

Chapter 3

Green but How Green?

Green Product Evaluation Programs in Terms of Marketing

Volkan Polat

Yalova University, Turkey

Baris Morkan

Stevens Institute of Technology, USA

ABSTRACT

Consumers have gradually started to show more and more interest in green products and switched their purchasing behavior to buy green products. Changes in consumers' demands have created a growing market for green products, as customers become more concerned on the environment, health, and wealth in order to protect the earth's resources and the environment. On the other hand, manufacturers have become more active and sensitive about the issue of contributing their brand image to satisfy the demand and be compatible with compelling legal regulations. Green products refer to the products that have less or no impact on the environment, help to preserve the natural environment, and can be recycled or conserved. In this chapter, the authors aim to draw a framework for green product evaluation programs and explain how they could be used in terms of marketing.

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INTRODUCTION

Environmental pollution has begun to occupy the world agenda more and more every year. Some of the main reasons for this include the increase in human population and change in consumption habits of buyers. Nevertheless, before knowing the causes of environmental pollution, it is necessary to understand what is meant by environmental pollution and its effects on our world. All factors or formations that disrupt the ecosystem, whether caused by human activities or not, can be called environmental pollution. Environmental pollution can affect not only the areas where it occurs, but also life and nature in very distant places. Moreover, environmental pollution negatively affects not only living beings but also non-living things and can spread to every corner of the world or even to space. As a matter of fact, the pollutions that occur in quite distant regions may affect our lives and environment in the future even if they are not today. Considering that even space is polluted as a result of sent satellites and space studies, environmental pollution is a common problem of all humanity.

In particular, migration from rural areas to large cities caused people to live in smaller areas with higher intensity. Unplanned urbanization, industrialization, inadequate infrastructure investments, etc. issues cause people to be exposed to environmental pollution from a younger age in their daily lives. Considering the high costs of the necessary infrastructure investments, this situation is going backwards especially in less developed countries.

According to the reports of the United Nations, thousands of people die each year due to the deterioration of the climate balance, drought and forest fires. It should not be overlooked that diseases which are caused directly or indirectly by these disasters may arise if there are no measures taken. In addition to all of these, population growth, irregular industrialization and urbanization, and the rapid consumption of natural resources are added, and the deterioration of ecosystems is increasing.

In recent years, both the traditional media and social media have more content on environment. Unconscious, wrong and excessive consumption are also important factors especially in the destruction of environment and eco system. Therefore, it is inevitable for consumers, companies and brands to be included in the subject. The fact that consumers, products, brands and firms are important determinants reveals the necessity of addressing the issue in the context of marketing.

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