

A Research for Determining Consumers' Tendency to Prefer Eco-Friendly Products within the Scope of Green Marketing Activities

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Abstract : In the age of environmental concerns increasingly becoming more important, consumer attitudes towards environmentally sensitive products attract attention. Threats to the health and the environment are important factors for consumers to tend to eco-friendly practices and products. In this regard, it is seen positive increases in the tendency to consume organic food and recyclable products. Choosing products, selecting manufacturers and sellers have gained more importance because of increasing consumers' environmental concerns. In this case, it is very important for businesses to act eco-friendly approach in marketing. Green marketing has gained importance and became a concept that manufacturers' agenda by environmental understanding. Although the green marketing activities are common worldwide, studies on consumer perceptions and preferences are unsatisfactory in the literature. In this regard, this study aims to investigate the tendency of consumers to prefer eco-friendly products under the green marketing activities. In the frame of this information and the purpose of the study described above, the survey method has been used in the study. The obtained data have been analyzed through SPSS 20.0 software package, hypotheses have been tested and suggestions have been made.

Keywords : eco-friendly product, environmental concerns, green consumption, green marketing

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