

## Chapter 12

# THE NEW FACE OF MARKETING, GREEN MARKETING, GREEN PRODUCT AND ESTABLISHING A BRAND

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### Introduction

This study was performed to be able to establish environmental awareness toward our aging planet that we are living on. Furthermore, this study was taken in hand to show businesses their responsibilities and how to make profit of these by establishing a brand in the green product category.

With the increase in industrial efforts beginning from the second half of the 20th century, natural resources losing their value being exhausted and falling into oblivion together with the developments in technology thus leading to an imbalance of ecology, all of these factors are preparing a groundwork to worry about resources and nature. Consumers who are environmentally friendly and concerned about the future of nature already commenced to request products that are more or less harmless to nature and environment. Manufacturers and service sectors cannot come around these requests thus already started to develop a more environmentally friendly presentation of service including products with high environmental sensitivity. These efforts were the reason that the concept of *Green Marketing and Green Product* even popped up. According to the American Marketing Association, green marketing is the most sensitive way of marketing in order to minimize unwanted effects on nature when it comes to pollution during the marketing activities, power consumption and such unfavorable factors. By means of green marketing, nature and environmentally friendly studies are being carried out and the requests of consumers and businesses are being fulfilled thus leading to more profit compared to other competitor companies.

Due to the pressure and power of this marketing strategy, international foundations and NGOs were able to apply pressure on governments to develop several different applications targeting to save the nature. A brand is all efforts to elaborate a product or service from others, allowing consumers dependence and awareness. Thanks to these efforts the product/service can be priced higher according to peers and repetitive sales will be guaranteed. Once niche is in the place to be defined as a marketing product, being a product of choice appearing to the conscious consumer, it can be priced as wanted.

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of toxic chemicals mixed into the air and water, the increase of global warming of greenhouse gas emissions and the increase of sea by melting glaciers. The concept of environment that evokes in human minds is defined in terms of nature, nature, soil, greenery, fresh air, water, biodiversity, etc. These expressions refer to areas of life in which human beings did not intrude, where the non-human beings maintain their lives in balance and where there are no external interventions or even if, then kept at a minimum level. The need for green resources in the environment where natural resources have become more restricted and destructed especially in the last century, necessitated to present them to the market with green marketing tactics by stimulating the consumer. The need for green consumption and developing green products can be perceived as a debt to future generations. The process of creating a product image can be started by determining the target group of the green product. The SWOT analysis study of the product image can be used to determine the position relative to the brand images of peers. The preparation of strategic plans to consolidate positive images and negative images is also a necessity. The creation of a branded green product provides a regular economic input to the operation. Stability will be ensured, the distance between competitors will be opened, regular sales will be provided, brand value will increase and service capacity will be enlarged. There is a need to raise awareness about the production of green products and to increase the awareness level of consumers and to brand their products in this area. *The Green Market*, in which businesses develop their environmental problems through the effort to transform their franchise, includes green food, cosmetics, detergents, packaging, energy, textiles, enabling a wide range of possibilities. One of the misconceptions that exists in society is that marketing is just a sales activity. Although, sales is only one of the activities within marketing studies.

Another misconception is that products or services are produced in accordance with the needs and desires of the marketing, but if that was the case then there would be no need to develop the inventions such as the first telephone or refrigerator since they were already meeting the necessary. In this context, marketing is an important and complex business activity that ensures consumers to require the products that are produced. Businesses that combine green marketing efforts with successful brand image development applications will: increase their reputation, preference percentages and profitability; finally they will be able to create brand-dependent consumers and become more preferred businesses by employees.

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