and it implies studies on positive or negative impacts of marketing activities on the natural pollution, energy consumption and waste of other resources (Erbaşlar, 2008). We must mention the very significant social and economic backstage for the development of this approach. A marketing attitude of that sort can be determined as one of the reflections of the social marketing which is not only limited by merely the customer satisfaction but also acting on the vision of considering the social information. In 1970's the concept developed by Philip Kotler & Gerald Zaltman the company determines the needs and demands of the target markets and fulfils the customer satisfaction more efficiently than the competitors do, also aims to increase the prosperity of the consumers and the society (Kotler & Zaltman, 1971, pp. 3-12). There are intensive social and ethical standards in mass marketing. The first company which practically applied the concept theorized by Kotler and Zaltman is The Body Shop having 1500 branches in 47 countries. From the early years of establishment, the company produces cosmetics from natural raw material, supports developing countries, campaigns for survival of rainforests, and participates in social responsibility projects (Kotler, 2000, pp. 25-26).

Managing scarce resources become harder by global production mechanisms and being environmentally friendly turns out to be the major aim of the progressive companies. Therefore, the marketing approach begins from the production level; the company tries to reach the customers through "green marketing" focusing on the environmentally friendly profitability. This approach, as a management process, assumes the responsibility of defining, directing and satisfying the social and customer needs profitably and sustainably. It aims to meet the total quality standards while responding to the gradually increasing expectations of the target consumers in line with the expanding consciousness on "green" consumption (Blythe, 2001, p. 306). The green marketing activities and all kinds of nature and environmentally friendly marketing must meet the consumer's needs and demands with minimum negative effects on the environment through the whole process.

Motto of the Sony; "Ecological concern, is the environmentally friendly way of thinking that lays behind and affects all the components of our products, all the production, delivery and recycling processes" best expresses the ideal environmental approach of the company. Requiring consumers' consciousness also creates a change of customer behaviour. Consumer consciousness is required to increase the demand. To serve that purpose market surveys have to be made, new strategies and marketing communication activities have to be developed. Under these circumstances, green marketing approach aims to reflect the ecological reality instead of concealing it and works hard to strengthen the corporate image. Along these lines, we need to mention why the green marketing is preferred by the companies. We see 5 different reasons in the literature (Warner, 1996):

- 1) The companies think the green marketing activities are efficient ways to reach today's consumers.
- 2) Not only the social participants but also the contemporary foundations of the state motivate the companies to develop environmental awareness by various inducements and constraints.
- 3) The green marketing activities are the indication of social awareness of the companies. Such activities develop corporate image positively in terms of in-house and external customers.

- 4) Cost factors of production, logistics and waste management urge the companies to revise their attitude.
- 5) The companies use their environmentalist activities as corporate privilege tools and pressure the competition on that aspect.

### *1.2 Green Marketing Strategies*

To become a distinctive concept, green marketing must have specific functions and strategies. Although these strategies are named differently in the literature, the consensus is on the 5 titles as follows: The Green Product Strategy, The Green Demand Strategy, The Green Pricing Strategy, The Green Distribution Strategy and The Green Labeling Strategy (Uydacı, 2002, pp. 56-60). While mentioning these strategies, we must assert that “green marketing” initially emerges from consumer needs. When we talk about “green marketing” we have to mention “green consumer”. While previously interested only in purchasing and consumption, nowadays conscious consumers are interested also in the details of production process including how they consume scarce resources and discard waste material. This group of conscious consumers is called the “green consumers” (Speer, 1997, pp. 45-49). As the number of the “green consumers” increase, a new market emerges even when companies retreat in their production and marketing functions. Today’s consumers have healthy living expectations with respect to nature and environment. We are in the trend of healthy and natural life. Leaving aside the unhealthy, readymade food and beverage, we are aware of the risk of hormone injected fruits and vegetable we buy in the supermarket. We remember the recent discussion on Genetically Modified food. The most valuable product for the consumer is the one which has minimal negative effect on nature.

We come across examples of green production strategy in many sectors. Instead of factories emitting poisonous smoke from their chimneys, we see brands investing in filtering, using recycled material in production, and marketing environmentally friendly products. Heinz, the packaged food brand, contributes in saving the resources by using recyclable catch-up bottles. Personal wellness brand Natura, provides raw materials from the Amazons, employs locals in production phase, therefore part of its profit is invested and distributed in the region. The second strategy starts here: The efforts to produce the green products and sustaining the service. The defined consumer structure and the “green” messages that meet the consumers’ demand and need are significant components of today’s marketing communication (Roberts, 1996, pp. 217-231). Besides employing the traditional promotion combinations, the strategies of green promotions also employs the green media tools, tries to normalize the green products rather than making green the normal products (Grant, 2007, p. 108). We must put forward some striking examples here: Harvey manufacturing pure organic cotton t-shirts in UK is recognized as a ‘cool’ brand. Even the young consumers have a special sympathy for Harvey. Digital Technologies and camera producer Canon, pays 50 cents to the Nature Conservancy organization in USA per each recyclable laser printer box. Canon uses that as a marketing communication instrument.

We frequently see the positive campaigns against Global Warming. The examples are Ford’s “a better world” and Wall-Mart’s “change the world” campaigns. As another example, to compete with the “green detergents”, traditional brands like Fairy stress biologically fissionable message to the consumers. Moreover not only in traditional advertising channels but also in digital Networks and social platforms there is a concept of “Green 2.0”. This network can be defined as the “Green Citizen Movement”. In this network, the citizens and consumers are active in trying to increase environmental consciousness. Another green marketing strategy is green pricing. The strategy drives the consumers to buy nature friendly goods that are less costly due to savings on production costs. While green pricing is a strong competitive advantage in equal pricing, if the prices are lower than the green prices the consumer awareness is triggered. The promotion of the differentiated green product is a reversing factor of the price disadvantage. As per the survey results, the consumers pay %10 more in purchase of the environment friendly goods (Düren, 2000, pp. 209-210). The green packing and the green labeling are the other variables on that aspect. Packing is a worldwide important issue on mass pollution. Therefore, the producers easily present another cause to buy for the consumers. The use of the recycled material or omitting external packing for the convenient group of products, does not affect the product specialty or its performance. On the other hand, special packing alternatives depending on the type of paper and nature friendly multi use production are also among the affecting factors.

Estee Lauder’s recyclable packages are the examples of that. It is worth to mention that Estee Lauder produces natural products and is against animal casualties in testing period. A survey held by Marketing Intelligence Services in 1991, reveals that in USA, 13, 4% of the recently packed goods are claimed to be environmentally friendly and the ratio goes up to 44% in domestic goods (Mintu-Wimsatt & Lozada, 1996, pp. 65-74). Certifying environmentally friendly production and packing of the goods, participating in the “eco label” are important tools of marketing. Finally the green distribution is the logistic support of the environment protection. Less fuel

consumption and more consumption of clean oil are considered in distribution phase. Employing new delivery and pick up channels is an expected development considering environment protection in distribution.

### *1.3 A Relationship between the Corporate Reputation and the Green Marketing*

Corporate reputation of the institution is one of the most important assets and is a real strategic value for a company (Flanagan & O'Shaughnessy, 2005, p. 445). This reputation is an important component of corporate identity; it is a unique competitive advantage because of the difficulty of imitation at the same time (Carmeli & Tishler, 2005, p. 13).

In Dawkins and Lewis' research, corporate reputation factors are described as, product service, brand, quality and business performance. In relation to corporate reputation the autonomy of the institutions should be recognized separately in the studies of communication. The relationship between corporate reputations of green marketing starts at this point. Such a marketing approach, to focus on vision of institution's social responsibility to shareholders is a communication tool (Ottman, 1993, p. 77). Green marketing shares the message that an organization is sensitive, transparent, ethical and accountable. Communication is vital in such corporate social responsibility approaches (Ligeti & Oravec, 2009, p. 38).

### *1.4 LPG as a Clean Fuel and the Green Marketing Practices of the Aygaz*

As a result of too much consumption, oil reserves are depleted in the world. Consequently, air pollution is increasing rapidly. Due to fuel consumption and increased carbon emissions, researchers are focusing on alternative fuels that do not harm the environment. Liquefied natural gas such as LPG is a result of this attempt. LPG (Liquefied Petroleum Gas) is the generic name for Propane and Butane gases. LPG is a hydrocarbon product which is generated in the oil and gas industry. It is produced as byproduct in crude oil refining process. Lately, LPG is often produced as a byproduct of natural gas and constitutes 60% of LPG in the world. Today, especially increased air pollution in the cities has become one of the major problems of the countries. In this pollution, harmful carbon emissions of vehicles used in urban transportation have an important part. In many countries, programs for the provision of clean transportation became popular and research is underway for cleaner alternative fuels.

LPG is known as an ideal fuel for its ease of creation, distribution and control. LPG is very clean-burning fuel it does not require complex and expensive equipment. Due to LPG's positive impact on the environment and for economic reasons, its usage in automotive sector has increased. Many governments, taking into consideration the above mentioned reasons, revised their energy policy and financial incentives to promote the use of alternative fuel. In 1990, worldwide consumption of LPG was 134.6 million tons; 73.3% of this consumption was used in the energy production, 19.5% was in petro chemical industry and 7.2% was in automotive sector. All fuels are considered alternative fuels except diesel fuel and gasoline.

More than 60 countries around the world have 12 millions auto gas vehicles. In Turkey, this figure is close to 2.2 million units. In Turkey, LPG used in vehicles was introduced nearly 12 years ago. Recently, LPG vehicles have seen great interest because of tightened controls and sequential LPG system with the implementation; one of the four vehicles on roads is now with auto gas. In addition, contrary to the predictions, only 12% of LPG vehicles are taxi cabs remaining 88% are private cars. Turkey ranks fourth in the use of LPG in the world and ranks second in the EU. Turkey realizes transformation of approximately 300 thousand vehicles to LPG per year.

The first and largest company in the LPG industry is Aygaz in Koç Group which was established in 1961. Aygaz, as the first and only publicly traded company in the LPG industry which offers LPG supply, storage, distribution, also produces gas appliances and accessories for domestic and international market. Istanbul chamber of industry announced in 2007 that among Turkey's 500 largest industrial corporations, Aygaz ranks as number ten in terms of profit. In addition, according to respected research company GFK, Aygaz is chosen among Turkey's top four brands and one of the best in LPG industry. Aygaz aims to provide high quality and environmentally friendly products as a vision. Aygaz Euro LPG auto gas brand has been created on 21 October 2004 and EU quality standards for LPG has been provided to consumers with the most appropriate formula; TS EN 589. This standard has become mandatory starting from 2005.

Within the framework of corporate social responsibility with emphasis on green marketing elements, Aygaz LPG products are respectful to the environment and they improve communication activities. From the perspective of green storage and distribution, Aygaz provides consumers with advanced filtering system, in line with the standards, specific to the vehicle type, providing clean products. The research lab ODTU oil, conducts regular tests and keeps quality and performance of the products under constant control, and also regularly checks Aygaz stations where filtering systems are developed and sold. Euro Aygaz features clean, high quality tools with high

traction and vibration-free operations. Aygaz offered Turkey's first and only additive Plus LPG for sale at all stations last year.

Aygaz Euro LPG improves engine acceleration by 5.13%, decreases fuel consumption by 3.9% and reduces greenhouse gas emissions by 33.3% due to improvements implemented. Aygaz implemented ISO 14001 environmental management system and VERITAS Broeu (VB) system has been tried by the firm. VB also provides the OHSAS 18001 occupational health and safety management system to Aygaz. Social and environmentally friendly activities, together with ISO14001 environmental management certification, have been targeted in 2002.

In 2003 Aygaz expanded all facilities with ISO 14001. 1996 version of the standard has been replaced with ISO 14001:2001 version.

In 2006 the scope of the document was further expanded and many regional offices were included in the document. Filling plants in operation completed certification by 2007. In 2008, quality, environment, health, job security policies are reviewed and revised in accordance with Aygaz Horizons. Periodic emission measurements carried out in facilities, air pollutions are evaluated according to limit values. Aygaz, besides the green vision for brand promotion, presented to its customers an understanding of social responsibility.

Waste recycling or recovery of waste was licensed in 2007 and 2008. The company was awarded many social rewards in this respect.

Gasoline and diesel also feature more environmentally friendly messages while indicating that LPG is more environmentally friendly.

## **2. Research Design: Green Marketing Activities Related to Corporate Reputation as a Means of Attitude Scale**

### *2.1 The Importance and Purpose of the Study*

The purpose of this study is to reveal the role green marketing activities in corporate reputation. The consumer perspective on these issues, their attitudes and behaviors will be tested.

The understanding of green marketing is a chain of events. Awareness of enterprises in the field of green marketing is related to the development efforts of companies, their culture and environmental factors. Green marketing in this context, is related to lifestyle, and will target the green consumer that would want to use environmentally responsible products. On the other hand, it also aims to expand or create the audience. In this context, an academic study is expected to contribute to consciousness, which is thought to be important. Research as well as marketing and reputation to consumers' green attitudes are important in revealing the scale. Besides, Marmara, East and Southeast Anatolia regions are also included which adds a special importance to the research.

### *2.2 Research Questions*

For the purpose of the study hypothesis, the following questions are defined:

Q.1: How the green marketing affects consumer attitudes and behavior?

Q.2: How green is their marketing activities; corporate reputation as an instrument of consumer attitudes and behavior?

Q.3: What are their thoughts on ownership of LPG? Is LPG available to the participants?

Q.4: Gender differences between the attitudes of the participants in question.

Q.5: Is there a difference of attitude due to source of information toward green marketing?

Q.6: Is there a relationship between purchasing activities and green marketing activities?

### *2.3 Research Methodology*

In this study a survey was conducted to evaluate the relationship between process of green marketing, corporate reputation and consumer attitudes and behaviors.

In the questionnaire, the questions were developed based on the relevant research by Kim & Choi, 2005, pp. 592-599; Biswas et al., 2000, 93-105 and Chamorro & Bañegil, 2006, pp. 11-24.

The majority of survey questions were measured with Likert scale. Pretest results and corrections were taken into account in the final version of the questionnaire. The survey was conducted in Eastern Anatolia, Southeastern Anatolia and Marmara regions. It is performed on 526 participants. The study is descriptive, for the

problem at hand; these problems are related to state variables and considers the relationship between variables.

#### 2.4 Limitations of the Study

Lack of previous work in green marketing, consumer attitudes and behavior draws attention. Turkish literature is lacking. Most of the literature is in English regarding green marketing and corporate reputation. The cost and time constraints could be also mentioned. Nevertheless research in Eastern Anatolia, Southeastern Anatolia and the Marmara region has been conducted on a total of 526 participants.

### 3. The Data Obtained by Research and Analysis of Findings

Consumer demographic characteristics, scale, reliability analysis of the results, t-test, factor analysis, frequency analysis, correlation analysis and variance analysis were carried out. As a result findings are presented in accordance with research questions.

#### 3.1 Demographic Characteristics of Consumer in the Research Sample

The demographic characteristics of the surveyed consumers including their average frequency and descriptive information are provided in Table 1:

Table 1. Demographic characteristics of the surveyed consumers

<b>Sexuality</b>	<b>N</b>	<b>%</b>
Man	408	77.6
Woman	118	22.4
Total	526	100
<b>Educational Background</b>	<b>N</b>	<b>%</b>
Primary school	75	14.3
Secondary school	175	33.3
License	190	36.1
Upper license	86	16.3
Total	526	100
<b>Age gap</b>	<b>N</b>	<b>%</b>
19-25	69	13.1
26-30	149	28.3
31-35	152	28.9
36-45	107	20.3
46-55	49	9.3
Total	526	100
<b>Monthly income (TL)</b>	<b>N</b>	<b>%</b>
501-1000	129	24.5
1001-1500	231	43.9
1501-2000	63	12.0
2001-2500	75	14.3
2501 and over	28	5.3
Total	526	100

As seen from the table; 77.6% of the participants are male whereas 22.4% are female. 33.3% of participants have primary education, 36.1% secondary education and 16.3% undergraduate level. Survey participants have shown homogeneous age distribution with minimal participation from 46-55 age groups.

#### 3.2 LPG Consumers—the Idea of Private Ownership

Table 2 shows that 11.6% of car owners have LPG vehicles. The majority of participants think it is economically ideal. 44.6% of those who thought of LPG as fuel also heard about its environmental benefits. According to the research Turkish consumers consider economic benefit first and then environmental benefit.

Table 2. Opinion of Turkish consumers

<b>Do you constantly use the vehicle?</b>	<b>n</b>	<b>%</b>
Yes	502	95.4
No	24	4.6
Total	526	100
<b>Your vehicle with LPG!</b>	<b>n</b>	<b>%</b>
Yes	61	11.6
No	465	88.4
Total		
<b>Could you make your car LPG conversion?</b>	<b>n</b>	<b>%</b>
Yes	403	76.6
No	123	23.4
Total	526	100
<b>LPG is ideal as the economy in general whether you think?</b>	<b>n</b>	<b>%</b>
Yes	414	78.7
No	112	21.3
Total	526	100
<b>Did you hear the environmentalists of LPG auto gas product?</b>	<b>n</b>	<b>%</b>
Yes	233	44.3
No	293	55.7
Total	526	100
<b>Aygaz LPG auto gas product's environmental did you use at least ones?</b>	<b>n</b>	<b>%</b>
Yes	78	14.8
No	448	85.2
Total	526	100
<b>What is the best source of information concerning products you have?</b>	<b>n</b>	<b>%</b>
Radio-TV	198	37.7
Newspaper-magazine	181	34.4
Internet	147	27.9
Total	526	100

### 3.3 Corporate Reputation as a Tool for Green Marketing Activities Attitude Scale

Drawing on the literature a 28-item scale was created primarily to determine the factorial validity and it was exercised on 304 people. In order to determine the factor structure of the scale, factor analysis and principal axis of rotated principal components was used. According to the results of analysis, load factors are greater than those selected for the second analysis, and have a total of 28 articles. The prime axis of rotated principal component analysis results shows a one dimensional scale. Cronbach's alpha reliability coefficient of the scale as a whole was calculated as (0.86). High reliability over 60% compared to Shao' Cronbach value shows that results are safe.

Table 3. Corporate Reputation as a tool for green marketing activities in attitude scale factor loading of items

Factor No	Point No		Factor Load
1	9	Exchange of environmental damage are not always in my product preferred	,652
2	13	Each manufacturer has a responsibility towards the environment that I believe	,628
3	15	Always purchase environment –friendly LPG brand I prefer	,677
4	10	Aygaz by other oil companies think it is more sensitive toy he environment	,734
5	14	My Aygaz fully needs and requires	,812
6	7	Contribute to the continuity of energy supply of LPG	,635
7	22	Aygaz products by products of other companies did not think the damage to the environment	,633
8	17	I prefer Aygaz because of quality	,554
9	16	Aygaz protect the environment as it supports all operations of LPG I think	,744
10	12	I preferred Aygaz because it would be fuel savings	,598
11	21	Because of the high performance I would prefer Aygaz	,535
12	20	Aygaz is an environmentally friendly brand, I know the web site.	,609
13	8	I prefer the ease of service for Aygaz	,670
14	23	Aygaz is an environmentally friendly brand, promotions because I know.	,663
15	27	Aygaz is an environmentally friendly brand, advertising campaigns I know	,691
16	24	Aygaz is an environmentally friendly brand, I know because of station employees	,611

17	11	Aygaz logo, a brand that evokes environmental friendliness	,555
18	19	Aygaz stations can always easily accessible	,612
19	25	Aygaz could not reach the station I prefer another brand	,681
20	5	Even if the price is higher than I prefer Aygaz	,667
21	4	Aygaz is a trade mark that is an indicator of environmental ethics	,612
22	3	I see threads Pioneer in the development of new products Aygaz	,654
23	6	Aygaz is a desirable to have a local brand.	,683
24	1	Aygaz environmental approach that is indicative of the corporate vision	,572
25	2	Aygaz environmental approach is an indication of openness to change	,550
26	26	Aygaz brand preference is qualified employees	,665
27	18	Aygaz environmental vision is an indicator of management quality	,610
28	28	Aygaz environmentalists raise the brand's reputation	,686

As a result of the factor analysis; Barlet Test = 3235.413 and KMO =.88 respectively. Barlet Test indicates a correlation between variables and factor analysis as applied to these variables. Cronbach's alpha reliability coefficient of the scale as a whole was 0.86, it can be said to be a reliable scale. The highest score from the scale was 140, the lowest score was 28.

Table 4. Detailed analysis of participants' attitudes

<b>Exchange of environmental damage are not always in my products/services</b>		n	%
Strongly disagree		0	0.0
Disagree		0	0.0
No information		0	0.0
Agree		343	65.2
Strongly agree		183	34.8
<b>Total</b>		<b>526</b>	<b>100.0</b>
<b>Each manufacturer has a responsibility towards the environment that I believed</b>		n	%
Strongly disagree		0	0.0
Disagree		0	0.0
No information		0	0.0
Agree		286	54.4
Strongly agree		240	45.6
<b>Total</b>		<b>526</b>	<b>100.0</b>
<b>Always purchase environment-friendly LPG preferred brand</b>		n	%
Strongly disagree		0	0.0
Disagree		59	11.2
No information		233	44.3
Agree		234	44.5
Strongly agree		0	0.0
<b>Total</b>		<b>526</b>	<b>100.0</b>
<b>I think that Aygaz is the more sensitive brand compare with the other oil companies</b>		n	%
Strongly disagree		38	7.2
Disagree		62	11.8
No information		361	68.6
Agree		61	11.6
Strongly agree		4	0.8
<b>Total</b>		<b>526</b>	<b>100.0</b>
<b>Aygaz meets my desires and my needs exactly</b>		n	%
Strongly disagree		42	8.0
Disagree		63	12.0
No information		313	59.5
Agree		98	18.6
Strongly agree		10	1.9
<b>Total</b>		<b>526</b>	<b>100.0</b>
<b>I think that LPG contributes to the continuity of energy</b>		n	%
Strongly disagree		0	0.0
Disagree		10	1.9
No information		375	71.3
Agree		111	21.1
Strongly agree		30	5.7
<b>Total</b>		<b>526</b>	<b>100.0</b>



<b>I prefer Aygaz for its quality</b>	n	%
Strongly disagree	0	0.0
Disagree	98	18.6
No information	308	58.6
Agree	92	17.5
Strongly agree	28	5.3
<b>Total</b>	<b>526</b>	<b>100.0</b>
<b>I prefer Aygaz for its service economy</b>	n	%
Strongly disagree	17	3.2
Disagree	35	6.7
No information	348	66.2
Agree	72	13.7
Strongly agree	54	10.3
<b>Total</b>	<b>526</b>	<b>100.0</b>
<b>I prefer Aygaz for its high performance</b>	n	%
Strongly disagree	26	4.9
Disagree	78	14.8
No information	318	60.5
Agree	52	9.9
Strongly agree	52	9.9
<b>Total</b>	<b>526</b>	<b>100.0</b>
<b>Aygaz is an environmentally friendly brand that I know from its web site</b>	n	%
Strongly disagree	67	12.7
Disagree	46	8.7
No information	268	51.0
Agree	145	27.6
Strongly agree	0	0.0
<b>Total</b>	<b>526</b>	<b>100.0</b>
<b>I prefer Aygaz for its service facility</b>	n	%
Strongly disagree	0	0.0
Disagree	0	0.0
No information	107	20.4
Agree	362	68.8
Strongly agree	57	10.8
<b>Total</b>	<b>526</b>	<b>100.0</b>
<b>Aygaz is an environmentally friendly brand that I know from its promotions</b>	n	%
Strongly disagree	28	5.3
Disagree	28	5.3
No information	346	65.8
Agree	100	19.0
Strongly agree	24	4.6
<b>Total</b>	<b>526</b>	<b>100.0</b>
<b>Aygaz is an environmentally friendly brand that I know from its advertising campaigns</b>	n	%
Strongly disagree	46	8.7
Disagree	83	15.8
No information	150	28.5
Agree	208	39.5
Strongly agree	39	7.4
<b>Total</b>	<b>526</b>	<b>100.0</b>
<b>Aygaz in an environmentally friendly brand that I know this from the employees in the stations</b>	n	%
Strongly disagree	31	5.9
Disagree	61	11.6
No information	313	59.5
Agree	89	16.9
Strongly agree	32	6.1
<b>Total</b>	<b>526</b>	<b>100.0</b>
<b>Aygaz logo, a brand that evokes environmental friendliness</b>	n	%
Strongly disagree	45	8.6
Disagree	228	43.3
No information	184	35.0
Agree	46	8.7
Strongly agree	23	4.4
<b>Total</b>	<b>526</b>	<b>100.0</b>

<b>Aygaz stations could not reach any other brand I prefer</b>	n	%
Strongly disagree	28	5.3
Disagree	55	10.5
No information	83	15.8
Agree	305	58.0
Strongly agree	55	10.5
<b>Total</b>	<b>526</b>	<b>100.0</b>
<b>I prefer Aygaz even if the price of product is higher</b>	n	%
Strongly disagree	53	10.1
Disagree	343	65.2
No information	104	19.8
Agree	26	4.9
Strongly agree	0	0.0
<b>Total</b>	<b>526</b>	<b>100.0</b>
<b>The environmental approach of Aygaz s the indicator of its ethic</b>	n	%
Strongly disagree	25	4.8
Disagree	25	4.8
No information	175	33.3
Agree	276	52.4
Strongly agree	25	4.7
<b>Total</b>	<b>526</b>	<b>100.0</b>
<b>I think that Aygaz is the pioneer brand for the innovative products</b>	n	%
Strongly disagree	22	4.2
Disagree	22	4.2
No information	88	16.7
Agree	350	66.5
Strongly agree	44	8.4
<b>Total</b>	<b>526</b>	<b>100.0</b>
<b>I prefer Aygaz because of the fact that it's local brand</b>	n	%
Strongly disagree	37	7.0
Disagree	41	7.8
No information	108	20.5
Agree	216	41.1
Strongly agree	124	23.6
<b>Total</b>	<b>526</b>	<b>100.0</b>
<b>The environmental approach of the Aygaz is the indicator of its corporate vision</b>	n	%
Strongly disagree	23	4.4
Disagree	23	4.4
No information	69	13.1
Agree	365	69.4
Strongly agree	46	8.7
<b>Total</b>	<b>526</b>	<b>100.0</b>
<b>The environmental approach of the Aygaz is the indicator of openness to change</b>	n	%
Strongly disagree	14	2.7
Disagree	42	8.0
No information	105	20.0
Agree	247	47.0
Strongly agree	118	22.4
<b>Total</b>	<b>526</b>	<b>100.0</b>
<b>The competent workers of Aygaz is the reason to the brand's preference</b>	n	%
Strongly disagree	36	6.8
Disagree	72	13.7
No information	174	33.1
Agree	198	37.6
Strongly agree	46	8.7
<b>Total</b>	<b>526</b>	<b>100.0</b>
<b>The environmental approach of the Aygaz is the indictor of its quality management</b>	n	%
Strongly disagree	31	5.9
Disagree	62	11.8
No information	62	11.8
Agree	309	58.7
Strongly agree	62	11.8
<b>Total</b>	<b>526</b>	<b>100.0</b>

<b>The environmental approach of the Aygaz would increase brand's corporate reputation</b>	n	%
Strongly disagree	0	0.0
Disagree	19	3.6
No information	60	11.4
Agree	196	37.3
Strongly agree	251	47.7
<b>Total</b>	526	100.0

In Table 4, when we look at the detailed analysis of the participants' attitudes toward environmental issues, they are seen as cumulative. Since our shopping is not always environmentally oriented the results seem agreeable. Companies participating in the mission show the same sensitivity. 100% of consumers agree that manufacturer has a responsibility towards the environment. However, only 44.5% of the respondents prefer LPG purchase because it is environmentally friendly.

Scale "Aygaz products and other companies" products according to the environmental damage do not think, "Aygaz my desires and my needs exactly the opposite of" "Aygaz is high quality that is why I prefer" "Aygaz LPG's entire way of working with the environment protection support" and "high performance", because none of the elements related to corporate reputation as the consumer's participation does not exceed 50%. Consumers' brand with the environment related needed promotion is accessible through web sites and messages in the stations. The statement of "I know Aygaz as an environmentally friendly brand from advertising campaigns", "I know Aygaz as an environmentally friendly brand through the web site" and "Aygaz is in an environmentally friendly brand from the employees of the station" show that none of the answers exceed 50% of the sum again. Aygaz brand here is not fully connected with green consumer promotion policies. As a complementary element Aygaz logo, a brand that evokes environmentally friendliness would fold the axis only for 13.1% of those who responded. This finding supports whereas Aygaz environmental approach to the brand's prestige increases the consumer's environmentally green practices and corporate reputation increases this thinking.

Again, 81.1% of the participants see Aygaz brand's corporate vision and the correct proportion between environmental awareness and corporate reputation is understood. In addition to this, positive responses to "Is Aygaz environmental vision an indicator of management quality" and "Openness to change is an indication of Aygaz environmental approach" support our comments. "Aygaz environmental approach boosts brand credibility" clause does not agree with the above by only 3.6%. "Aygaz staff brand preference component" and "Aygaz stations can easily be approached" responses to these last two questions shows that customers have high degree of loyalty to Aygaz.

### 3.4 Consumers' Attitudes on Green Marketing Activities

Table 5 shows participants' (n=526) average attitude score as 94.39. Arithmetic mean for 94 participants' showed a normal distribution close to 94.39 average attitude score, when assessed over 5 point is 3:37. Participants' attitudes toward green marketing activities can be said to be close to the unstable level.

Table 5. Attitude scores of participants belong to the green marketing event data

	N	Ranj	Min	Max	X	Median	S
Scale	526	31	76	107	94.39	94	4.65

According to the test results of independent group's t-test, a higher level of women than men is seen to have a positive attitude.

Table 6. Regarding the attitude of the participants in terms of gender independent groups t-test results

Groups	n	X	S	sd	t	Significance Level
Woman	118	95.81	4.42	524	3.81*	p<.000
Man	408	93.98	4.63			

Levene Test value=.516; significance level=.473

Table 7. Scores of participants in terms of source of information concerning results of analysis of variance

Source	SD	Squares total	Squares average	F	Significance Level
Between groups	2	32.559	16.279	.754	p>.471
Inside Groups	523	11297.191	21.601		
Total	525	347.500			

Levene Test value=1.607 significance Level=.202

No difference was found between the attitudes due to source of information for participants. An important point here is that along with the traditional media internet is becoming an important source of information.

#### 4. Discussion and Conclusion

Green marketing activities is an umbrella concept and involves a range of activities from production to distribution. When we look at this concept we must pay attention to the statements of customers. Green marketing activities are becoming increasingly important as a competitive advantage. This advantage also supports corporate identity, not only for consumers purchasing behavior but also for internal customer satisfaction for the long term effects. This study focuses mainly on the relationship between green marketing and corporate reputation. In this context, the purchasing behavior of consumer in relation to green marketing is examined as a concept using Aygaz brand.

Interpreting the findings, we are able to comment on consumer attitudes and behavior as well as corporate reputation and environmental marketing. First, at the conceptual level, we understand that all participants are sensitive to the environment. 100% of survey participants agree that every manufacturer has a responsibility towards the environment. Some participants think exchange of products is not always damaging to the environment. However only 45% of the participants purchase LPG due to its environmentally friendliness. If we compare this data with the above two data we stay on the conceptual dimension of the idea of consumers sensitivity toward environment. When it comes to getting jobs, other motivations for consumers entail price or brand. This position is also compatible with the above situation.

We often come across a review that, green marketing and green positioning elements are presented to consumers as the second or third messages (Kilbourne, 1995, pp. 7-19). So, the price for the brand is a core value or the performance is more important for the brand than environment. Participants in fact, relate to the corporate reputation of the brand Aygaz with no particular idea of exactly what they see as positive. Progress towards corporate reputation of the brand in relation to green marketing and corporate reputation with consumers require more powerful communication. The elements of corporate reputation are tested using different scales.

As a final comment it can be said that in the last decade particular companies and industries developed environmentally sensitive approaches and established production and marketing activities accordingly. It is now observed that some brands are designed around the concept of promotion of green. The important thing here is to ensure sustainable green marketing activities. This is no longer merely a consumer sentiment; future is likely to hold radical changes in the patterns of manufacturing, marketing and consumption. This study will contribute to green marketing literature in Turkish particularly green marketing and corporate reputation at the point of impact. The investigation continues on purchasing preferences of consumers in relation to green marketing, performance of green brands, marketing effects on consumer preferences. Further test in these areas would certainly be helpful.

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