IN THE FRAMEWORK OF GREEN MARKETING ACTIVITIES: A STUDY TO DETERMINE THE TENDENCIES OF UNIVERSITY STUDENTS TOWARDS USING ENVIRONMENT-FRIENDLY PRODUCTS

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The aim of this study is to explore beliefs related to green products and environmental awareness, and to make a contribution regarding environmental strategies, and green action, for the business community. In this study, a questionnaire has been administered at the Harran University’s Osmanbey Campus with 400 university students studying in various faculties, departments and classrooms in order to find out about the university students’ environmental awareness and tendency to use environment-friendly products. Frequency distributions, factor analysis and correlation analyses were used in the analysis of data. As a conclusion, it was found that the university students are environmentally aware and sensitive to use environment-friendly products.

Key Words: Green Marketing, Green Product, Environmental Sensitivity, Environmentalist Consumer

INTRODUCTION

In order to simplify human life, the Industrial Revolution led to rapid urbanization and consequently, there was swift devastation and pollution of the natural environment. These changes caused consumer expectations to rise and businesses were required to constantly manufacture new products in order to meet infinite consumer demands. This reality has resulted in the rapid exhaustion of nonrenewable resources and environmental pollution during and after the manufacturing process. All of these problems have led to consumer sensitivity to the environment and compelled them to take part in green marketing activities. In this scope, consumers have started to give priority to environment-friendly products. This sensitivity facilitates the dissemination of “green marketing” activities.

Many firms are beginning to realize that they are members of the wider community and therefore must behave in an environmentally responsible fashion. This translates into firms that believe they must achieve environmental objectives as well as profit related objectives (Polonsky, 1994). The formation of an environmental consciousness between businesses and consumers paved the way for various non-governmental organizations worldwide and forced governments to make legal arrangements related to the environment. With an increasing pressure of environmental deterioration affecting numerous businesses, many firms have taken the step to become more socially responsible through developing products that meet the demand of environmentally conscious consumers. These companies are interested in finding the determinants of green purchase behavior in order to implement their green marketing strategies (Mainieri et al., 1997). Following these developments, the adoption and prioritization of “package recycling” “product recycling,” “ozone-friendly,” “environment-friendly,” and “green product” by green consumers is influential on the decision-making and practice processes of business managers. In order to keep working against consumers’ “awareness to protect the natural environment, “businesses should take steps according to consumer demands.
LITERATURE REVIEW

Combined with many other global transitions today, management approaches, activity fields, business marketing strategies and the needs and demands of consumers, are rapidly changing. Commercial concerns, competition and consumer demands, affect the decisions of manufacturers and purchasing behaviors, needs fulfillment, and diverse psychological factors affect consumers’ habits. In addition, activities of people in outside environment play an important role in these decisions. Accordingly, the cultural, social, economic, political, legal and natural environment directly affects the decision-making processes of businesses and consumers (Çabuk and Nakiboğlu, 2003).

Within the last quarter century, as manufacturing processes and products, which are created with the use of constantly changing information and technology, cause great damage to the environment, sensitivity to the environment has become one of the most important issues (Easterling et al., 1996). According to consumer buying behaviors, time periods (OR each decade was divided and titled as follows:) were divided and titled as follows: "renaissance" in the 1960s, "mobilizing" in the 1970s, "joint responsibility of manufacturer and consumer" in the 1980s and "having power in the market" in the 1990s (Makover, 1993; Kalafatis et al., 1999) Particularly, the 1990s consisted of a critical 10-year period during which manufacturing market was constantly conflicting with environmentalist activities (McDaniel and Rylander, 1993).

Particularly, widespread media coverage of environmental issues, the increase in various advocacy groups, legal arrangements in national and international platforms and the effect of industrial catastrophes on public opinion led to a rise in a consumer environmental consciousness. Naturally, the environmental concerns of consumers reached its peak during this period and more than ever, consumers began to worry about the effects that their daily habits and buying behaviors had on the environment. Businesses perceived the sensitivity of consumers to the environment as an advantage; they started to develop and implement long-term environmental strategies with the pressures of industries, stakeholders and non-governmental organizations and the impact of government policies and intense competition (Alkibay, 2001).

These developments have reflected on the marketing literature as well. When analyzing studies on environmental problems from the1970s to today, it is evident that this issue has been discussed within ecologic marketing, environmentalist (green) marketing and sustainable marketing concepts. The definition of ecologic marketing is limited to include certain environmental problems (environmental pollution, the exhaustion of energy resources) and marketing activities to prevent these problems using existing technologies. There is an executive approach that includes wider product range in environmentalist and green marketing concepts. Sustainable marketing refers to a sustainable development approach in macro marketing activities (Ay and Ecevit, 2005).

Definition of Green Marketing

Although the history of environmental consciousness and efforts to protect the environment goes back centuries.Varied and comprehensive studies in this area and efforts to develop effective policies began to emerge in the second half of the 20th century. According to the American Marketing Association, green marketing is a science that investigates marketing activities on pollution, issues related to energy consumption and negative and positive aspects of consumption of nonrenewable resources (Uydacı, 2002).

Green marketing is a part of the social marketing concept; in other words, it can be defined as the way to understand the needs of customers by means of product, price, promotion and distribution activities and the relationship between planning, practicing and supervising policies which realize the objectives of the organization by minimizing their negative effects on natural environment (Genç and Ayyıldız, 2006).

The green marketing concept can be analyzed in four stages. In the first stage, green products are manufactured for green consumers. Alternative fuel cars and environment-friendly products etc. are examples of green products. This stage is called green targeting. In the second stage, green strategies are developed. For example, environmental precautions are taken such as reducing waste and increasing energy productivity etc. In the third stage, the manufacturing of non-green, not-so-eco-friendly products are discontinued and in their place, only green products are manufactured. In the fourth stage, it is not
sufficient to be only green or environmentalist. In this stage, businesses incorporate social responsibility awareness in every sense of the word. Businesses’green marketing awareness develops depending on the business culture and environmental factors (Erbaşlar, 2007).

Importance of Green Marketing

The answer to why the importance of green marketing has increased lies behind the definition of basic economics; a science investigating how to meet infinite needs with limited resources. While trying to meet his infinite demands, man should remember that world resources are limited. The question as to whether to meet the demands is logical or not is important as well. In market societies with "freedom of choice,"individuals’ and organizations’ efforts to meet their needs are considered appropriate. As companies consume natural resources, they needed to generate new and alternative ways to meet the infinite demands of consumers. To conclude, green marketing investigates how to use marketing activities that address consumer needs within the context of limited resources (Polonsky, 1994).

Green Marketing and Business

The main reasons for the importance businesses’ attached to environmental activities are as follow (Ay and Ecevit, 2005):

- They believe that green marketing will enhance opportunities to reach their goals,
- They can use environmental activities to pressure other competitive companies,
- They can cooperate to reduce wastes ,
- They realize the cost-friendly benefits such as effective use of resources and recycling activities,
- Participation in environmental activities lifts employees’ spirits by demonstrating a sensitivity to environmental issues,
- Participation fulfills the business’ obligation to conform to the rules of various institutions, and central and local authorities that are related to the environment,
- And, they participate instate run promotions and comply with state sanctions.

Businesses claiming to be interested in green marketing should conduct the following activities (Kotler et al.,1999):

- Perform a broad assessment of current business performance (and practices?),
- Guarantee the observation, investigation, reporting and measuring of performance improvement,
- Develop feasible environmental policies with clear target and practicing program,
- Follow developments in the overall green agenda,
- Invest in environmental science, technology and education,
- Organize training programs that increase the environmental responsibility of consumers by providing support and assistance, product recall and information supply,
- Organize training programs for suppliers,
- Build bridges with authorities,
- And contribute to environmental programs that express a commitment to marketing values such as selling benefit instead of product, or protecting not only products but also company values.

Businesses attempt to increase environmental responsibility by doing at least one of the following activities:

a) reusing,
b) recycling,
c) reducing.

The objective of these broad activities, formulized as 3R in environment management, is to control the amount of natural waste that occurs within the interest area of companies in marketing. Reusing (refillable containers), recyclable materials (treatment of used products) and reducing the use of resources (protecting energy during the manufacturing process) make significant contributions to place businesses as green ones in high public opinion and to attract an increasingly green consumer population (Grove et al., 1996).
Green Product

The term, “green product” refers to recyclable or storable products that do not pollute the earth or exhaust natural resources (Shamdasani et al., 1993).

A green product is expected to have the following features (Moisander, 2007):

a. Not damage human or animal health,
b. Not damage the environment during the manufacturing, use or the disposal process,
c. Not consume excessive energy or exhaust other resources during manufacturing, use or the disposal process,
d. Not cause unnecessary waste due to excessive packaging or short shelf life,
e. Not require unnecessary use or animal torture,
f. And, not use materials that damage the environment and the earth.

Green product is defined as a product that improves or protects the natural environment by protecting energy and resources and/or reducing or eliminating pollution, waste and toxic substances (Ottman, 2006).

The green product concept is based on the 4S formula (Satisfaction, Sustainability, Social acceptability and Safety). Each factor in this formula is described as follows (Erbaşlar, 2007):

- **Satisfaction**: Satisfaction of consumers’ needs and desires,
- **Sustainability**: Ensures a product’s sustainability of energy and resources,
- **Social Acceptability**: Is based on the belief that any product or business does not have the right to, and should not, damage any living creature and the natural environment,
- **Safety**: Does not to jeopardize human health.

Green Consumer

A green consumer refers to someone who buys green products beyond standard alternatives and/or adopts environment-friendly behaviors. Green consumers exhibit more self-control and take responsibility to protect the environment without leaving this burden on the shoulders of government, environmentalists or scientists alone (Shamdasani et al., 1993).

Makower defined environmentalism for consumers as "renaissance" in the 1960s, "mobilizing" in the 1970s, "being economical" in the 1980s and "having power in the market" in the 1990s (Kalafatis et al., 1999).

Green consumers are interested in new products, conducting research and exchanging ideas on products with other consumers. Therefore, green consumers, through word-of-mouth, are not only opinion leaders but also information suppliers. Green consumers are careful shoppers and tend to not buy without thinking first. Green consumers primarily consider the needs of the environment and conduct research on products without any brand commitment (Shrum et al., 1995).

To determine the characteristics of the increasing population of environmentally aware consumers and to assess their behaviors will make a great contribution to businesses. It will help them to plan an environmentally sensitive approach to business and the market and place this priority into their product structures, systems and marketing management (Ay and Ecevit, 2005).

**METHODOLOGY**

**Objective of the Study**

The aim of this study is to explore beliefs related to green products and environmental awareness, and to make a contribution regarding environmental strategies, and green action, for the business community. The study population consists of students from various faculties from Harran University at the Osmanbey Campus.

**Hypotheses of the Study**

The following hypotheses are developed in line with the objective and the model of this study:

- **H1**: There is a significant relationship between quality of goods consumed and their belief that they contribute to environment protection.
- **H2**: There is a significant relationship between the study participants buying behaviors with regard to product packaging (green-labeled and recycled packages etc.), and their belief that by buying such products (recycling products, ozone-friendly products etc.) they are not contributing to damaging the natural environmental balance Harran University’s Osmanbey Campus.
H3: There is a significant relationship between the methods used by study participants in Harran University’s Osmanbey Campus to dispose wastes from products consumed and their belief that they do not pollute environment.

H4: There is a significant relationship between information seeking regarding products before and during the purchasing process and the consideration of environment-friendly products.

Scope and Restrictions of the Study

This study was conducted using “Environmental Segmentation Alternatives: A Look At Green Consumer Behavior In The New Millennium,” published by Robert D. Straughan and James A. in 1999, as a basis in order to determine the profile of green consumers mass targeted by green marketing. In this study, factors that lead the green consumer to buy green products is presented.

Students from Harran University who do not study at the Osmanbey Campus were excluded from the sampling due to time and cost. The study was conducted solely on undergraduate students and their academic standing was not taken into consideration. Associate Degree, Post-Graduate and Doctoral students were also excluded from the study. Student accommodations were not considered, nor was a distinction made between students who live-in state or private dorms, a rental apartment, or family home. Students’ monthly incomes of students were asked in general terms and their expenses for environment-friendly products were not asked as a separate item.

Sampling Size and Sampling Process

The majority of this study, conducted to measure students’ sensitivity to the environment and their tendencies to use green products, consists of undergraduate students from Harran University who study at the Harran University’s Osmanbey Campus. A survey was used to collect primary data used in this study.

The study was conducted on 400 students from various faculties. A simple random sampling method was used and data was collected during a face-to-face survey study. The survey study was conducted between March and May 2013.

The SPPS 18.0 analysis program was used for analysis. Frequency distributions, factor analysis and correlation analyses were used in the analysis of data. Cronbach’s alpha value used to test the reliability of the scale is 0.8781. As the value is highly reliable, it is accepted that internal consistency is ensured according to the alpha coefficient.

Preparation of Survey Questions

Survey questions were adopted using the question format design from Roberts and Straughan’s articles published in 1999. The objective, target population, practicing field and features of the study were considered and some changes were made during the preparation of questions.

The survey form consists of three sections: Section I Student demographic features, Section II. five yes/no questions to measure environmental awareness, Section III. 22 questions using the Likert scale to measure the awareness of environment-friendly products.

Demographic Features of the Sampling

41.8% of students who participated in the survey were females and 58.2% were male. As for age distributions, 9.5% were between 17-18, 32.5% were between 19-20, 34.8% were between 21-22 and 23.2% were 23-+ years old at the time of the study. Their monthly incomes were distributed as follows: 58.5% had a monthly income of 151-250 TL, 251-350 TL earned 18%, 11.5% earned 150 TL, 7% earned 351-400 TL, and 5% earned 451 TL.

48.5% of participants were living in provinces, 30.5% were living in the district, 3.8% were living in towns and 17.2% were living in village. The students’ family occupations were as follows: 24.7% were officers, 19.0% were workers, 0.8% were soldiers/police, 11.0% were tradesmen, 21.5% were farmers and 23.0% were working in other jobs. The income levels of students’ families were 500 TL in 15.0%, 501-1000 TL in 34.0%, 1001-1500 TL in 16.0%, 1501-2000 TL in 10.3% and 2001-+ in 24.7% of participants.

43.5% of participants were in their first year, 20.8% were in their second year, 16.2% were in their third year and 19.5% were in their fourth year of university.
Factor and Correlation Analysis Results of the Sampling

Students who participated in the survey generally picked up the options 4-Agree and 3-No Idea for 22 statements related to their tendencies towards environmental sensitivity. This is evidence that they tend to buy environment-friendly products within the framework of green marketing activities.

In order to maintain the analysis in the Barlett test, the "Correlation matrix is unit matrix" null hypothesis should be rejected. The rejection of the null hypothesis refers to high correlations between variables; in other words, it is appropriate to use factor analysis for this data set. In addition, the KMO rate should be over (0.5). The higher the rate, the more appropriate the data set is for factor analysis (Kalaycı, 2006). As the KMO value was 0.937, factor analysis was the appropriate choice.

The Varimax rotation was used for the factor analysis and applied to the survey questions in the study. As a result of this rotation, 22 statements were collected under 5 factors.

As a result of the variance analysis, 22 statements were collected under 5 factors. According to the analysis in Table 1, the factor of buying and using environment-friendly products in the first chapter consists of 8 statements. The Eigenvalue of these statements was 6.407 and the explained variance was 29.123%. As a result of these findings, it is found that students pay attention not to buy environmentally hazardous products and their sensitivity in this issue is revealed.

There are 6 statements regarding the tendency towards using recycling products. The Eigenvalue of these statements was 1.328 and the explained variance was 16.035. The finding supports the idea that students tend to use recycling products and agree with the opinion that these products contribute to the protection of environment.

There are 3 statements in the factor of tendency towards using environment-friendly products because they waste less natural resources than other products. The Eigenvalue of these statements was 1.262 and the explained variance was 7.735. In this factor, the use of resources economically stands out.

There are 4 statements in the factor of environmental responsibility awareness. The Eigenvalue of these statements was 1.087 and the explained variance was 4.943.

There is 1 statement regarding the tendency towards choosing environment-friendly businesses. The Eigenvalue of this statement is 1.002 and the explained variances were 4.672.
<table>
<thead>
<tr>
<th>Factors</th>
<th>Factor Loads</th>
<th>Eigenvalue</th>
<th>Explained Variance %</th>
<th>Total Variance %</th>
<th>Cronbach’s Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Awareness of Buying and Using Environment-Friendly Products</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>If there is an alternative, I prefer products causing less pollution.</td>
<td>.488</td>
<td>6.407</td>
<td>29.123</td>
<td>29.123</td>
<td>.847</td>
</tr>
<tr>
<td>When I learn the potential damage of some products to environment, I do not buy them.</td>
<td>.573</td>
<td></td>
<td></td>
<td></td>
<td>.867</td>
</tr>
<tr>
<td>I change products that do not conform with ecological conditions.</td>
<td>.486</td>
<td></td>
<td></td>
<td></td>
<td>.860</td>
</tr>
<tr>
<td>I warn my friends or family members not to buy environmentally hazardous products.</td>
<td>.561</td>
<td></td>
<td></td>
<td></td>
<td>.845</td>
</tr>
<tr>
<td>I pay attention to buying products that contain less pollutant substances.</td>
<td>.609</td>
<td></td>
<td></td>
<td></td>
<td>.851</td>
</tr>
<tr>
<td>If I should make a choice between two products, I always buy the one that causes less damage to people and the environment.</td>
<td>.583</td>
<td></td>
<td></td>
<td></td>
<td>.866</td>
</tr>
<tr>
<td>I do not buy environmentally hazardous house-products.</td>
<td>.690</td>
<td></td>
<td></td>
<td></td>
<td>.857</td>
</tr>
<tr>
<td>When I buy a product, I try to think how its usage affects the environment and other consumers.</td>
<td>.622</td>
<td></td>
<td></td>
<td></td>
<td>.886</td>
</tr>
<tr>
<td><strong>Tendency towards Using Recycling Products</strong></td>
<td>1.328</td>
<td>16.035</td>
<td>45.158</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I throw the packaging of used products into recycle bins.</td>
<td>.459</td>
<td></td>
<td></td>
<td></td>
<td>.818</td>
</tr>
<tr>
<td>I pay attention to buying recycled paper products.</td>
<td>.632</td>
<td></td>
<td></td>
<td></td>
<td>.817</td>
</tr>
<tr>
<td>I pay attention to buying products with recycled packaging.</td>
<td>.539</td>
<td></td>
<td></td>
<td></td>
<td>.831</td>
</tr>
<tr>
<td>I buy paper towel and paper napkin made of recycled paper.</td>
<td>.478</td>
<td></td>
<td></td>
<td></td>
<td>.843</td>
</tr>
<tr>
<td>I do not buy products manufactured by companies that do not incorporate ecological responsibility.</td>
<td>.624</td>
<td></td>
<td></td>
<td></td>
<td>.818</td>
</tr>
<tr>
<td>I pay attention to buy only recycled products.</td>
<td>.673</td>
<td></td>
<td></td>
<td></td>
<td>.867</td>
</tr>
<tr>
<td><strong>Ecological Awareness</strong></td>
<td>1.262</td>
<td>7.735</td>
<td>52.893</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I replace lamps in the house with those having less voltage and thus I save energy.</td>
<td>.772</td>
<td></td>
<td></td>
<td></td>
<td>.826</td>
</tr>
<tr>
<td>I buy products that causeless pollution.</td>
<td>.582</td>
<td></td>
<td></td>
<td></td>
<td>.842</td>
</tr>
</tbody>
</table>
I do not buy products containing aerosol (ozone-depleting gases).

Environmental Responsibility Awareness
- I use products carefully as I know they are manufactured with restricted resources.
- I prefer using home appliances that are more suitable for energy saving.
- I do not buy products with excessive packaging (bigger than the products itself).
- I use detergent or soaps containing less phosphate for my clothing.

Tendency towards Preferring Environment-Friendly Businesses
- Each behavior of a consumer buying products manufactured by a company that incorporates social responsibility has a positive effect on society.

Cronbach’s Alpha Coefficient for All Variables
- 0.8781

Sub-variables of the quality of consumed goods, packaging of consumed goods, disposal of consumed products and research on product information during and after the buying process, and the sub-variable regarding the belief level on the contribution to the protection of the environment were averaged and the direction and power of the correlational relationship were tested. The Pearson Correlation Sig. (One-tailed) method was used to detect this relationship.

The correlational analysis conducted to determine the direction and power of the relationship between the quality of consumed goods and the belief level on the contribution of these goods to the protection of environment is presented in Table 2. The correlational value is 0.251 (P<0.01); this is a weak but statistically significant relationship. It is evident that while buying a product, students pay attention and prefer those that causeless damage to the environment and to buying recycled products. In addition, they believe that such products contribute to the protection of the natural environment and to better protection of resources. This result indicates that the H1 hypothesis is accepted.

Table 2. Level regarding the Belief that the Quality of Consumed Goods Contributes to the Protection of the Environment

<table>
<thead>
<tr>
<th>Variables Mean</th>
<th>Correlation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of Consumed Good</td>
<td>-.251**</td>
</tr>
<tr>
<td>Belief Levels</td>
<td>-.251**</td>
</tr>
</tbody>
</table>

**p<0.01

The correlational analysis conducted to determine the direction and power of the relationship between consumer goods packaging and the belief level regarding the contribution of this packaging to the protection of environment, is presented in Table 3. The correlational value is –
0.328 (P:0.00 p< 0.01), thus resulting in a weak but statistically significant relationship. Considering the resource waste that comes from excessive product packaging, students do not prefer to purchase such products. This result indicates that H2 hypothesis is accepted.

Table 3 Belief Level on the Fact that Packaging of Consumed Goods Contributes to the Protection of Environment

<table>
<thead>
<tr>
<th>Variables</th>
<th>Correlation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Packaging of Consumed Goods</td>
<td>-.328**</td>
</tr>
<tr>
<td>Belief Levels</td>
<td>-.328**</td>
</tr>
</tbody>
</table>

**p<0.01

The correlational analysis conducted to determine the direction and power of the relationship between waste disposal of consumed goods and the belief level regarding the contribution of these methods to the protection of the environment is presented in Table 4. The correlational value is – 0.237 (P:0.00 p< 0.01); there is a weak but statistically significant relationship. Apart from preferring and buying behaviors towards such products, waste disposal methods after product use are also important. Products that can be recycled and dissolved that do not cause any damage to the environment are preferred. The tendencies of students in this direction are positive and this situation indicates that the H3 hypothesis is accepted.

Table 4 Belief Level regarding the Fact that Waste Disposal of Consumed Goods Contributes to the Protection of the Environment

<table>
<thead>
<tr>
<th>Variables</th>
<th>Correlation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Waste Disposal of Consumed Products</td>
<td>-.237**</td>
</tr>
<tr>
<td>Belief Levels</td>
<td>-.237**</td>
</tr>
</tbody>
</table>

**p<0.01

Table 5 presents the correlational relationship between researching information behaviors during and after the buying process and the belief level that this behavior contributes to the protection of environment. The Correlational value is – 0.346 (P:0.00 p< 0.01); there is a weak but statistically significant relationship. To get information about whether a purchased product is environment-friendly or not is a behavior of the green consumer. If a green consumer feels that s/he obtains incorrect information about a product after his/her research or s/he finds that the product has a hazardous effect on the ecological balance, the consumer will never prefer that product. This tendency indicates that the H4 hypothesis is accepted.
Table 5: The Belief Level regarding the Fact that Getting Information about a Product During and After the Buying Process Contributes to the Protection of Environment

<table>
<thead>
<tr>
<th>Variables Mean</th>
<th>Correlation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Getting Information about a Product During and After</td>
<td>Pearson Correlation sig (One-tailed)</td>
</tr>
<tr>
<td>Belief Levels</td>
<td>-.346**</td>
</tr>
<tr>
<td>**p&lt;0.01</td>
<td></td>
</tr>
</tbody>
</table>

It is not enough to buy green products to protect natural resources, it is also necessary to get information about the product and the disposal of the product as waste after the buying process. All marketing systems should be discussed and assessed as a whole for the success of green marketing activities.

Table 6: Summary Hypothesis Table

<table>
<thead>
<tr>
<th>Hypotheses</th>
<th>Correlation test</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>There is a significant relationship between the quality of goods consumed by students at Harran University’s Harran University’s Osmanbey Campus and their belief levels regarding their contribution to environment protection.</td>
<td>Pearson (- .251)</td>
<td>Supported</td>
</tr>
<tr>
<td>There is a significant relationship between the buying behaviors of students in Harran University’s Osmanbey Campus by considering packaging of products and their belief levels on the fact that they do not damage the natural balance.</td>
<td>Pearson (- .328)</td>
<td>Supported</td>
</tr>
<tr>
<td>There is a significant relationship between the methods used by students in Harran University’s Osmanbey Campus to dispose of consumer product waste and their belief levels that they do not pollute environment</td>
<td>Pearson (- .237)</td>
<td>Supported</td>
</tr>
<tr>
<td>There is a significant relationship between getting information about the product before and during the purchasing process and considering environment-friendly products.</td>
<td>Pearson (- .346)</td>
<td>Supported</td>
</tr>
</tbody>
</table>

CONCLUSION AND RECOMMENDATIONS

The ever-growing population and increasing demands of consumers not only increases businesses’ use of natural resources but also leads to environmental pollution together combined with the effects of industrialization. Because of these negative effects, consumers and businesses began to make efforts to use resources more effectively that also are in line with their needs. To this end, green marketing practices have become foundational value adopted by businesses. In green marketing, we encounter businesses that compete in environment-friendly manner with consumer and legal responsibilities and protect and also contribute to environment. Businesses that comply with green
marketing compete using environment-friendly practices while fulfilling their legal responsibilities and protecting the environment. As a result of this process, green consumers want to see products produced using less polluting, recyclable, easy-to-dissolve, easy-to-dispose and renewable resources in the market. The increasing importance of the protection of natural environment is the top item on the agenda of the world market and particularly relevant to businesses.

Currently, natural resources are not an individual problem but an issue concerning the whole society. Although consumers’ environmental concerns increase day by day, it is seen that they are not careful to buy and use environment-friendly products and to dispose of wastes. Businesses should pay more attention to consumers in this manner and help them to meet their needs in a more appropriate way.

Since green practices are new to Turkey, it is expected that through education and the media, the general public will gain a greater awareness of our environmental impact. As university students constitute a dynamic market group, this study investigated their approaches towards green marketing activities and the following results are obtained:

- As for demographic features of participants, it is seen that 58.2% of them were males. 34.8% were in the age group of 21-22 years. 48.5% of them were living in province and 45% were in the first grade. 24.7% of students were in officer families and 34% of them had 501-1000 YTL family income and 58.5% of them had 151-250 YTL student income.
- Study results show that students have an awareness that leads them to resist buying and using environmentally hazardous products.
- Conscious use of resources and an awareness of environmental responsibility during the purchasing process of recycled products are evident via analyses.
- The quality of products, excessive packaging, disposal methods after use and getting information after the buying processes are important influences for students.

At this point, universities should inform students about the developments in green awareness and environmental sensitivity. It should not be ignored that individual action can turn into “green action” and thus create collective action. In addition, to increase the environmental sensitivity of university youth, which will constitute the active worker group in the future, should be a priority with the support of volunteer environmental organizations. The dissemination of environmental sensitivity as a fixed behavior model should be another priority.

This can take place in meetings, congresses, seminars or other forums related to the environment and will offer students a tangible way to develop their interest in the environment as well as feel that the issue directly applies to them as individuals. All these developments will enable businesses that wish to conduct their activities in foreign markets to conform to world standards and to benefit from the advantage of a developed work force that has environmental awareness.

REFERENCES