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TURKISH CONSUMERS' PERCEPTIONS OF ENVIRONMENTAL CLAIMS

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ABSTRACT

TURKISH CONSUMERS' PERCEPTIONS OF ENVIRONMENTAL CLAIMS

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This thesis investigates the use of environmental claims in the Turkish advertising sector. The study focuses on the consumers' perceptions of environmental claims. The existence and extent of the concerns regarding the misleading potential of the "green claims" and consumer deception and unfair business competition consequences are explored.

The results reveal that there is a significant difference between the actual implications of the "green claims" and the way these claims are perceived by typical average consumers. In the conclusion section possible problems due to this difference

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are stated. These problems are analysed from both consumer protection and marketing success aspects.

Keywords: Environmental Marketing, Green Advertising, Consumer Deception, Unfair Business Competition.

TÜRK TÜKETİCİLERİNİN ÇEVRECİ REKLAM İDDİALARINI ALGILAMALRI

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Bu tez çalışması, Türkiye'deki çevreci pazarlama uygulamalarını ve özellikle de tüketicilerin bu tür iddiaları nasıl algıladıklarını incelemektedir. Çalışma, bu tür iddiaların, tüketicin aldatılmasına ve haksız iş rekabetine yol açabilecek yanıltıcı potansiyelinin varlığını ve boyutunu araştırmaktadır.

Bu tür çevreci iddialarla söylenmek istenenler ve onların sıradan tüketiciler tarafından algılanış biçimleri arasında önemli farklar olduğu ortaya konmuştur. Çalışmanın sonuç bölümünde bu farkların yol açabileceği problemler belirtilmiştir. Bu sorunlar hem tüketicinin korunması hem de çevreci pazarlamanın başarıya ulaşması açısından ele alınmıştır.

Anahtar Kelimeler: Çevreci Pazarlama, Çevreci Reklamlar, Tüketicinin Aldatılması, Haksız İş Rekabeti.

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CHAPTER I

INTRODUCTION

Business has many complex relationships with the society. The two, in fact are interactive systems affecting each other. Business helps society achieve its economic and social needs. On the other hand, society also acts as a 'resource' in many means to business.

Although business can exert a high influence on society, society and social values can also shape business. Environmentalism is one of the concepts that exert such an effect on business. Environmentalism can be defined as an organized movement of concerned citizens and government to protect and enhance people's living environment. Its being such an important social phenomenon can be attributed to the changing values of society and the rise of severe pollution problems. With the solid economic developments and rising standards of living, technologically advanced and high-consumption societies undergo shifts in their social values. They tend to be more concerned in health, nutrition, wealth of community, and environmental issues. Together with this, the increasing threats of pollution to ecological balances and increasing consciousness toward the problems, made environmentalism a very popular

concept and a major social concern exerting high pressures on many sides of business. This pressure comes from both outside of the companies; consumers and government, and inside of the companies; employees. Environmental movement affects a company's operations, manufacturing, product development, research, human resources, marketing, strategic and operational decisions and other activities.

Among these, marketing has a special importance as it is a means of communication between the public and the company and that consumption is very much related with environmental problems. As Makower states in The Green Consumer Supermarket Guide (1991), when consumers started acting according to the idea that 'every purchase is a vote for or against the environment', the Green Consumerism concept was created. Carlson, Grove and Kangun (1993) define the concept as a marketplace orientation in which consumer's purchase, product usage and disposal decisions are driven by a desire to preserve nature's ecological balance. Such consumers are aware of the fact that their consumption activities may help preventing environmental problems so they act cautiously in their purchase decisions. Their numbers are not negligible. According to a survey by Gallup, more than 75% of the US consumers are 'green' (Kleiner 1991) and according to another Gallup survey, people are ready to pay premium prices for environmentally benign products (Carlson, Grove, Kangun 1991). These discussions may suggest that environmentalism is opposed to marketing and consumption, but it is not. Environmentalists just want business and consumers to be more sensitive about environmental issues. They want that environmental costs should be included in both production and consumption decisions.

With these objectives in mind, environmentalism has affected many industries and business functions. The steel industry has started investing huge amounts in pollution-control equipment, the auto industry has applied emission controls in cars and the aerosol industry has searched for new compounds instead of CFC's that damage the ozone layer. The production function of business has started thinking what to produce and with what ingredients that will not harm the environment. Marketing has also become complex in terms of checking environmental consequences of the products, their packaging and production processes before communicating the product to the public.

Although these implications may be seen as a burden to management efforts, use of environmental criteria in business decisions and communicating such orientations through marketing can be quite beneficial. A new concept called *Green Marketing* has emerged when management recognised a new business opportunity. Application of green marketing involves development of marketing strategies and bringing of products to the market that address the needs of environmentally conscious consumers. It may also be viewed as a combination of environmentalism and consumerism. Yet, the idea of integrating environmental concerns into marketing implementation is not new. Consideration of societal interest in marketing activities was also of concern in 1970's and was addressed by Kotler in his "societal marketing concept" (1976). The societal marketing concept required that marketers should consider: consumer wants, consumer interests, company requirements, and social welfare. Green marketing, now covers a wide breadth of sectors from recyclable

products to unleaded oil, from environmentally benign products to ozone friendly sprays. The potential for such a market segment is validated by the increasing number of 'green consumers' by many researchers in the literature. Trend towards 'green marketing' is tremendous. According to Marketing Intelligence Service in USA, 10% of all new products introduced in 1990 were identified as 'green' by the manufacturers (Davis 1992). During 1990's many companies have tried to position themselves as environmentally concerned organisations in the minds of consumers (Carlson, Grove, Kangun 1991). For example, Procter & Gamble has introduced refillable containers with less plastic for its household products and McDonald's Corporation has replaced its polystyrene containers with paper (Carlson, Grove, Kangun 1993).

However, environmental marketing has emerged in the absence of standardized guidance or regulation. Many companies have started using the term "environmentalism" when they have realized great opportunities offered by "green consumers", without a firm environmental foundation. In that manner, increased marketing efforts and hence advertising claims in support of rising number of 'green' product/process/company issues in marketing communications have created problems. First, there is the problem of defining what is actually a green product/process. There are cases where the product is only evaluated on the basis of its ingredients but not according to its process. In such cases, even if the process is hazardous, product may still be identified as *green*; or vice versa. Here, some companies make use of the difference between the 'scientific truth' and the 'consumer truth'. Scientific truth can be defined as the literal truth according to absolute facts, or that which is not legally false.

Consumer truth, however, can be defined as the reasonable interpretation a typical or average person assigns to a product claim. In other words, what is scientifically justifiable in the very basic sense may not always lead to a reasonable interpretation of that claim by a typical consumer (Davis 1992).

Second, abundance of environmental claims in the marketplace gives rise to issues of truth-in-advertising and consumer fraud since they create chaos from a consumer perception perspective. This chaos may be due to several factors. First, the terms used in environmental advertising such as degradable, environmentally friendly, or ozone friendly have no clear, uniform meaning. The same terms may be used to point different environmental benefits by different companies. Second, the scientific knowledge to understand and evaluate consequences of those claims is complicated and subject to change. This makes it difficult for the public to understand what is actually being said. Finally, comparisons between products (i.e., disposable vs. cloth diapers) are mostly limited to one environmental benefit, which can cause uncertainty among consumers as a result of incomplete environmental assessments. Those criticisms about environmental advertising created the term green-washing which describes advertising with environmental claims that are trivial, misleading, or deceptive (Carlson, Grove, Kangun 1991). Misleadingness or deception in such ads may be due to inadequate information or explanation, a vague or ambiguous claim, or due to a totally fraudulent claim. In other words, consumers can be easily misled by such claims because they do not have the required time and information to assess the validity of such claims and they cannot evaluate whether the implied benefits will ever amass.

These two factors represent a potential threat for abuse in the application of environmental claims in marketing communications. Although any violation of marketing ethics is equally harmful, impact of ethical violations in environmental marketing has a higher social concern. While many of these violations affect either society or individual without a severe long-term harm, effect of infringement of environmental advertising ethics is on both societal and individual level with a severe long-term harm.

There are two ways in which deceptive claims can hurt the environment, hence harming individuals and society:

- 1. If consumers feel that their 'green efforts' are being abused, they may, in turn, give up seeking for *green* and the environmental progression that could have been achieved would be lost.
- 2. The tone, content, and amount of environmental claims may direct the public that environmental problems have been solved. This may in turn cause delays in finding real solutions to these problems since consumers may set aside their concerns (Davis 1992).

A third problem, beyond consumer protection is to ensure the success of environmental marketers that are honest in their efforts. Trust, which is an essential component of marketing communication became a major concern in green advertising.

Advertisers, parallel to the marketers acted according to public's environmental concerns and desires with the belief that public would welcome the products that promise to contribute to environmental improvement. However, sales have been short of their expectations, showing that there is a discrepancy between consumer attitudes and behaviour. Although "price" is a reason for that in some cases, most of the time it is the consumer confusion and scepticism by the massive and unstandardized green claims. Besides, most of the green consumers perceived such claims as 'not trustworthy' (Davis 1993). In response, many marketers instead of trying to increase trust to their advertising messages, discontinued environmental marketing claims. If this trend continues, it may damage to green marketing efforts and the potential for green marketing may be wasted.

In order to prevent consumer fraud, research efforts are directed towards the study of potential for abuse by the environmental claims. Since the misleadingness of those claims are viewed to create more important social and economic problems by continued damage to the environment, the need for a separate set of regulations is recognized. Although many regulatory agencies are working on the subject, there is not yet any clear, uniform set of rules and a strong enforcement of them. In addition there is a lack of consensus on defining the misleading environmental advertising. Only FTC has provided general guidelines for such claims in 1992 in the United States. However, because of the lack of agreement between interested parties, those rules are not enough to solve problems. In contrast, they created further confusion among marketers. Many

marketers are dropping environmental claims because of the uncertainty in regulations or difficulty in complying with the existent ones (Carlson, Grove, Kangun 1993).

The above discussion has led interested parties to value the consumer perception of environmental claims. Marketers believe that their environmental claims are self-explanatory and self-evident for concerned or "green consumers". However consumers' concern and knowledge about environmental issues do not match with their understanding of specific environmental marketing claims. Consumers are often unable to define commonly used environmental marketing terms or phrases correctly. Besides, their level of understanding those terms vary widely. In this respect, consumer perceptions, consumer awareness, understanding and trust to these terms are important for two reasons. First, a good analysis and implementation of consumer perceptions in marketing activities can help prevent consumer fraud. Second, advertising claims corrected accordingly can also improve the consumer confidence to green ads. These, in turn, may contribute to the success of the green marketing effort which means success of marketers and welfare of society. Understanding of consumer perception may ensure that environmental claims are both technically accurate and understandable and credible that is; meaningful to consumers (EPA 1993). Consumer perception is also an important factor to be considered in the formation of clear and uniform regulations and guidelines for marketers.

CHAPTER II

THE AIM OF THE STUDY

The increasing awareness and concern towards environmental problems make environmentalism an important concern for both the public and the government in Turkey. The green consumerism concept has started to emerge in the Turkish markets. Although the consequences of the concept of 'green marketing' is a recent phenomenon, with the guidance of experiences in foreign practices, its recognition is accelerated. Thus the problems discussed above due to 'green washing' is also a threat to the Turkish society as well. Unfortunately, it seems that the sensitivity shown by the general public and the government to environmental protection does not parallel to the understanding of potential problems of environmental marketing and hence advertising. Consumer perception of environmental claims is also important for Turkish Green Marketing. In addition, there are problems with respect to existing advertising regulations.

Advertising in Turkey is supervised by the Turkish National Committee of International Chamber of Commerce (ICC) which accepts the International Moral Rules in Advertising Practices that are developed by the International Chamber of Commerce (ICC). Advertisers Community is another agency that deals with the issue to an extent. These mainly concentrate on the application of these adopted rules but rarely involve in studying the concept or researching for special issues. Therefore, environmental claims are not likely to receive separate attention from those bodies. In this respect, it is expected that this research will be a take off point for further studies related to the concept in Turkey.

Environmental marketing which evolved from the environmentalism concept creates a certain concern about green advertising/environmental marketing communications when combined with the concept of truth-in-advertising. More specifically, this concern comes from the gap between the perception of environmental marketers and the understanding of environmental consumers. As discussed previously, this gap in return creates a potential threat in terms of consumer fraud and marketing failure.

With the accelerated importance given to the environmentalism concept by the Turkish marketers, similar concerns threaten the Turkish society.

Since the topic is new, researchers may focus on the following issues to explore it:

1. Existence of green claims in Turkey in a given level in terms of frequency, style, product categories and the like. Such research can be done by a

simple documentary search or by researching advertisers' and consumers' knowledge on the related subjects. For the current research, both TV and print ads have been surveyed to create a pool of the Turkish green claims.

- 2. Related to the existing green claims, there is a potential for misleadingness and abuse with respect to;
 - violation and abuse of scientific truth,
- consumer deception arising mainly from the different consumer perceptions than what is actually implied, and
- unfair business competition due to the lack of a firm foundation for green marketing
- 3. The fact that certain steps can be taken to monitor or guide the use of green claims

This research is limited to justify the existence and extent of the concern about potential threats imposed by consumer fraud and marketing failure in Turkey. It concentrates on the second issue mentioned above. For that purpose it employs two groups of questions:

1. Are the green claims used in ads "scientifically true"?

Scientific truth, mentioned in the following section in more detail, can be defined as "literal truth strictly according to the facts or that which is not legally false" (Davis, 1992). To ensure that the green claim used in the ad is "scientifically true" is the primary measure that makes the ad reliable and that prevents deception and unfair business competition. If the claim does not refer to the absolute truth related with the scientific law, its potential to create abuse will be very high. From this perspective, it is crucial that the ads use claims that are scientifically true or in another words that are based on scientific facts.

2. What is the "consumer truth" for these claims? In other words what is the consumer understanding and interpretation of these claims?

Consumer truth is defined as "the reasonable interpretation a typical or average person assigns to a product claim" (Davis, 1992). It is not necessarily the same with scientific truth. The difference between the scientific truth and consumer truth is always a potential for deception. Marketers usually rely solely on scientific truth, but does not consider how it is going to be perceived by an average consumer. Scientific truth not always enables a consumer to evaluate the consequences of the claim. This is either due to lack of adequate information or time necessary to evaluate that the claims in the ads will ever accrue (Cude, 1993). If consumers are not provided with the right amount of information in the suitable way, perceptions and expectations of consumers can be significantly different than what is actually implied in the ad. This, in return, will mean that there is a potential for consumer fraud and unfair business competition.

Thus, ensuring "consumer truth" is as important as ensuring "scientific truth" in the advertising claims.

Besides these sets of questions, examination of the results can also help fulfilling the following issues that can be further extensions of this study:

A. Assessing the "green consumer" potential of the Turkish market.

B.Offering guidelines to regulators and marketers in the light of the findings that will better the green marketing efforts in Turkey.

CHAPTER III

LITERATURE REVIEW

This section covers several past research relevant to this study. The literature review reveals that there are many past studies on the related subject that may help in constructing the theoretical background for this research.

First, previous studies dealing with environmentalism and their impact on business are viewed. Second, studies concerning with environmental marketing and their importance are examined. Finally, research dealing with various aspects of environmental advertising are documented.

3.1 Environmentalism

Environmentalism is not a new concept for the society and business. It was of concern even two decades ago and it was viewed as a new challenge for marketing.

Researchers were mostly concerned with the 'Business and social responsibility' linkage. They supported that because of high environmental pressures, a societal

adaptation for marketing so as to survive as a social institution is a must. It was claimed that marketing activities should move from individual satisfaction to satisfaction of the society. Emphasis was given both to governmental interference and consumer pressures that forced marketing to adopt to that new era (Feldman 1971).

The concept of environmentalism and its impact on business has gained greater importance in 1990's with the increasing threats of pollution problems. Researchers have started to investigate environmental consciousness and tried to estimate the amount of environmental consumers. Consequences of environmentalism in business is also investigated. In United States, Gallup Organisation have conducted many surveys which revealed that the concept of environmentalism is increasingly gaining importance. One of the recent surveys on environmental consciousness is by Krause (1993). He examines the levels of environmental consciousness by a self-report questionnaire applied to a sample of 300 individuals. The results reveal a high level of concern for environmental issues and a large proportion of the sample describes themselves as 'environmentalists'. The findings show fair consistency by sex, age, and ethnic grouping. However Kraus (1993) also discusses that these results should be taken with caution since there is the difficulty of defining and measuring "environmental consciousness" in such studies.

Another study, by Kleiner discusses environmentalism and its challenges on business (1991). It starts with praising 'greening of management' in contributing to sustainable development. The author then expresses that to be a 'green' company means

answering certain questions, such as what products to bring to the market, with what ingredients or processes, and how to package them, in addition to answering what environmental actions to support as a company. With these in mind, a 'green' company is defined by the author as the one with 'green' product-process-company values. In other words, the products, manufacturing systems and the company values should be in line with the environmentalism concept in order to be referred to as a "green company". Further, for effective pollution prevention, it is suggested to perfect manufacturing systems so as to minimize harmful emissions, rather than trying to capture pollutants at the end of a pipe or smokestack. This suggestion parallels to the total quality management concept which aims to design a manufacturing process to reduce defects at the end. Finally, the importance of acting responsible to environmental problems is expressed.

Another study states that environmentalism may be the biggest business issue of the 1990s and that if companies want to survive they should learn to tackle with that (Kirkpatrick 1990). Examples of companies that have started considering the issue in their business activities are also given, such as Exxon and Procter & Gamble. The study also expresses that environmentalism in 1960s which was a social activism based on civil rights and the antiwar movement is different from the 1990s, which is a movement of its own.

3.2 Green Marketing:

Studies on the subject of Green Marketing starts with the aim of investigating the impact of environmentalism on business, mainly its operations. Marketing, among various functional areas of business, has received higher attention when environmentalism is viewed parallel to consumerism in certain aspects. Within this context, potential for a 'green market' is especially examined.

One of the early studies dealing with environmentalism and marketing, is done by Kassarjian (1971). The basic purpose of his study was to examine reactions of consumers to an advertising campaign for a particular kind of gasoline (F-310) that promised to reduce air pollution; importance of air pollution for the public was also viewed. Prior to research, it was hypothesised that individuals with greater concern for air pollution would be more aware of and receptive to F-310 ads. It was also hypothesised that they would be more willing to pay premium prices for a pollutant-free gasoline than their counterparts.

In order to assess these, a sample was chosen among Santa Monica residents on a probability basis and they were interviewed for the measurement of the hypothesis. First, attitude toward air pollution was surveyed. Later, brand awareness was tested. Results showed that among those individuals with a higher concern with air pollution, most of them correctly identified the company and F-310. This reveals that the segment of the market most concerned about pollution is more aware of a

product promising a potential solution to the problem. It is also driven from the results that these people are ready to pay for premium prices for such products. The author suggested that this level of concern should be a sign for marketers. The study concludes that potential for marketing a good product based on ecological concerns seems to be impressive.

In addition to the above study, many Gallup surveys in the U. S. have revealed that the number of the green consumers is impressive and that this number tends to increase. All of these surveys have concluded stating that the potential for green marketing is high. Later, efforts are directed towards setting strategies for successful green marketing. A recent article discusses that to gain from increased environmental awareness, marketers should value the changing consumer and political attitudes and recognize their products' environmental implications. They should analyze their role in protecting the environment and should integrate green marketing fully in their strategic marketing plans. It is also claimed that in order to benefit form green marketing, companies should show a true commitment to solve real problems and take a step beyond what is required or expected. Companies with lack of true commitment and premature implementation strategies are claimed to be unsuccessful since both consumers and government are examining those companies very closely. The article concludes stating that with the dominating factor of environmentalism and increasing number of green consumers, green marketing offers a profit potential especially for those who can take assertive leadership in the industry, can carry an

effective communication and who can integrate green marketing carefully into the strategic planning process (McDaniel, Rylander 1993).

3.3 Green Advertising

As a consequence of increased green marketing activities, green advertising has gained importance. Some of the research dealing with the issue is concentrated on suggesting ways to make environmental communication more effective, hence investigated factors that affect such advertising. One of the examples of such studies is by Davis (in press). In his study he examines the effects of message framing on response to environmental communication. For this purpose he has conducted a research to determine the extent to which framing manipulations of three components of an environmental communication influence attitudes toward the communication and call people to participate in environmentally-responsible behaviours. He defines these communication components as problem definition, target definition, and recommended environmental activities. Problem definition refers to whether the message is framed in terms of 'gains or losses' (i.e., if you do (action) you will be better of vs if you do not do (action) you will be worse of). Target definition stands for current vs future generations that are addressed by the message. In another words, it is to indicate who is at risk. The third component emphasises the difference between restraining one's use of available resources (such as conservation) and active contribution (doing more such as recycling) in framing the message. Results of the study show that communication which framed the discussion in terms of potential losses to the current generation, gains the most positive responses to the communication and scores the highest levels of intention to act environmentally-responsible such as conservation, recycling, and green shopping. However, kinds of activities in framing the message do not have much effect on attitudes or behavioural intentions. In other words, the results reveal that intention to participate in environmentally-responsible behaviours is best fostered through communications which present simple, clear and understandable actions presented in a context which emphasizes how the target will be personally, negatively affected if they continue to be inactive participants in environmentally-responsible behaviours.

In order to examine consumer response to corporate environmental advertising, a study is conducted which investigates the influence of a variety of designed corporation's environmentally-themed corporate ads to improve environmental image on consumers' attitudes towards corporations and their products (Davis, in press). Research discusses the interaction between consumer's image of the corporation prior to the advertising and the type of advertising message. Results reveal that messages that focus on corporation's specific environmental activities (greening of manufacturing systems) exert the most positive influence on corporate and product attitudes when the previous environmental image of the corporation is positive. However messages that focus on corporation's monetary contributions (donations to green groups) suit more to corporations with previously poor environmental image. And the least effective messages on positively influencing the corporate image are the ones which emphasise the corporation's resource related activities (such as the preservation of wildlife and/or its habitats).

Another research on green advertising deals with the impact of increased environmental claims in green advertising. They question ethical aspects of the subject. Studies on truth-in-advertising have been continued for decades, but they have been accelerated with the increased use of advertising as a selling tool. Critics mostly pointed out the negative impact of advertising, especially when it is not credible. They have also suggested that social status of advertising would improve if advertising were more truthful. Some tried to justify advertising (Kottman 1969) and argued that too much regulation would restrict advertising to perform its duties (Levitt 1970). The others concentrated on finding methods to correct and better the advertising (Dyer and Kuehl 1974). Still another group examined the factors that make an ad fraudulent (Cohen 1972, 1974).

In case of environmental advertising, problems of deception arise from variety and amount of green claims and labels that are difficult to understand and evaluate by consumers. An article by O'Brien states that companies must learn to avoid the pitfalls of environmental advertising (1992). The author says that although such claims give a competitive advantage to companies, they may also be risky as false or misleading claims can damage the company's image by creating negative publicity. Companies are also warned about hard penalties applied by FTC in such cases.

Another study dealing with ethics and environmental marketing is done by Davis (1992). In the study it is claimed that since ethical considerations are not yet integrated into environmental marketing, potential for abuse through deceptive ad claims is great. This further implies that long-term harm on both societal and individual level is a serious threat. It supports the need for revising existing norms with regard to environmental marketing to prevent that threat. It identifies the sequence of actions necessary for the development and communication of ethical environmental marketing claims. In a broad sense the sequence is based on two aspects of ethical theory; namely, *moral style* and *normative behaviour*.

Some researchers concentrated their effort in order to investigate consumer fraud by environmental advertising. One of the first studies dealing with environmental advertising claims focuses on determining the extent of misleadingness of environmental claims and proposing suggestions to regulations about the issue (Carlson, Grove, Kangun 1991). In this respect the study tries to develop a typology for categorizing deceptive environmental claims and tries to apply this to determine types of claims used in ads. In order to examine these issues, an environmental ad pool as a convenience sample is created first, from the most popular magazines by three independent investigators.

Second, out of the 200 ad pool, a final sample with 100 ads is selected by eliminating duplicate or incomplete ads. Later, two sets of judges (expert: from

environmental sciences and non-expert) are formed to examine these ads on the basis of the typology developed by the authors.

The typology consists of:

- 1. The claim is vague or ambiguous, it has a broad and non-clear meaning
- 2. The claim omits important information to evaluate its truthfulness
- 3. The claim is false or an outright lie
- 4. More than one of the types apply
- 5. Claim is acceptable

One of the most important results of the study is that many ad claims are considered as fitting to either the first or the second categories of the typology. This reveals that most of the ads are considered as deceptive by the judges. This, in turn supports the existence of the potential for abuse in environmental advertising. Although consumers' increasing awareness to environmentalism is favourable, this increase also enhances the chance of consumer fraud. The lack of guidelines in addition to the competitive pressures of today's marketplace, create a context in which companies are directed to make deceptive or misleading environmental claims. The study concludes suggesting that their typology may be helpful in establishing regulations to prevent such deception (Carlson, Grove, Kangun 1991).

As an extension to their previous study, Carlson, Grove and Kangun have conducted another study in which they have included a claim type typology in addition to their misleading/deceptive content typology (1993). The research was an empirical study which combined the two classification schemes to create a matrix that identifies types of environmental claims and their potential to be perceived as deceptive/misleading. In addition to prior examination which focused only on the extent of deception among environmental advertisements, this one aims to identify types of claims in such ads by applying content analysis.

The claim type typology introduced in this case is as follows:

- 1. Product orientation: claim focuses on environmental benefits of a product
- 2. Process orientation: claim focuses company's production/disposal methods that are environmentally friendly
- 3. Image orientation: claim associates an organisation with a publicly supported environmental action.
- 4. Environmental fact: claim involves an independent statement that is apparently factual in nature from an organisation about the environment in general
 - 5. Combination: claim has multiple facets

An ad pool of 100 is formed. The pool is examined and classified by three judges of different backgrounds.

Results reveal that there is significant variation across types of environmental claims with respect to deceptive and misleading content. They also suggest that those claims which praise the environmental benefits of products and those that are designed to enhance the environmental image of an organization are most prone to be considered misleading/deceptive.

Under this topic, researchers are also interested in consumer perceptions of environmental marketing claims for two reasons: first to avoid consumer fraud and second to help marketers to be more effective in their environmental communication. One of such studies examines the consumer perceptions of 10 environmental claims (Cude 1993). The claims included in the study are: degradable, biodegradable, no CFC's, safe for the environment, environmentally friendly, compostable, recycled, preconsumer waste, post-consumer waste, and recyclable. These claims are the most frequently seen in the United States in green advertising. The data of the research are collected through a series of five surveys in which five open-ended questions are asked in each one. Results reveal that consumer knowledge of these terms is very weak. It seems that consumers do not understand their correct meaning and hence cannot evaluate them properly. Results also imply the need for a set of standardized definitions in order to enable consumers to demonstrate their actual environmental preferences. The study concludes that green marketing efforts can be helpful to the improvement of the environment if and only if consumers receive accurate, specific, and complete information about the environmental consequences of products and services they buy.

Another study which examines consumer perceptions, aims to explore the public's norms and levels of trust for environmental advertising (Davis, in press). The research tries to show that 'lack of trust' is the reason for the difference between consumers claiming to be green and the ones that are actually acting green. In order to do that a comparison of the public's injunctive norms and attributed norms within the domain of environmental advertising is applied. Findings of the study reveal that the public's injunctive norms about the subject are in a developmental state. It is also observable that the public believes that advertisers are guided by a set of norms more liberal than their own. Finally, the comparison of the two shows that the public does not trust environmental advertisers. According to these results, it is stated that the reason for poor consumer response to green marketing is the lack of trust. It is suggested that to build trust, advertisers should first try to change the consumer perceptions, giving more emphasis to the issue. The article argues that to achieve a higher trust level cannot be gained through solely by complying with the rules; and states that an understanding and integration of consumer needs, norms, and perceptions is a must.

In a similar study to his previous one, Davis (in press) examines three aspects of environmental advertising in order to understand the consumer perspective that will help improve advertising efforts. The three addressed aspects are the specificity of the environmental claim, the level of emphasis given to the environmental claim, and consumer orientation toward environmental appeals. The study results show that specific, real, and useful environmental claims maximize the product purchase

intent when the concern is claim specificity. It is recommended that instead of saying "reduces emissions", it is better to say "reduces emissions by 21 percent". In case of environmental claim emphasis, which is a trade off between communication of traditional vs environmental benefits, marketers should create a balance that will reassure the consumers that the product will continue to deliver traditionally important category benefits together with environmental ones. With respect to the third aspect, it is important to stress the contribution and reward obtained from each individual's action of purchasing the advertised, environmentally benign product. That is to say, advertisers may prefer to have messages saying "you should feel good about the good you are doing". The research gives these results as guidelines for successful environmental marketing.

Besides these studies, US Environmental Protection Agency has published a report on 1993. This report is a comprehensive examination of the use of environmental marketing claims in the United States as of 1992. It reviews consumer understanding of such terms, use and trends related with those claims, instances where these terms are discontinued, and FTC regulations. The report serves for two purposes: First it provides an analytical foundation for guidelines and regulations. Second, it is a comprehensive source of information about the major issues in environmental marketing for those generally interested in the subject.

Topics discussed in the report are:

Issues in Environmental Marketing; here the distinction of environmental marketing and the other forms of marketing is made. Problems related to the rapid increase of ambiguous terms such as consumer fraud are stated.

Consumer Perception of Environmental Claims; under this topic consumer awareness and understanding of these terms, consumer confidence in them, and environmental purchasing habits are investigated. Examples from several studies are listed.

Inventory of Environmental Labelling and Marketing Terms; this section classifies the terms according to their number and type. In another words it quantifies the environmental marketing activity.

Discontinuation or Avoidance of Environmental Claims; here the instances where marketers avoid using such claims are studied. Marketers mostly avoid them when they cannot comply with the regulations or when the regulations are too strict to comply.

Regulating Environmental Marketing Terms; FTC regulations and guidelines are listed.

Since it deals with major topics in environmental marketing and summarizes most important studies in the United States, this report is an important source of information for other research.

All these studies reviewed reveal that environmental marketing and advertising gained a great deal of emphasis in the literature. Many aspects of the issues are being examined and there are still many to discover till the subject reaches maturity. The reason that makes it so popular is that environmentalism is a dominant issue in 1990s and it will continue to influence values of the society and business. Hence, green marketing still serves as a great potential for business if they can learn to adopt to these changes and respond effectively to green consumers' needs and norms. Establishment of a set of healthy regulations that take consumer perceptions as a base will also contribute efforts for achieving fair and honest environmental advertising. All these require appraising the studies that are being conducted.

Similarly, *Turkish green marketing* should also value such research so as to be successful. Since the concept is quite new in Turkey, any study that will bring the issue to surface will be valuable. With the application of results of scientific studies and past experiences of foreign countries, Turkish marketers can keep up with the challenge of environmentalism in the markets.

CHAPTER IV

HYPOTHESES

Searching for the scientific truth vs consumer truth and consumer perceptions of green claims, it is hypothesised that:

H1: Most of the green claims used in the ads are hardly scientifically true without any clear justification, or if they are, they are hiding against the literal truth by not providing enough information to evaluate the consequences of the claim.

In one of his studies, Davis defines scientific truth as "literal truth strictly according to the facts or that which is not legally false" (Davis, 1992). To ensure that the claim is scientifically true, that it is based on scientific facts, should be the first target of an advertiser. However, to rely solely on "scientific truth" can be deceptive; especially if not accompanied by satisfactory amount of information to enable the consumers evaluate the environmental consequences of the claim. The reason for that lies between the difference of scientific and consumer truth. Again in the same study, consumer truth is defined as the reasonable interpretation of the claim by an average consumer. In many cases, it is easier to fulfil the requirements of scientific truth rather

than consumer truth since consumer perceptions can be in many various ways. However, in such cases consumers' expectations may be a lot different than what is actually implied in the claim; that is to say they can be misled. Hence, in addition to ensurance of scientific truth, the amount of information given and time available to consumers to evaluate the validity of these claims are equally important (Cude, 1993). Consumers can easily be misled if they cannot determine themselves whether the claimed benefits will ever accrue. Even if the terms are true on a technical basis, if not accompanied by satisfactory information, they cannot guide consumers truly. In other words, valid justification of the "scientific truth" is as much important as the claim itself. Besides creating potential for consumer abuse, the difference between consumer and scientific truth is also a threat in terms of unfair business competition. Hence, starting from these points and a prior examination of the green claims in Turkey, it is expected that these claims are hardly scientifically true. They are not based on clear scientific facts. Even if they are, they are not followed by clear and scientific justification to help consumers understand their after-effects.

H2: In addition, "consumer truth", or Turkish consumers' understanding and interpretation about these claims, are quite different than what is actually going to accrue.

Although exposure to environmental claims are increasing, it should not mean that consumers' understanding and knowledge of these claims are sufficient enough to evaluate the consequences of these claims. A study by Cude, revealed that

consumer knowledge of these terms was quite weak (1993). It was stated in this study that this could mean a threat in terms of both consumer fraud and marketing failure. These claims usually have no clear, uniform meaning. So, they can be interpreted as many different ways, especially if not followed by clear justifications for them. Consumer truth, the interpretation of an average consumer related with the claim for these claims will be diversified for each consumer and usually a lot different than what is actually implied in the claim (Davis, 1992). The lack of standardised definitions. justifications of these claims and inadequate technical knowledge consumers' have. create a potential for consumer abuse (Carlson et al., 1993). As well as these, considering the fact that most of these "green terms" used in the ads are technical terms that are directly translated from English makes them difficult for a typical Turkish consumer to understand and evaluate. So, it is expected that consumer truth of these claims and their consequences will be a lot different than what is actually implied in the claim or what is going to occur. As explained previously, this difference is a threat in terms of consumer abuse and unfair business competition.

The above hypotheses are driven from the literature survey done and the general observations/interviews made prior to development of the present research.

If these hypotheses are supported, advertisers can find more effective methods for environmental advertising by better targeting to the needs and demands of the green consumers, while decreasing the potential of consumer fraud and unfair business competition by these ads.

CHAPTER V

METHODOLOGY

5.1 Introduction

This study attempts to find out the evaluations of the "green advertising" claims/terms used in ads by both experts on environmental issues and by "average" consumers. In this way these terms are assessed with respect to their scientific and consumer truth contents.

The outputs of the research provide certain benefits to different groups.

They point the issues to be considered by policy makers to prevent consumer fraud/unfair business competition and issues to be considered by advertisers to increase the efficiency of their claims. Hence, the methodology is designed to meet these aims.

In the literature, there are various methodologies and approaches that deal with topics in green advertising. Some researchers concentrated on collecting data on the consumer perceptions of these claims. Cude (1993) tried to determine the consumers' understanding of the most frequently used claims in the US. In her study,

she came up with a plethora of consumer definitions to several environmental claims. The others such as Carlson et al. (1991) tried to categorise these claims according to the types of claims used and different likelihood of these claims to be judged as deceptive. Within this perspective they have developed and tested a typology that enables the identification of environmental claims with respect to different types. Federal Trade Commission has prepared a report investigating several researches on the topic to combine the approaches and major outcomes of these studies. In the report they have also proposed acceptable definitions and applications of the green terms after analysing various studies. To develop the methodology of the current study, the methods, results and suggestions of the previous related studies are examined. They are modified to meet the aims and limitations of this research and a methodology as stated below is developed.

5.2. The Advertising Pool

In studies which require the analysis of any form of communication media such as newspapers, magazines, or TV, the researcher can rarely make it possible to examine all the suitable data. This is due to several factors. One is the fact that there is a high volume of material to be examined. The others are the inaccessibility to these data or sources of the data and more importantly time and financial limitations of the research concerned. This fact leads to the solution of analyzing only a sample of the data from the selected sources.

Starting from the above point, various magazines/newspapers, and TV ads

from 1995 are searched for preliminary assessment. Since the concept is new in

Turkey, the researcher needs not to go back more than two years to collect samples. In

addition, after examining the TV ad samples from years 1993 and 1994, it is found that

TV will not be a rich source in terms of environmental advertising. Hence, the last two

years' magazines and daily newspapers are searched to create a pool of green

advertising to be used in this research. The ads in which there exists green claims are

collected. As mentioned earlier, since the green marketing is a recent issue in Turkey,

only a certain number of ads are collected with a limited variety. Totally there are 46

ads in the pool. Copies of these ads are provided in Appendix - C. The information

regarding the number, product categories, and brand variety is given in the following

tables (Tables 5.1 and 5.2). The sample ads collected are then classified and coded

according to the type of claims used in them. The classification is based on a typology

developed by Carlson, Grove, and Kangun (1993).

The classification of the ads done by the researcher is as follows:

Product Oriented: The claim focuses on the environmentally friendly

attributes that a product possesses.

E.g.: This product is environmentally friendly.

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Process Oriented: The claim deals with an organization's internal

technology, production technique, and/or disposal methods that yields to environmental

benefits.

E.g.: 20% of the raw materials used in producing this good are recycled.

Image Oriented: The claim associates an organization with an

environmental cause or activity for which there is broad-public support.

E.g.: We are committed to preserving our rivers.

Environmental Fact: The claim involves an independent statement that is

factual in nature from an organization about the environment at large, or its condition.

E.g.: The forests are being destroyed.

Combination: The claim appears to have multiple facets.

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Table 5.1 Environmental Claim Types of Ads in the Pool

CLAIM TYPE	NUMBER	BRAND#
Product Oriented	28	17
Process Oriented	4	2
Image Oriented	10	10
Environmental Fact	3	3
Combination	1	1
TOTAL	46	33 *

^{*} The same brand is repeated in the first two types and counted separately

Table 5.2 Product Categories in the Pool

PRODUCT CATEGORY	AD#	BRAND#
Automotive Industry	19	9
White Goods	2	2
Home Entertainment	1	1
Equipment		
Household Cleansing Mt.	2	2
Paper Products	1	1
Garment	3	3
Accessories	3	2
Food Industry	1	1
Medicine	1	1
Service Industry	4	4
Computer Industry	1	1
Petrol and Related Products	7	5
Construction Sector	1	1
TOTAL	46	32

5.3. Structure

The research is composed of two stages. In the first stage, ads that have been compiled are evaluated with respect to the extent of "scientific truth" in the environmental claims used. The evaluation is done by two judges who are environmental engineers based on another typology developed and experimented by Carlson, Grove, and Kangun (1991, 1993). Environmental engineers are used because of their expertise on environmental concepts. The typology which is based on the principle of classifying environmental claims is as follows:

- 1. The claim is overly vague or ambiguous, it contains a phrase or statement that is too broad to have a clear meaning.
- 2. The claim omits important information necessary to evaluate its truthfulness or reasonabless.
 - 3. The claim is false or an outright lie.
 - 4. The claim is acceptable, I find no problems with it.
- 5. The claim involves two or more of the categories listed above (i.e. 1, 2, and/or 3).

The classification resulting from the first stage formed a base for the second part of the research. In this part, the sample group of interest is questioned to determine their understanding and perceptions of the environmental claims used in the ads. In other words "consumer truth" of the "green claims" used in the ads are focused.

Due to research limitations, only a limited number of ads are shown to the sample group. Selection is done from the pool with the help of the results of the typology used. Five ads are selected to represent five groups of the typology. This selection provides a basis to limit them in number in a reasonable and justifiable way without sacrificing much from the quality of analysis, since comparisons of ads belonging to different groups of the typology are also possible.

One ad from each group of the above typology is selected. Thus, it is ensured that each category in the typology is given a chance of being evaluated with respect to consumer truth. Then these ads are shown to a selected number of target group members to assess their perceptions of the claims used in these ads. In total, five ads are evaluated both in terms of their consumer and scientific truth context in this research. In other words, these ads are evaluated both by the experts on environmental issues and by non-expert, average consumers.

5.4. The Questionnaire

5.4.1. Questionnaire Development

After all the ads in the ad pool of this study are evaluated by the judges, five of them are selected for further assessment by the sample group of consumers. Each of these five ads represent five different categories of the typology used by the

judges, separately. During the selection, attention is paid to ensure maximum product variability by these five ads. This is to increase the chance of a product category to **overlap** with its potential user. Another consideration during the selection process is to include ads that consist of the most commonly met environmental claims in Turkish marketing efforts. This is to produce more practical outcomes from this study that can be referred to by both policy makers and marketers.

After the selection process, a questionnaire is developed for each ad to be used as a research instrument for the assessment of consumer perceptions of the claims and consumers' purchase intentions about the products advertised. The questionnaire is composed of both standard questions regarding demographics of the target group, and sets of questions specific to ads selected. Questions related with the ad of concern have two aims:

- 1. To figure out how consumers perceive and hence define the "green claim" in the ad, and
- 2. To investigate how strongly the consumers evaluate the "greenness" of the products as an important product attribute that would affect their purchase intentions.

To develop the questionnaire, findings of the past studies dealing with the knowledge and understanding of consumers about the green claims are used (Cude, 1993). In that study, a plethora of different meanings of the 10 green claims that are assigned by consumers is presented. In addition to these, preliminary interviews are

conducted by the researcher to investigate the potential definitions of the environmental claims provided by a group of Turkish consumers. This helps to create response categories that attempt to explore a range of possible answers that can be given by the sample group regarding the "meaning" of the green claims in the ads. Utilising all of these outputs, sets of questions are developed for each of the five ads together with a standard set of questions that search for the demographics of the sample group that are important for the research of concern. The selection of questions for the demographic data is explained in the Sample Design section in more detail.

5.4.2. Purification of the Questionnaire

Before conducting the study, a pre-test is done by administering the questionnaire to a group of 20 people for purification of the questions. This preliminary study has revealed a need to standardise the questions and their response categories for each ad to ease its application. Some of the statements in the questionnaire are also restated to enhance their clarity. Additional response categories are included upon the feedback received to increase comprehensiveness of the response categories. Another outcome of this pre-test is the change of an ad from the automotive sector with another from the household cleaning sector. Although both of the ads represent the same category of the typology used, this change contributed to the product variability of the study. Initially there were three ads related with the automotive sector, each representing different categories from the typology. The reason for their

dominance is the fact that most of the green advertisements belong to this sector, as documented in the "Advertising Pool" section.

Finally the selected five ads represent the following product categories:

- 2 from the automotive industry
- 1 from the white goods industry
- 1 from the paper products sector
- 1 from the household cleaning materials sector

A final copy of the questionnaire, both in English and Turkish, and copies of the five selected ads are provided in the appendices A and B, respectively.

5.5. Sample Design

The sample used in this research is a non-probabilistic sample. This kind of sampling involves the personal judgement of the researcher while selecting the sample elements. It also enables the investigator to reflect the required variability into her sample. The level of variability is dependent on the important characteristics of the population that is of interest of the research.

In terms of environmental advertising, past studies and experiences of the researcher reveal that the most outstanding demographic characteristics to be

considered in this study are age (interest and awareness to the topic may differ according to age), and education and/or profession (knowledge and experience can affect the degree of understanding of the claims) of the targeted group. Other factors to be are income (in most of the cases, environmentally benign products are accompanied by a premium price) and sex (useful in providing an indication of green consumer profile when combined with the above). Hence, questions exploring these demographics are included in the questionnaire.

On that account, the sample is selected considering these points above to reach a sufficient level of variety. Also, they are selected from different sources as much as possible to ensure a level of heterogeneity in the sample.

Sample size is set as 150 for convenience to ease the manageability of the research and to be able to reach to a required level of variance. Since the prime objective of this research is to highlight the topic without claiming to be fully representing "Turkish Consumers", this sample size is considered to be adequate to meet the study objectives.

5.6. Execution of the Study

The sample is formed by selecting people from different groups that reflect the desired level of variety in terms of age, education, and income. Following that, questionnaires are administered to the selected sample group. Before administering the questionnaire, each member of the sample is briefed about the purpose of the research. Ads are shown to them one by one for their personal examination. After each ad, they are let to respond to the questions regarding the specific ad. Although, the questionnaire is planned to be self-administered, the researcher had to apply the questionnaire one by one with most of the people in the group to ensure that questions are uniformly understood by all of the participants.

The ads are not shown to the subjects in the same order. Since from 1-5, they represent a logical set by the typology, each time order of these 5 ads are reorganized. So, the results are not affected by the logical order provided by the typology.

A certain group of subjects is not questioned about purchase intentions for three of the ads. This is to prevent any potential misguidance of the researcher by the respondents that can be caused by the irrelevance between the product category and the target users. This group is from a lower level of education with a low level of income. These three specific ads of concern are from the automotive sector (2 ads) and the paper industry. However, this group is also questioned whether "greenness" is a product attribute for them or not by the remaining two ads which are believed to have a higher chance of being targeted to the group of concern.

By the answers given to the questionnaire, respondents' perceptions of the green claims and their purchase intentions about the green products are measured. A

plethora of different meanings of green claims that are assigned by consumers are collected. By that way, it is possible to understand how these claims are perceived and how they affect the purchasing of the products.

CHAPTER VI

RESULTS AND DATA ANALYSIS

6.1. Introduction

In this chapter data analysis and results of the study are presented. All statistical analysis of the data are carried out by SPSS for MS WINDOWS Release 5.0.

Since the research methodology is composed of two stages, results are also presented in mainly two sections. The first section presents the evaluations of the two expert judges regarding the five selected ads. This section also presents inter-judge reliabilities. The second section presents the analysis of the data gathered by the administration of the questionnaire to 150 respondents. Demographics of the sample group of the research are described in the second section, as well.

6.2. Results of the First Stage

As stated in the methodology part, in the first phase of the research, ads that have been collected are evaluated by two expert judges who are environmental engineers. The evaluation is based on a typology with five categories which groups environmental claims according to various characteristics of the claims. Each judge evaluated 46 ads in total by assigning a number corresponding to a category from the typology to each ad.

6.2.1. The Results

The tables below present the evaluation of the two judges for each of the 46 ads relating to the environmental claim types and product categories. Typology is provided below to ease the discernment. Typology:

- 1. The claim is overly vague or ambiguous, it contains a phrase or statement that is too broad to have a clear meaning.
- 2. The claim omits important information necessary to evaluate its truthfulness or reasonability.
 - 3. The claim is false or an outright lie.
 - 4. The claim is acceptable, that is "I find no problems with it".
- 5. The claim involves two or more of the categories listed above (i.e. 1, 2, and/or 3).

Table 6.1 Evaluation of the Two Judges

AD NUMBER	CATE	GORY		AD NUMBER	CATE	GORY
	JUDGE 1	JUDGE 2			JUDGE 1	JUDGE 2
1 *	2	2		24	4	4
2	4	4		25	4	4
3	4	4		26	2	2
4	1	4		27	2	2
5	1	1		28	5	5
6	1	4		29	1	4
7	1	1		30	4	4
8	1	1		31	4	2
9	1	1		32	2	4
10	1	1		33	4	4
11	2	4		34	4	4
12	4	2		35	4	4
13	1	1		36	3	2
14	1	1		37	2	2
15	5	5		38	1	4
16	3	3	<u> </u>	39	4	4
17	2	1		40	1	1
18	4	2	<u> </u>	41	4	4
19	4	4	ļ	42	4	4
20	2	2	 -	43	4	4
21	3	3		44	4	4
22	4	4		45	2	1
23	1	4		46	2	2

^{*} The shaded cells represent the judgements on which both judges agree

6.2.2. The Interjudge Reliability

Improvement of quality of measures used in marketing research has been a concern for researchers in the last few decades (Perreault, Leigh, 1989). Although quality of quantitative composite scales was given more emphasis by researchers in the beginning, there has been a shift in the attention given towards quality of nominal scale data developed from qualitative judgements. One of the most important reasons lying behind this is the high frequency of application of judgement-based nominal scale data in both academic and applied marketing research, for example, in analysis of consumer responses to open ended survey questions and in content analysis.

This trend has led researchers to define means to ensure or improve quality of judgement - based data. Although there are several procedures to ensure consistency in the coder's judgements, one approach attracted considerable attention is the measurement of "interjudge reliability". Conceptually, reliability can be thought of as the percentage of the total responses that a typical judge could code consistently given the nature of the observations, the coding scheme, the category definitions, the directions, and the judge's ability (Perreault, Leigh, 1989).

Measurement of interjudge reliability indices can be used to determine whether the methodology of the research needs improvement to reach a higher value of reliability. In addition, utilization of the estimate of interjudge reliability is also helpful

in general implementation of the coded data. Once a sufficient level of reliability is reached, it is easier to make interpretations of the data.

In the literature, there are various methods suggesting different coefficients of inter-judge reliability. To calculate the interjudge reliability for the evaluation done by the judges, the method developed by Perreault and Leigh (1981) is used in this research. Their study focuses on judgement based nominal scale data, especially with the use of multiple judges. The same method is also used by Carlson, Grove and Kangun (1993) in their study, from which the typology is adapted for this research. The formula to calculate the reliability index, I_r is as follows:

$$I_r = 5\sqrt{((F_0/N) - (1/k)k/(k-1))}$$

for $F_0/N > 1/k$, where,

I_r represents the index for reliability,

N is the total number of judgements made by each judge,

 F_0 is the number of judgements on which the judges agree,

k is the number of categories in to which judges allocate observations.

The operational range of values for I_r lies between 0.0 (no reliability) and 1.0 (perfectly reliable).

In Table 6.2, the coding categories for each judge are aligned so that diagonal cells in the matrix represent judgements on which both judges agree. The frequencies in the off-diagonal cells do not only indicate the level of disagreement, but also help to pin-point the nature of disagreement. The interjudge contingency table of the results of the first stage of this research is presented in the Table 6.2 below.

Table 6.2 Interjudge Contingency Table

			JUDGE 1			
		1	2	3	4	5
J	1	5,7,8,9,10,	17,45			
U		13,14,40				
Đ	2		1,20,26,27, 37,46	36	18,12,31	
G	3			16,21		
E 2	4	4,6,23,29,3	11,32		2,3,19,22,2 4 25,30,33,34 35,39,41,42 43,44	
	5					15,28

By inserting the following corresponding figures to the formula, index for this research is calculated as follows,

N = 46,
F₀ = 33,
k = 5,

$$\Rightarrow I_r = \sqrt[5]{(33/46 - (1/5)(5/4)}$$

$$\Rightarrow I_r = 0.804$$

Confidence intervals for 95% confidence is calculated by the suggested method in the same article:

limits =
$$I_r + /- z_c [I_r(1-I_r)/N]^{.5}$$

limits = $.804 + /- 1.96 [.804 (1-.804)/46]^{.5}$
limits = $0.804 + /- 0.1147$

The value (0.804) is close to the upper limit of the reliability index which is 1.0. Hence, the magnitude of the I_r is sufficient for further interpretation of the results (Perreault and Leigh 1989).

Continuing with analysis of the results, it is possible to see the allocation of the judgements to the 5 categories of the typology on an individual judge basis by referring to Table 6.3 below. Total number of agreements corresponding to each category is also presented in the table. Before interpreting these results, it should be noted that all categories except category 4 mean that there is a problem associated with

the environmental claim used in the ad as evaluated by the judges. Hence, the results of the 4th category are compared with the results of the rest of the categories.

Table 6.3 Results of Judges vs Categories of the Typology

CATEGORY	JUDGE	f	JUDGE	f	TOTAL#OF	f
	1		2		AGREE'S	
1	13	.28	10	.22	8	.24
2	10	.22	10	.22	6	.18
3	3	.07	2	.04	2	.06
4	18	.39	22	.48	15	.45
5	2	.04	2	.04	2	.06
TOTAL	46		46		33	

If we analyze the results starting from this point, it is observed that frequencies of the 4th group for judge 1 and judge 2 are 39% and 48% respectively (Table 6.3). Therefore, total frequencies of the 1, 2, 3, and 5th groups are 61% and 52% for the two judges. For both judges, the frequencies for the 4th group is lower than the total frequencies of the rest of the groups (i.e. total frequencies for 1st, 2nd, and 3rd group). This indicates that the majority of the 46 ads have a potential for consumer fraud or unfair business competition due to the reasons as stated in each category. The same trend is observed in the total "agreements" in Table 6.3. 54% of the agreements refer to the categories 1, 2, 3, and 5 and 45% of the agreements refer to the 4th category. Whether the claim is vague or totally false, the important thing is that they violate the "consumer truth". That is, they lie behind the literal truth or make it

difficult for an average consumer to evaluate the reasonability of the claim. However, regarding the "scientific truth", the 3rd category has a higher significance as this category states that the "claim is false or outright lie". Within the ad pool of this research, total of 5 out of 46 ads are coded in this category by either of the judges. In other words, the frequency of these ads is 10.9%. In addition, the frequency of judges' agreements for this group is 6%. At first, it may be considered that these values do not imply significant problems, but they should not be underestimated. Even their existence is sufficient to indicate that a potential exists for the increase in the number of such ads if they are not regulated.

Comparing the results of categories 1, 2, 3, and 5, it is observed that majority of the ads are evaluated as having a claim that is "overly vague or ambiguous, or contains a phrase or statement that is too broad to have a clear meaning." (1st category) and as "omitting important information to evaluate its truthfulness" (2nd category). This is an expected result as these categories are the most easily encountered pitfalls in environmental marketing. It is easier to claim that a product/company is "green" that justifies this claim. And most of the time advertisers think that it is sufficient to state the "claim" considering that they are self-explanatory. However, if the claim is not comprehensively and delicately designed, it is possible that most of the cases will end up with vague claims or claims omitting required information to evaluate its reasonability. In other words, such efforts will only be contributing to a potential threat for consumer deception.

When we look at Table 6.4 below, we can see the allocation of "agreements" on typology categories with respect to environmental claim types. Since majority of the ads in the ad pool of the study consist of "product based environmental claims", majority of the agreements belong to this group. Here as well, it is possible to observe ads in this group (i.e. product based environmental claims) in each of the 5 categories of the evaluation typology. However, the ads from other environmental claim types are not observed in each category of this typology. This would be possible with a larger pool of a greater variety of environmental claim types.

Table 6.4. Agreements vs Environmental Claim Type

CLAIM TYPE	#in AD POOL		AGREEMENTS ON TYPOLOGY CATEGORIES										
			1		2		3	4		5		TOTAL	
		N	fc	N	fc	N	fc	N	fe	N	fc	N	fc
PRODUCT	28	7	.88	3	.5	2	1	5	.33	2	1	19	.57
f _r			.37		.15		.11		.26		.11		
PROCESS	4	-	·	2	.33	-		2	.13	-		4	.13
Ę.					.50				.50				
IMAGE	10	1	.12	1	.17	-		5	.33	-		7	.21
f _f			.14		.14				.72	┢			
ENV'AL FACT	3	-		-	-	-		3	.21	-		3	.09
f _f									1				
COMBNE	1	-		-	-	-	-	-	-	-	-	-	-
f _r													
TOTAL	46	8	1	6	1	2	1	1 5	1	2	1	33	1

If we investigate the product based group in more detail, it is observed that majority of the product ads are coded into the 1st category of the evaluation typology. This is not surprising since most of the ads directly target product characteristics and claim that the product is "green" by just stating, for example "environmental friendliness". However, they do not state why they are "green". In addition, the phrases or terms such as "environmentally friendly" are very broad terms. They do not have any clear, consistent definition. In its report, FTC also defines such phrases as "environmental buzzwords" (FTC, 1992). Hence, it is not unusual for judges to code them into a category which states that the claim is "overly vague or ambiguous". However, in "process" based environmental claims in which the "greenness" of the product is based on process, ingredients, or raw materials of the product, the ads are coded either to the second or to the fourth category. In these ads, if the product's contribution to the environment is sufficiently explained by its process in a reasonable way, then these claims are "acceptable". However, if the explanation is too technical or too limited, then most of the time these ads will end up with claims that "omit necessary information to evaluate its reasonability" as is the case in this research.

Another important observation from the table is that most of the image based ads, (72%) are evaluated as "acceptable" (4th category). This type of ads usually state that their company / organization donates or supports environmental movements / activities such as foresting, or preservation of wild life. Such claims are more clear and to the point and it looks as if that they do not impose a great threat in terms of violating the consumer truth. However, still they should be monitored whether

companies really act as they claim in the ads. That is, if they state they are donating to a certain case, there should be a means to validate the claim. The same point is also observed in the ads which contain "environmental fact" type of green claims. All three of these ads are evaluated as "acceptable" by the judges, because these ads only state an environmental concern which is valid. They try to show their sensitivity by just expressing their concern in these ads.

It is also observed from the same table that for the ad with "combination" claim type, judges could not have an agreement. It is coded to the 1st category by one judge and to the 2nd by the other. This can be explained with the possibility that each judge might have concentrated on different aspects of the combination type claim which is actually a composite of "process" and "environmental fact" type claims.

In summary, the results of the first stage of the research imply that violation of both scientific truth and consumer truth are potential problems in Turkish green marketing. The problem would be more clear and easily spotted if the number and variety of the ad pool were enlarged. The numbers, and the frequencies listed here may be considered as "minor", but they still validate the existence of such concerns.

Another point referred from the results is that threat of consumer and scientific truth violation can differ according to environmental claim types. It seems that "image based" or "environmental fact stating " type claims are less problematic since they are more straightforward. However, one should be more careful with "product, process, or combination" type claims.

6.3. The Results of the Second Stage

The second stage of this research consists of application of the questionnaire developed to investigate the "consumers' perceptions" of environmental claims in the five selected ads. As described in the Methodology section, mainly two sets of questions are developed for each of the five selected ads. One group of questions deal with the definitions provided by the sample group of 150 for the green claims or terms used in the ads. The other group aims to investigate whether these claims affect purchasing activity for these products. In other words, these questions aim to asses if "greenness" has become a product attribute or not.

Before going into details of the results of this stage, it would be useful to provide more information regarding the selected five ads. Hence, the judges' assignments for these five ads and the environmental claim types used in them are presented as follows:

Table 6. 5 Description of the Five Ads

Order in the		Claim Type	Typology
Questionnaire	# in the Pool		Value
1	10	Product Based	1
2	20	Process Based	2
3	21	Product Based	3
4	3	Process Based	4
5	28	Product Based	5

In the following section the results given for each question in each of the five ads are tabulated and discussed. Herewith, cross - tabulation of these results vs demographic variables of the sample is also presented. Additionally, characteristics of the sample used in this study are provided in the coming sections.

6.3.1. Demographic Description of the Sample

The sample size of this research is 150 as indicated previously. During the application of the questionnaire, full effort has been given to increase the heterogeneity in the sample composition as much as possible. However, it is beyond this study's aim and scope to end up with a perfect representative sample of Turkish Consumers. To meet the aim of the study which is to highlight the existence of concerns mentioned here, 150 is considered as a sufficient sample size.

As described in the Methodology section, second set of questions for the three ads are not shown to 30 people to enhance the reliability of the questionnaire. Hence, demographics of this group, named as "sub-sample" in this research is also presented as well as the overall sample characteristics.

The sample consists of 46.7% males and 53.3% females. The gender distribution is quite even according to these figures.

The age, income, type, and length of education and professions of the sample is provided in the following tables.

Table 6.6 Age Distribution of the Sample

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
25 and Below	1	21	14.0	14.0	14.0
25 - 35	2	78	52.0	52.0	66.0
35 - 50	3	37	24.7	24.7	90.7
50 and Above	4	14	9.3	9.3	100.0
	TOTAL	150	100.0	100.0	

Majority of the sample belongs to 25 - 35 age group. The total frequency of the first two groups (66%) is higher than the total frequency of the last two (44%). Hence, it may be stated that although each age group is represented in the sample, overall sample population is relatively young.

Table 6.7 Income Distribution of the Sample

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
25 M and Below	1	31	20.7	20.7	20.7
25 - 50 M	2	32	21.3	21.3	42.0
50 - 75 M	3	31	20.7	20.7	62.7
75 M and Above	4	56	37.3	37.3	100.0
	TOTAL	150	100.0	100.0	

Regarding income, a more even distribution is observed, especially for the first three income groups. The reason for the higher score of the last group is because people from this group participates to such researches more easily. Hence, they are more frequently observed in the sample. The same trend is also valid for university graduates as shown in the following table. According to Table 6.8 university graduates have a majority in the sample with a percentage of 66.7. Primary, secondary, and high school graduates form the 33.7% of the sample. Although, it is not too even, each group has tried to be represented in the sample.

Table 6.8. Education Level of the Sample

				Valid	Cum
Value Label	Value	Prequency	Percent	Percent	Percent
Primary School	1	10	6.7	6.7	6.7
Secondary	2	11	7.3	7.3	14.0
School					
High School	3	29	19.3	19.3	33.3
University and	4	100	66.7	66.7	100.0
Above					
	TOTAL	150	100.0	100.0	

Table 6.9. Education Subject of the Sample

				Valid	Cum
Value Label	Value	Frequency	Percent	Percent	Percent
Engineering &Rlt.	1	28	18.7	18.7	18.7
Architecture&Rit.	2	3	2.0	2.0	20.7
Economics and Business	3	43	28.7	28.7	49.3
Natural Sciences	4	12	8.0	8.0	57.3
Social Sciences	5	11	7.3	7.3	64.7
Medicine and Rit.	6	4	2.7	2.7	67.3
None	7	49	32.7	32.7	100.0
	TOTAL	150	100.0	100.0	

Table 6.10 Professions of the Sample

				Valid	Cum
Value Label	Value	Frequency	Percent	Percent	Percent
Officer (p/s)*	1	86	57.3	57.3	57.3
Manager (p/s)	2	14	9.3	9.3	66.7
Worker (p/s)	3	23	15.3	15.3	82.0
Self-employed	4	6	4.0	4.0	86.0
Artist	5	11	7.3	7.3	93.3
Sportsmen	6	2	1.3	1.3	94.7
Retired	7	3	2.0	2.0	96.7
Student	8	1	0.7	0.7	97.3
Unemployed	9	4	2.7	2.7	100.0
	TOTAL	150	100.0	100.0	

^{* (}p/s) stands for Private or State Sector

One's technical knowledge about environmental issues may affect his/her perception and understanding of the green claims. This knowledge pretty much depends on his/her background of education and his/her current occupation especially if he/she is involved in comparable topics. In order to assess the possible dependence of this "background knowledge" and perception of green claims, the related data is collected from the samples which is presented in Tables 6.9 and 6.10. At the beginning the value items in the tables are kept as much detailed as possible in order not to miss any information that may be useful for this research. However, as shown in the following sections, for more detailed statistical analysis, most of these items are regrouped to drive comprehensive results, especially for conducting Chi-square analysis.

According to these data, a variety of educational backgrounds and professions are covered within the sample. Majority of the respondents are from Business and Economics background (43%). It is followed by those with Engineering backgrounds with 28%. Since, there are people who are not university graduates in the sample, a group labelled as "none" which has a percentage value of 32.7 is also included in Table 6.8.

Regarding professions, 57.3% of the sample is composed of "officers" both in private and state sector. However, it is possible to observe a variety of occupations ranging from managers to workers. The groups and their frequencies are provided in Table 6.10. Among the sample, 3 retired people and 4 unemployed people are included. Three of the unemployed people are actually housewives but they are

considered as "unemployed" since they are not actively occupied in a job on a payment basis. The fourth unemployed person is a recent university graduate seeking for a job. Coincedently, there is only one student in the sample who has been asked to complete a questionnaire. Students are not targeted in this research since they are not considered as representatives of typical "consumers". Although a variety of data is gathered in that table, they do not contribute much to the assessment of background knowledge of people regarding environmental issues. Rather they can only be used as an indicator of the income and education levels of people. Still it is kept in the statistical analysis of this study as a variable.

6.3.2 Demographic Description of the Sub - sample

While investigating the "product and purchasing" relation targeting group of the product is also important. Three of the five ads that are selected for the second stage of this research are considered to be irrelevant for a certain group of respondents. Two of these ads are from the automotive industry and one from the paper industry. Since these products do not target people with low income and low education level, they have been kept out of these ads and their questions. There are 30 people like that and they form 20% of the total sample. Female and male percentages of this subsample is 20% and 80%, respectively. Further description of this group is given in the following tables.

Table 6.11 Age Distribution of the Sub-sample

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
25 and Below	1	4	13.3	13.3	13.3
25 - 35	2	12	40.0	40.0	53.3
35 - 50	3	10	33.3	33.3	86.7
50 and Above	4	4	13.3	13.3	100
	TOTAL	30	100	100	

Majority of the sub-sample, that is 73.3%, consists of people whose ages are between 25 and 50. The lower and higher ends of the age group is represented with the same percentage (i.e. 13.3%).

Table 6.12 Income Distribution of the Sub-sample

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
25 B and Below	1	24	80.0	80.0	80.0
25 B - 50 B	2	5	16.7	16.7	96.7
50 - 75 B	3	1	3.3	3.3	100
75 B and Above	4	0	0	0	
	TOTAL	30	100	100	

Regarding income, 80% of this sample belong to a low income group which is intentionally designed to be like that. The other 20% of the group can be considered from the middle income level. There is no one representing the high

income level which indicates that the selection of the respondents for the sub-sample has met its aim.

From Table 6.13, it is observed that there is not any respondent who is a university graduate. Majority of the group is high school graduates and they make up 43.3% of the group. Hence, all of this sub-sample belongs to the 7th group of Education Subject distribution labelled as "none" which stands for those who do not have any educational background on a specific subject (Table 6.14.)

Table 6.13 Education Level of the Sub-sample

				Valid	Cum
Value Label	Value	Frequency	Percent	Percent	Percent
Primary School	1	8	26.7	26.7	26.7
Secondary School	2	9	30.0	30.0	56.7
High School	3	13	43.3	43.3	100
University	4	0	0	0	
	TOTAL	30	100	100	

Table 6.14 Education Subject of the Sub-sample

Value Label	Value	Frequency		Valid Percent	Cum Percent
None	7	30	100.0	100.0	100.0
	TOTAL	30	100.0	100.0	

Table 6.15 Professions of the Sub-sample

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Officer (s/p)	1	6	20.0	20.0	20.0
Worker (s/p)	3	22	73.3	73.3	93.3
Retired	7	2	6.7	6.7	100.0
	TOTAL	30	100.0	100.0	

When professions of this group are analyzed referring to Table 6.15 it is observed that 73.3% of the group are workers. This outcome is also an expected one as a result of the selection process during the application of the questionnaires.

6.3.3. Results of the Questionnaire

As it has been told previously, the questionnaire is formed of the five ads accompanied by a few sets of questions (a copy of the questionnaire is provided in the Appendix A). The first set of questions, which we will refer to as "A", deals with the main green claim used in the ad. It simply asks consumers to define the claims in the ads as they perceive it. This kind of a question exists in all of the ads. The second group of questions tries to determine the scale of conviction this kind of green ads creates over the consumers to buy the goods. These, referred to as "B" also exist in all of the ads. However, in three of the ads specified in section 6.3.1., this set of questions is not shown to the sample group of 30 people. Another set of questions that is related

to definitions of green claims is the one that specifically ask respondents to define "recycling" terms used as supporting claims in three of the ads. These questions are labelled as "C" type questions. In only one of the ads, respondents are asked to define the term "catalytic converter" which is labelled as "D". A legend is used to denote the ad and the type of the question as follows:

To denote the set of question, the corresponding label is used and to denote the number of the ad (from 1 to 5), the label is accompanied by a corresponding number. For example, if we are talking about the question related with the purchasing intention of the respondent regarding the third ad, we denote this as "B3".

The response categories for each set of the questions are same within the set itself. Accordingly, "A" has 7 response categories, "B" has 4 response categories, while "C" and "D" have 9 and 4 response categories, respectively. For the first three sets of questions, response categories are provided in advance with the questionnaire and they are evaluated as they exist in the questionnaire.. However, for a "D" type question which is an open-ended question, responses are grouped and three categories are developed after the completion of execution of the questionnaires. The "values" and "value labels" for each set of questions are as follows:

Table 6.16 Legend Used in Analysis of the Questionnaire Results

QUESTION	VALUE	VALUE LABEL
TYPE		
A	1	It does not produce any harmful material to the
		environment either during its production or during
		its consumption
	2	It pollutes the environment less
	3	It contributes to the conservation of environment
	4	It is good for the environment
	5	Just an advertisement term
	6	Do not know
	7	Other:
В	1	Definitely prefer the brand which is being
		advertised
	2	Could prefer the brand which is being advertised
	3	Not sure whether would prefer the brand which is
		being advertised
	4	Definitely would not prefer the brand which is
		being advertised
C	1	Previously used material
	2	Material that can be reprocessed
	3	Material that will be reprocessed
	4	Material that can be reusable
	5	Material that can be absorbed in nature
	6	Natural Material
	7	Just an advertisement term
	8	Do not know
	9	Other:
D	1	Correct definition is provided
	2	Definition is not known
	3	Incorrect Definition is given

After the formation of the data matrix upon the completion of questionnaire administration, the results are analyzed by SPSS. The frequencies of responses in each type of question for each of the ad are presented in Table 6.17. The legend and value labels described above are used in this table.

Table 6.17 Results of the Questionnaire

				Valid	Cum
Item in the	Value	Frequency	Percent	Percent	Percent
Questionnaire					
Al	1	48	32.0	32.0	32.0
	2	25	16.7	16.7	48.7
	3	12	8.0	8.0	56.7
	4	12	8.0	8.0	64.7
	5	41	27.3	27.3	92.0
	5	4	2.7	2.7	94.7
	7	8	5.3	5.3	100.0
	TOTAL	150	100.0	100.0	

				Valid	Cum
Item in the	Value	Frequency	Percent	Percent	Percent
Questionnaire					
A2	1	40	26.7	26.7	26.7
	2	52	34.7	34.7	61.3
	3	40	26.7	26.7	88.0
	4	7	4.7	4.7	92.7
	5	7	4.7	4.7	97.3
	5	3	2.0	2.0	99.3
	7	1	0.7	0.7	100.0
	TOTAL	150	100.0	100.0	

Item in the	Value	Frequency	Percent	Valid Percent	Cum Percent
Questionnaire A3	1	42	28.0	28.0	28.0
A.J	2	34	22.7	22.7	50.7
	3	21	14.0	14.0	64.7
	4	4	2.7	2.7	67.3
	5	33	22.0	22.0	89.3
	5	12	8.0	8.0	97.3
	7	4	2.7	2.7	100.0
	TOTAL	150	100.0	100.0	

Item in the Questionnaire	Value	Frequency	Percent	Valid Percent	Cum Percent
A4	1	26	17.3	17.3	17.3
	2	76	50.7	50.7	68.0
	3	27	18.0	18.0	86.0
	4	8	5.3	5.3	91.3
	5	8	5.3	5.3	96.7
	5	5	3.3	3.3	0
	7	0	0	0	100.0
	TOTAL	150	100.0	100.0	

Item in the Questionnaire	Value	Frequency	Percent	Valid Percent	Cum Percent
A5	1	30	20.0	20.0	20.0
	2	93	62.0	62.0	82.0
	3	15	10.0	10.0	92.0
	4	1	.7	.7	92.7
	5	7	4.7	4.7	97.3
	5	3	2.0	2.0	99.3
	7	1	.7	.7	100.0
	TOTAL	150	100.0	100.0	

Item in the	Value	Frequency	Percent	Valid Percent	Cum Percent
Bi	1	30	20.0	20.0	20.0
	2	62	41.3	41.3	61.3
	3	49	32.7	32.7	94.0
	4	9	6.0	6.0	100.0
	TOTAL	150	100.0	100.0	

Ya in the	Value	Carrena	Damant	Valid Percent	Cum Percent
Item in the Questionnaire	varut	Frequency	Percent	reitein	1 El Cent
B2	1	58	38.7	38.7	38.7
	2	77	51.3	51.3	90.0
	3	12	8.0	8.0	98.0
	4	3	2.0	2.0	100.0
	TOTAL	150	100.0	100.0	

Item in the	Value	Frequency	Percent	Valid Percent	Cum Percent
R3	1	23	19.2	19.2	19.2
	2	63	52.5	52.5	71.7
	3	27	22.5	22.5	94.2
	4	7	5.8	5.8	100.0
	TOTAL	120	100.0	100.0	

				Valid	Cum
Item in the Onestionnaire	Value	Frequency	Percent	Percent	Percent
B4	1	28	23.3	23.3	23.3
	2	69	57.5	57.5	80.8
	3	19	15.8	15.8	96.7
	4	4	3.3	3.3	100.0
	TOTAL	120	100.0	100.0	

				Valid	Cum
Item in the Questionnaire	Value	Frequency	Percent	Percent	Percent
B5	1	25	20.8	20.8	20.8
	2	74	61.7	61.7	82.5
	3	15	12.5	12.5	95.0
	4	6	5.0	5.0	100.0
	TOTAL	120	100.0	100.0	

Item in the	Value	Frequency	Percent	Valid Percent	Cum Percent
C2	1	10	6.7	6.7	6.7
	2	69	46.0	46.0	52.7
	3	7	4.7	4.7	57.3
	4	36	24.0	24.0	81.3
	5	17	11.3	11.3	92.7
	6	1	0.7	0.7	93.3
	7	3	2.0	2.0	95.3
	8	6	4.0	4.0	99.3
	9	1	0.7	0.7	100.0
	TOTAL	150	100.0	100.0	

Item in the Questionnaire	Value	Frequency	Percent	Valid Percent	Cum Percent
C3	1	6	4.0	4.0	4.0
	2	55	36.7	36.7	40.7
	3	15	10.0	10.0	50.7
	4	4	2.7	2.7	53.3
	5	33	22.0	22.0	75.3
	6	8	5.3	5.3	80.7
	7	2	1.3	1.3	82.0
	8	26	17.3	17.3	99.3
	9	1	0.7	0.7	100.0
	TOTAL	150	100.0	100.0	

Item in the Questionnaire	Value	Frequency	Percent	Valid Percent	Cum Percent
C4	1	16	10.7	10.7	10.7
	2	82	54.7	54.7	65.3
	3	24	16.0	16.0	81.3
	4	9	6.0	6.0	87.3
	5	8	5.3	5.3	92.7
	6	2	1.3	1.3	94.0
	7	3	2.0	2.0	96.0
	8	6	4.0	4.0	100
	9	0	0	0	
	TOTAL	150	100.0	100.0	

Item in the	Value	Frequency	Percent	Valid Percent	Cum Percent
Questionnaire D4	1	24	16.0	16.0	16.0
	2	102	68.0	68.0	84.0
	3	24	16.0	16.0	100.0
	TOTAL	150	100.0	100.0	

When these results in Table 6.17 are analyzed for each set of questions, certain details can be derived. The responses provided to the "A" type questions show a great variety. Actually, there is no "correct" and one specific definition to any of these environmental claims. As stated previously, these claims are vague and They imply that the product of interest has certain benefits to the ambiguous. environment. However, none of the experts dealing with the subject is able to define these terms. On the contrary, claims like "environmentally safe, friendly, or sound" are defined as vague, meaningless, and illusory in the Report prepared by the U.S. Environmental Protection Agency (EPA, 1993). Yet, consumers have a tendency to define these terms. The results given to this category of questions indicate that the environmental claims in the ads are perceived as stated in the response categories. Only the last 3 responses can point a consumer that is aware of the potential abuse by the claims. On that account, it is useful to regroup the results given to the first 4 categories and the last 3 separately for further analysis and discussion. From the results, it is observed that the frequencies of responses given to the first 4 categories are higher than the frequencies of responses given to last 3 in all of the five ads (as shown

in Table 6.18). In other words, a plethora of different perceptions or definitions of these claims by the respondents are gathered by this item of the questionnaire. Each of these definitions indicate that respondents think that the product being advertised has minimized or reduced totally the harm given to the environment or that product itself is contributing to the good of the environment which is not the case in any of these products. This result supports the second hypothesis of this study which state that "consumer truth is violated and a potential exists for consumer abuse and unfair business competition".

Table 6.18 Regrouped Results for the "A" Set

			Freque	ncies		
Value Labei	Value	A1	A2	A3	A4	A5
Responses 1-4	1	64.7	92.7	67.3	91.3	92.7
Responses 5-7	8	35.3	7.3	32.7	8.7	7.3
	TOTAL	100	100	100	100	100

Regarding the definitions provided to *recycling* terms in the three ads, answers given to the "C" type of questions are analyzed. Different from the "A" type questions, the term "recyclable" does have a specific definition. There is one correct answer for that term in each of the three "C" type questions. The other 8 items in the response category have possible other definitions that respondents can come up with. While 3 of these let the respondents to state that they do not know or understand the meaning of this term, 5 of them are actually incorrect definitions. Once again, to ease

the analysis, the response categories for these questions are re-grouped into 3 main groups as shown in Table 6.19:

Table 6.19 Re-grouped Results for the "C" Set

		Freque	ncies	
Value Label	Value	C2	C3	C4
Definition Unknown Responses 7-9	0	6.7	19.3	6.0
Incorrect Definition Responses 1,3-6	1	47.3	44.0	39.3
Correct Definition Response 2	21	46.0	36.7	54.7
	TOTAL	100	100	100

Majority of the respondents think that they know the term. The frequencies for the 2nd group which stands for "unknown" are lower than the frequencies for the 1st and 3rd groups, which consist of definitions whether true or not, in all of the three cases. The highest frequency for the group "unknown" comes from C3 of the third ad in which the symbol of recycling is used instead of the term itself. This indicates that respondents are getting familiar with the term but they have difficulties in recognizing the symbol used for it. It is also observed from the data that the percentage of those who provided correct definition is quite close to the percentage of those with incorrect definitions. Referring to Table 6.17, the most frequently observed mistake is to define "recyclability" as "reusable" with a frequency of 36% (Response 4 of C2) and as

"material that can be absorbed by the nature" with a frequency of 33% (Response 5 of C3). So, although majority believes that they understand the term, their chance of defining the term correctly is only 0.5. In addition, people have a tendency to base their decisions or behaviors on information that they think they understand. Hence, providing incorrect definition is more problematic than providing no definition because these people may act assuming that the proposed progress as stated in *their* definitions will accrue. This represents an issue with a potential for consumer abuse unless consumers are well informed or trained.

Another similar question in the questionnaire is "D4" one concerning with the definition of "catalytic converter". Again referring to Table 6.17, it is observed that only a minor percentage, that is 16% of the respondents have provided the correct definition of the term. However, in this case, majority of the sample (68%) stated that they do not know the term (Response 2). The percentage for the incorrect answers is totally the same in this case. Respondents are not very familiar with the term since it is rather a technical expression. In addition, it is not accompanied by a proper explanation in the ad. So, it is very difficult for an average consumer to understand the term from the ad unless he or she is involved with the term previously. Actually, most of the respondents who came up with correct definitions had to deal with "catalytic converter" in various occasions. The above mentioned discussion for D4 results does not necessitate regrouping of data, yet they are re-coded to be utilized in future analysis as shown in Table 6.20.

Table 6.20 Re-grouped results for the "D" Set

	Frequencies	
Value Label	Value	D4
Correct Definition	1	16.0
Definition Unknown or Incorrect	2	84.0
	TOTAL	100

To investigate whether greenness of the products advertised is affecting the purchasing decisions of the respondents, data gathered for the "B" set of questions is analyzed. According to the response categories, it can be stated that one is influenced by the claimed environmental attribute of the product if he/she chooses either the first or the second response (first one indicating a stronger influence). While the third response indicates that the person is indifferent, the last response indicates that the respondent is reluctant to evaluate the greenness of the product as an important attribute affecting his purchasing decision. The "indifference" state of the person can be changed in either way. However, to be on the safe side, this item is considered to be parallel to the meaning of the fourth response item. Nevertheless, the frequencies of the first two responses are higher than the frequencies of the last two responses. The re-grouped results are shown in Table 6.21.

Table 6.21 Re-grouped Results for the "B" Set

	Frequenc	ies				
Value Label	Value	Bi	B2	B3	B4	B5
Responses 1-2	1	61.3	90.0	71.7	80.8	82.5
Responses 3-4	3	38.7	10.0	28.3	19.2	17.5
	TOTAL	100	100	100	100	100

In all of the five cases, frequencies indicating a tendency to purchase the product are higher than the frequencies indicating the opposite. This indicates that if a product is perceived as "contributing to the environment" or as "not being harmful to the environment", its chance of being preferred against a similar product that is not perceived like that, is higher. If a product is actually not meeting the green claims in the ad or if the stated green claims are not likely to ever accrue, the potential consumer abuse and unfair business competition will be a great threat to marketing sector.

6.3.4. Test of Independence

To investigate a potential dependence of any of the question types in the questionnaire on demographic characteristics of the respondents, results are cross-tabulated and chi-square analysis are conducted for "test of independence". However, it is not possible to derive meaningful results from all of the chi-square analysis of the cross-tabulated data since some cells of these tables cannot meet the minimum expected frequency (5) criteria of this statistical analysis. To increase the number of analyzable variables, data have been re-coded or rather regrouped. Although this helped a lot there are still cases that cannot be analyzed by chi-square test. For such cases, frequencies are used for further discussions. After several trials the most relevant versions for the cross-tabulated results that would enable chi-square analysis are found.

Data obtained through the responses given to four sets of questions regarding the ads are re-coded as previously shown in Tables 6.18, 6.19, 6.20, 6.21. In addition, all the demographic data are regrouped in order to be able to deal with smaller number of items in each of the demographic variable with higher concentrations of frequencies. The re-coded values of them are presented in Table 6.22 below.

Table 6.22. Re-coded Values of Demographic Data

Re-coded Age Data

Value Label	Old	New
Takut Lindt	Value	Value
25 and Below	1	1
25 - 35	2	1
35 - 50	3	3
50 and Above	4	3
	TOTAL	150

Re-coded Income Data

Value Label	Old	New
	Value	Value
25 M and Below	1	1
25 - 50 M	2	1
50 - 75 M	3	3
75 M and Above	4	3

Re-coded Education Level Data

Value Label	Old	New
Primary School	Value 1	Value 1
Secondary School	2	1
High School	3	1
University and Above	4	4

Re-coded Education Subject Data

Value Label	Old Value	New Value
Engineering and RIt.	1	1
Architecture and Rit.	2	1
Economics and Business	3	3
Natural Sciences	4	1
Social Sciences	5	3
Medicine and Rit.	6	1
None	7	7

Re-coded Profession Data

Value Label	Old Value	New Value
Officer (p/s)*	1	1
Manager (p/s)	2	2
Worker (p/s)	3	1
Self-employed	4	2
Artist	5	1
Sportsmen	6	1
Retired	7 .	7
Student	8	7
Unemployed	9	7

As a next step, the re-coded demographic data is compared against the re-coded results of ad related questions to investigate any dependence between them by conducting chi-square analysis with SPSS. Summary tables of results for each set of the questions are prepared and presented in this section.

Table 6.22 Gender by "A" Set of Questions

		AI			A2	
count	1	8	row t	1	8	row t
female	46	24	70	67	3 4.	70
malė	51	29	80	72	8	80
Col total	97	53	150	139	11	150

Table 6.22 Cont.

		A3			A4			A5	
count	1	8	row t	1	8	row t	1	8	row t
female	45	25	70	63	7	70	66	4	70
maie	56	24	80	74	6	80	73	7	80
Col total	101	49	150	137	13	150	139	11	150

Referring to the Table 6.22 above, between Gender (G) and responses provided to define green claims in the ads denoted as set "A" questions, no dependence is observed. Regarding the fifth ad, since chi-square analysis cannot be contemplated, frequencies are examined. Overall, the frequency of females and males are 46.7% and

53.3%, respectively. The ratio between them is observed among those who make up the response group labelled as *I* which stands for the "incorrect responses", and also among those who make up group labelled as *8*, which stands for "correct responses". In other words, distribution of females to males across different response categories do not differ much relative to the overall female and male distribution of the sample. Hence, considering all of the ads, it is seen that responses given to this set of questions do not vary by gender.

Regarding Age (A), for the ads 1, 3, and 4 no dependence is found according to the chi-square values. The same conclusion can be observed if frequencies are examined for the 2nd and 5th ads as provided in Table 6.23. The age distribution in these ads for response groups 1 and 8, resembles the age distribution of the sample which is 66% and 33%. Consequently, age is not a factor affecting the responses given to these questions.

Table 6.23 Age by "A" Set of Questions

		A1			A2	
count	1	8	row t	1	8	row t
25-35	59	40	99	91	8	99
35-50	38	13	51	48	3	51
Column	97	53	150	139	11	150
total						

Table 6.23 Cont.

		A3			A4			A5	
count	1	8	row t	1	8	row t	1	8	row t
25-35	64	35	99	92	7	99	91	8	99
35-50	37	14	51	45	6	51	48	3	51
Column total	101	49	150	137	13	150	139	11	150

When it comes to Income (I) as shown in Table 6.24, it is noticed that chisquare values do not show a dependence between income and responses for the 1st, 3rd, and 4th ads. In these the distribution of frequencies of response categories 1 and 8, does not change much with different income levels labelled as 1 and 3. For the 2nd and 5th ads however, this balance is altered. In the second ad, majority (72.7%) of those from low income level (1) belong to the response category denoted as 8. Where as this value is 27.3% for those with higher income level. The same trend is also observed for the fifth ad. In this case, 90.9% of the group corresponding to income level of 1, make up the response category of 8, where as only 9.1% of the 2nd income level belongs to the category denoted as 8. In both of these ads, the distribution of 1st and 2nd income levels across the 1st response category is quite parallel to the overall distribution of income level of the sample which is 42% vs 58%. Nevertheless, this is not sufficient enough to claim that there is a relation between income levels and respondents' perceptions of the green claims.

Table 6.24 Income by "A" Set of Questions

		A			A.	2
count	1	8	row t	1	8	row t
25-50	40	23	63	55	8	63
50>	57	30	87	84	3	87
Column total	97	53	150	139	11	150

Table 6.24 Cont.

		A3			A4			A.S	
count	1	8	row t	1	8	row t	1	8	row t
25-50	45	18	63	57	6	63	53	10	63
50>	56	31	87	80	7	87	86	ī	87
Column total	101	49	150	137	13	150	139	11	150

When Level of Education (L) is compared against responses given to categories of 1 and 8, it is observed that there are 3 chi-square results that can be further interpreted. According to the significance value calculated for the ad 1, level of education seems to be affecting responses given. For this ad, 76% of those from the first level of education, that is non-university graduates, corresponds to the first response category (1) and 24% of this group corresponds to the second response category (8) as presented in Table 6.25. However, for the second level of education (4), this ratio is 59% vs 41% for the response categories of 1 and 8, respectively. Again for this ad, majority of those in the response category of 8, that is 77.4% belong to the

level of education shown as 4 and 22.6% of this group belong to the level shown as 1. The distribution of level of education in the sample is however, 33.3% vs 66.7% for the first and second level, each. Regarding the 3rd and 4th ad, significance values do not show any dependence between response categories and level of education. When its frequencies are examined this is also supported by the second ad. In all of the first four ads, majority of the group making up the response category labelled as 8 which can be accepted as "correct response", belong to the second level of education denoted as 4. However, in the 5th ad, majority of this response category correspond to the first level of education (1) with a frequency of 54.5%. Hence, it cannot be generalized that level of education affect perceptions, though it was expected in the beginning of the study.

Considering the Type of Education (E) and responses, it is observed that there is not any significant relation between them for the ads 1 and 3. If the frequencies presented in Table 6.26 are examined for the ads 2, 4, and 5 the same trend is observed. In none of the ads, responses vary according to the varying types of education categories.

Table 6.25 Length of Education by "A" Set of Questions

		Al			A2	
count	1	8	row t	1	8	row t
Below university	38	12	50	45	5	50
University and above	59	41	100	94	6	100
Column total	97	53	150	139	11	150

Table 6.25 Cont.

		A3			A4			A5	
count	1	8	row t	1	8	row t	1	8	row t
Below university	32	18	50	44	6	50	44	6	50
University and above	69	31	100	93	7	100	95	5	100
Column total	101	49	150	137	13	150	139	11	150

Table 6.26 Type of Education by "A" Set of Questions

		A1			A2	•
count	1	8	row t	1	8	row t
Natural Sc.&RI,	26	21	47	47		47
Social Sc.&Rl.	33	21	54	48	6	54
None	38	11	49	44	5	49
Column total	97	53	100	139	11	150

Table 6.26 Cont.

count	1	8	row t	1	8	row t	1	8	row t
Natural Sc.&Ri.	33	14	47	46	1	47	45	2	47
Social Sc.&RI.	37	17	54	48	6	54	51	3	54
None	31	18	49	43	6	49	43	6	49
Column total	101	49	150	137	13	150	139	11	150

In the beginning of the study, it was expected that perceptions of the claims would be affected by the level and type of education. However, the results do not to generalize or conclude that there is a dependence in between. On the contrary, it can be said that education does not play a significant role in the comprehension of the green claims. This can further be interpreted, whatever the consumers' educational background is, "green marketing" is far beyond providing true, consistent, and relevant information with the current situation.

After examination of frequencies for the profession (P) categories vs responses, no significant dependence among them is observed, either (Table 6.27).

Table 6.27 Professions by "A" Set of Questions

		A	1		A2	
count	1	8	row t	1	8	row t
Employer	80	42	122	113	9	122
Employee	12	8	20	18	2	20
Not-employed	5	3	8	8	+	8
Column total	97	53	150	139	11	150

Table 6.27 Cont.

		A3			Α4			A.5	
count	1	8	row t	1	8	row t	1	8	row t
Employer	80	42	122	112	10	122	112	10	122
Employee	16	4	20	18	2	20	20		20
Not-employed	5	3	8	7	1	8	7	1	8
Column total	101	49	150	137	13	150	139	11	150

For the results provided to "B" set of questions, significance values and frequencies do not indicate any important dependence for gender and age categories vs response categories of 1 and 3 (Tables 6.28 and 6.29).

Table 6.28 Gender by "B" Set of Questions

		Bi			B2	
count	1	3	row t	1	3	row t
female	43	27	70	63	7	70
male	49	31	80	72	8	80
Col total	92	58	150	135	15	150

Table 6.28 Cont.

	B3		B4			B5	
count I	3 row t	1	3	row t	1	3	row t
female 45	19 64	49	15	64	54	10	64
maic 41	15 56	48	8	56	45	11	56
Coi total 86	34 120	97	23	120	99	21	120

Table 6.29 Age by "B" Set of Questions

		B1			B2	
count	1	3	row t	1	3	row t
25-35	61	38	99	90	9	99
35-50	31	20	51	45	6	51
Column total	92	58	150	135	15	150

Table 6.29 Cont.

		B3			B4			B5	
count	1	3	row t	1	3	row t	1	3	row t
25-35	59	24	83	71	12	83	69	14	83
35-50	27	10	37	26	11	37	30	7	37
Column total	86	34	120	97	23	120	99	21	120

When income is considered, it is observed that responses given to ads do not vary according to the varying income levels for the ads 2, 3, and 5 according to the significance values. The same thing is valid for the 4th ad, following the examination of the frequencies presented in Table 6.30. The overall sample distribution of 28.3% vs 71.7% for the differing income levels is comparative in each response categories of the fourth ad. However, regarding the 1st ad, a dependence of responses to different income levels can be mentioned. While the allocation of responses within the low level of income (1) is 74.6% and 25.4% for the response categories of 1 and 3 respectively, this ratio is 51.7% vs 48.3% for the higher level of income. However, when compared to the rest of the results, it cannot be generalized that willingness to buy a green product is enhanced with the decreasing level of income.

Table 6.30 Income by "B" Set of Questions

		Bi			B2	
count	1	3	row t	1	3	row t
25-50	47	16	63	57	6	63
50>	45	42	87	78	9	87
Column total	92	58	150	135	15	150

Table 6.30 Cont.

		B3			B 4			B:	
count	1	3	row t	1	3	row t	1	3	row t
25-50	23	11	34	29	5	34	27	7	34
50>	63	23	86	68	18	86	72	14	86
Column total	86	34	120	97	23	120	99	21	120

Regarding level of education vs responses, no dependence is observed for the first two ads. The responses given to the rest of the three ads however, show a dependence on level of education. The frequencies of those within the first response category is quiet close to those within the second category, when first level of education is considered in all 3 ads. The values are 45% vs 55% for ad 3, 60.% vs 40% for ad 4, and 56% and 35% for ad 5. However, for the second level of education which includes university graduates, the first response category (1) has a much higher frequency than the second category (3) in all 3 ads. These values are 77% vs 23% for ad 3, 85% vs 15% for ad 4, and 86% vs 14% for ad 5. In these 3 ads, higher level of education indicates higher tendency towards the first response category which actually indicates a preference in purchasing of the green products (Table 6.31).

When, education type vs response categories is examined in Table 6.32, it is observed that no important relation exists among them for ad 1, considering the significance value. This is also valid for ad 2 after examining its frequencies. However, for ads 3 to 5, a dependence between the education type and purchase intentions can be mentioned. While this is validated by the calculated significance value for the 3rd ad, validation of the 4th and 5th ads is based on examination of their frequencies. For the

third group of education type (3) which actually stands for non-university graduates, , the frequencies of the first and second response categories; that is "buyers" and "non-buyers" is quite close to each other. However, for the second group of education type that includes economics, social sciences, and the like, and third group of education type which stands for engineers and the like, frequencies of the "buyers" are much higher than frequencies of "non-buyers".

Table 6.31 Length of Education by "B" Set of Questions

		Bi			В2	
count	1	3	row t	1	3	row t
Below university	32	18	50	43	7	50
University and above	60	40	100	92	8	100
Column total	92	58	150	135	15	150

Table 6.31 Cont.

count	1	B3	rowt	1	B4	row t	1	B5	row t
Below university	9	11	20	12	8	20	13	7	20
University and above	77	23	100	85	15	100	86	14	100
Column total	86	34	120	97	23	120	99	21	120

Table 6.32 Type of Education by "B" Set of Questions

count	1	3	row t	1	3	row t
Natural Sc.&Ri.	32	15	47	43	7	47
Social Sc.&RI.	28	26	54	49	5	54
None	32	17	49	43	6	49
Column total	92	58	150	135	15	150

Table 6.32 Cont.

count	1	3	row t	1	3	row t	1	3	row t
Natural Sc.&Rl.	35	12	47	43	4	47	43	4	47
Social Sc.&R1.	42	12	54	43	11	54	44	10	54
None	9	10	49	11	8	19	12	7	19
Column total	86	34	120	97	23	120	99	21	120

In both level of and type of education results, it is observed that for the last 3 ads, as the level of education increases (i.e. university graduate respondents), the frequency of "buyers" increases as well. However, this is not observed in the first two ads. When product categories of these ads are compared, it has been seen that the products in the first two ads are more common products used by a greater variety of people. The last three products are, on the contrary, targeting only a limited number of people and certainly they are not targeted to people from low level of education. Although, the product vs user relation is tried to be controlled during the administration of the questionnaires (by excluding 30 people from answering to questions B3, B4, B5), this effort might not have been sufficient. Hence, within the remaining sample,

respondents from lower level of education might have been reluctant to indicate that they prefer these products. Their decision may be affected by the fact that they are not potential users of these products. So, this can explain the decrease in the frequency of "buyer" from lower level of education.

A similar discussion can be carried out for the second ad. For this ad, results show that the ratio of "buyers" to "no-buyers" is much higher than those for the other ads. Again this can be due to the product type. The product which is being advertised is the most simple product category that can be reached by any people. This might have influenced peoples' decision to purchase the product.

Once again the profession (P) categories vs responses do not indicate any significant dependence between responses after the examination of frequencies presented in Table 6.33.

Table 6.33 Professions by "B" Set of Questions

		Bi			B2	•
count	T	3	row t	1	3	row t
Employer	74	48	122	108	14	122
Employee	12	8	20	20		20
Not-employed	6	2	8	7	1	8
Column total	92	58	150	135	15	150

Table 6.33 Cont.

count	1	3	row t	1	8	row t	1	3	row t
Employer	65	29	94	74	20	94	77	17	94
Employee	17	3	20	18	2	20	17	3	20
Not- employed	4	2	6	5	1	6	5	1	6
Column total	86	34	120	97	23	120	99	21	120

The responses given to "C" set of questions regarding definitions of recycling terms do not differ according to gender. This is validated by the significance value for ad 3 and by frequency distributions of ads 2 and 4 as given in Table 6.34.

Table 6.34 Gender by "C" Set of Questions

			C2				23				C4	
count	0	1	2	row total	0	1	2	row total	0	1	2	row total
female	6	29	35	70	11	33	26	70	2	25	43	70
male	4	42	34	80	18	33	29	80	7	34	39	80
Column total	10	71	69	150	29	66	55	150	9	59	82	150

Regarding Age however, a certain dependence can be mentioned. This is again validated by the significance value of the third ad and by frequency distributions of the second and fourth ads. The ratio of young respondents (1) to the older respondents (3) resembles the distribution of age within the sample for the response categories 1 and

2 in the 2nd and 4th ads. These response categories stand for "incorrect definition of the term" and for "correct definition of the term", respectively. However, the situation is different in the response category labelled as 0 which actually means "do not know the term". In the third and the fourth ads, the majority of those who responded as "0" belong to the older age group and for the second ad the distribution of the responses given to category denoted as 0 is even. Hence, it can be stated that in all three ads, recognition of recycling terms slightly increase with the decreasing age. That is younger people are more accustomed to green marketing terminology, but this does not mean that they can define these terms correctly. In all three ads, ratio of "incorrect definition" to "correct definition" is almost even. Although half of the younger respondents can define these terms correctly, the other half does not know their true meanings. Regarding older age group of the sample, frequencies of "incorrect definitions" are higher than frequencies of "correct definitions" (Table 6.35).

Table 6.35 Age by "C" Set of Questions

			C2			1	C3			1	14	
count 25-35	0.	1 45	2	row total	0	1 44	2	row total	0	1 40	2	row total
35-50 Column	5	26 71	20	51	16	22	13	51	5	19	27	51
Column total	10	71	69	150	29	66	55	150	9	59	82	150

The income distribution of the overall sample which is 42% vs 58% for the low and high levels of income is not observed in individual income distributions of the response categories in all three ads. Majority of "correct definitions", that is response category labelled as 2, belongs to a higher level of income, while the majority of "unknown definitions" correspond to a low income level in all 3 ads. Frequencies of the data are presented in Table 6.36.

Table 6.36 Income by "C" Set of Questions

			C2				C3				C 4	
count	0	1	2	row	0	1	2	row	0	1	2	row
25-50	6	35	22	total 63	24	17	22	total 63	8	23	32	total 63
50>	4	36	47	87	5	49	33	87	1	36	50	87
Column total	10	71	69	150	29	66	55	150	9	59	82	150

Responses also show a variety according to varying levels of education as can be seen from the Table 6.37. In all 3 ads, majority of the responses for the third response category denoted as 2, belongs to university graduates. However, majority of those for the first response category labelled as 0, belongs to non-university graduates which is the first level of education. The allocation of responses given to the second category is quite even in all 3 ads. From this point, it can be said that with the increasing level of education, one's ability to define the recycling terms increase.

Table 6.37 Length of Education by "C" Set of Questions

			C2				C3			ı	C4	
count	0	1	2	row total	0	1	2	row total	0	1	2	row total
Below University	7	29	14	50	26	14	10	50	7	17	26	50
Above university	3	42	55	100	3	52	45	100	2	42	56	100
Column total	10	71	69	150	29	66	55	150	9	59	82	150

Table 6.38 Type of Education by "C" Set of Questions

			C2				C3				C4	
count	0	1	2	row total	0	1	2	row total	0	1	2	row total
Natural Sc.Rl.	3	17	27	47		25	22	47		23	24	47
Social Sc. Rl.		25	29	54	3	27	24	54	2	19	33	54
None	7	29	13	49	26	14	9	49	7	17	25	49
Column total	10	71	69	150	29	66	55	150	9	59	82	150

A similar relation is observed between different education types and responses given. Again the majority of "do not know" responses come from the third level of education type which consists of non-university graduates in all 3 ads. Their frequencies in all 3 ads are the least among the response category denoting "correct

definitions". The distribution of frequencies of the first and second levels of education types across the second and third response categories are quite similar to each other, as shown in Table 6.38.

In terms of profession and responses, no significant dependence or any relation is observed in any of the 3 ads, by referring to Table 6.39.

Table 6.39 Professions by "C" Set of Questions

			C2				C3				C 4	
count	0	1	2	row total	0	1	2	row total	0	1	2	row total
Employer	9	59	54	122	28	53	41	122	8	44	70	122
Employee.		8	12	20		11	9	20	i	13	6	20
Not- employed	1	4	3	8	1	2	5	8		2	6	8
Column total	10	71	69	150	29	66	55	150	9	59	82	150

One important thing observed in above Tables is that, ad 3 is slightly different than the other 2 ads when the responses given to the first category are considered. This response category, as stated previously, means "do not know the definition". The frequency of this category is much higher for the third ad than the frequencies of the same response categories for the other ads. This can be explained by the difference in emphasizing the recyclability of the product in each ad. While the

second and third ads use terms or phrases to mention recycling, the third ad uses a symbol for the same purpose. Hence, it can be stated that recognition of the symbols used as green claims is lower than the recognition of terms or phrases utilized.

According to the results given to D4 and significance value calculated, a dependence is observed between gender and response categories of this question (Table 6.40). As explained previously, response category 1 stands for "correct definition" and response category 2 stands for "incorrect definition". Consequently, while 92.9% of the females provides an "incorrect definition" of the catalytic converter, 76.3% of the males are able to define the term. This can be justified by the fact that males are more interested in the automobile sector and hence their chance of recognizing the term is higher.

Table 6.40 Gender by "D" Set of Questions

		D4	
COURT	I	2	row total
female	5	65	70
male	19	61	80
Column total	24	126	150

However, between age and responses, no such dependence is observed as clear by the significance value. The same argument is valid for income and responses relation (Tables 6.41 and 6.42).

Table 6.41 Age by "D" Set of Questions

		D4	
count	1	2	row total
25-35	18	81	99
35-50	6	45	51
Column total	24	126	150

Table 6.42 Income by "D" Set of Questions

		D4	
count	1	2	row total
25-50	6	57	63
50>	18	69	87
Column total	24	126	150

When the frequencies of levels of education vs response categories are analyzed in Table 6.43, it is observed that as the level of education increases, the frequency of "correct definitions" also increase. 83.3% of those who defined the term correctly are university graduates. However, only 8% of non-university graduates provide the correct definition.

Table 6.43 Length of Education by "D" Set of Questions

		D4	
count	1	2	row total
Below University	4	46	50
Above university	20	80	100
Column total	24	126	150

Majority of those with correct definitions are from the first level of education type which includes engineers and the like. This is not very surprising since the term is a technical one that might be recognized by people like engineers more frequently than people from other education types. Again the majority of the non-university graduates defined the term incorrectly (Table 6.44).

Table 6.44 Type of Education by "D" Set of Questions

		D4	
count	1	2	row total
Natural Sc.Rl.	12	35	47
Social Sc. Rl.	9	45	54
None	3	46	49
Column total	24	126	150

Table 6.45 Professions by "D" Set of Questions

		D4	
count	1	2	row total
Employer	16	106	122
Employee.	7	13	20
Not-employed	1	7	8
Column total	24	126	150

As similar in all other sets of questions, no significant relation is observed among the responses and different levels of professions (Table 6.45).

In the following chapter, major outcomes of the study are discussed, focusing on the hypothesis of the research.

CHAPTER VII

DISCUSSION AND CONCLUSION

7.1. Introduction

In the previous chapter analysis of the data gathered during this study is presented. In this chapter, the results are further discussed together with their implications. Limitations of this study are also presented in this chapter.

The following section consists of discussions and implications derived from the results. Some important outcomes of the research are also highlighted. The last section of this chapter focuses on the limitations of the study and suggests possible future extensions of it.

7.2. Discussion and Conclusion

The purpose of the research is to explore the "Green Marketing" topic in Turkey. This includes assessment of green claims used in the ads, and investigation of

the existence and extent of the potential for consumer abuse and unfair business competition of these claims that have threatened and affected green marketing in other countries. In line with these, the study has two major aims which are also emphasized by two hypothesis. One is to pinpoint that most of the green claims used in Turkish green marketing are not based on concrete, scientific facts. In other words, it is hypothesized that claims used are hardly "scientifically true". The second one is related with consumers' perceptions with these claims. The second hypotheses states that consumer truth is violated most of the time by the green claims. In other words, perceptions and expectations of consumers can be significantly different than what is actually implied by the claims.

To test the validity of these hypotheses, a two stage methodology is developed. While in the first stage green claims are evaluated by the two expert judges regarding the first hypothesis, a sample group of 150 consumers is questioned about their perceptions of the claims regarding the second hypothesis. An ad pool consisting of 46 ads from print media is developed to be utilized in the research.

The examination of the ad pool reveals that majority of the ads employing green claims are from the automotive industry. One reason for this is the fact that this sector is amongst the most accused ones regarding its contribution to air pollution problems. Hence to minimise such criticisms, the industry may be emphasising its contributions to environmental protection. There are also other product categories represented in the pool. It seems that green marketing is not limited to a certain product

category. Further, most of these claims are "product oriented", that is they directly target the product itself and claim that it is "green". This is followed by "image oriented" claims. These try to construct a firm green company image by emphasizing their contribution to environmental movements. One reason for their abundance is that any company can use these claims regardless of their operations and they do not have to be a manufacturing company to benefit from green marketing. Consequently, the number and variety of ads in the pool indicate that "green marketing" is a significant issue of concern in Turkey. Marketers have realized that the selling potential of green goods have increased with the increasing sensitivity for environmentalism. However, they should be cautious in their efforts in order not to miss this increasing buying potential as it has occurred in foreign markets.

Results of the first stage reveal that majority of the ads evaluated by the two expert judges, based on a typology which categorizes environmental claims, are found to be problematic. In other words, they are evaluated as "vague" or as "omitting important information". This indicates that majority of the claims do violate the consumer truth and hence, have a potential for consumer abuse. In addition, there are ads which are evaluated as "false or outright lie" by the judges. Although they do not make up the majority of the claims, their existence should be an indicator for regulators. Perhaps the frequency of the claims evaluated as "false" does not let to generalize that the claims used are not *scientifically true*. However, it should be noticed that this is not sufficient to prevent consumer deception. It is observed from these results that, even though most of the claims can be accepted as scientifically true,

they are hiding against the scientific truth by not providing sufficient information necessary to evaluate the actual consequences of these claims. It is almost impossible for an average consumer to understand the consequences of these claims without raising his or her expectations. If these claims are not regulated, both scientific and consumer truth will be threatened. Marketers should be especially careful to make green claims that are supported by sufficient and understandable explanations and justifications.

Another significant point from the first stage is the relation between the type of the claim used and its potential for consumer abuse. According to the results, it seems that product and process oriented claims are more susceptible to consumer confusion and deception. The image oriented and environmental fact type claims however, are less problematic since their evaluation is more straightforward.

In general, the results of the first stage of the research imply that violation of both scientific and consumer truth are potential problems in Turkish green marketing. The problem would be more clear and easily spotted if the number and variety of the ad pool were enlarged. However, the results still validate the existence of such concerns. Further, if they are not regulated at once, the extent of these concerns can increase significantly.

The first stage of the study also helps to test the typology developed by Carlson, Grove, and Kangun (1993). The interjudge reliability index for this study is

calculated as 0.804. This exceeds the value of 0.7 which is found to be sufficient for an explatory research by Perreault and Leigh who developed the index (1989). Hence, the typology utilized here to assort the ads according to their misleading/deceptive categories of environmental claims can be applied in the future for other related studies regarding Turkish green marketing. The categories defined in the research are also valid in defining the type of claims used in Turkish green marketing that have a potential for deception.

The second stage of the research is focused more on the assessment of consumer perceptions of the claims and consumers' willingness to purchase green products. While the "perceptions" are significant regarding the investigation of potential of consumer abuse, tendency to purchase green products is important in terms of investigating the threat for unfair business competition. These two aspects are investigated by different sets of questions directed to the sample group with the five selected ads. According to the results regarding the consumers' perceptions of green claims used in the ads, it is observed that majority of the respondents define these claims with a much higher expectation than what is actually going to take place. Although these general claims are not defined by the experts of the subject, majority think that these terms mean something solid, and believe that consequences implied by these claims will accrue. Respondents even had difficulty in evaluating the claim of the fourth ad which is actually evaluated as "acceptable" by the expert judges. This result enhances the statement of the hypothesis regarding the existence of violation of consumer truth.

When the results for this set of questions are compared against the demographic variables, it is noticed that perceptions of the sample group are not affected by the differing education levels and types. Majority of the group are misled by these claims regardless of their educational backgrounds. This indicates that even a higher level of education cannot protect consumers from deceptive perceptions. One of the most surprising qualitative observations related with this issue is the fact that most of the environmental engineers interviewed, who are considered to be more conscious about the subject, are also misled by these claims. This further indicates that a valid, generalizable, and understandable terminology for environmental marketing is not developed and not communicated to the public, yet. Even people like environmental engineers can fall into the "traps" of these green claims, either designed willingly or unwillingly.

A similar set of questions in the questionnaire are those which specifically ask respondents to define terms related with recycling. Such terms are more technical green claims and hence they are evaluated separately from questions regarding the perceptions of the sample group about general green claims. Three ads in the pool use recycling issue in communicating their "green" message to the consumers. While two of these ads include terms or phrases to mention recycling, one of them uses a symbol for it. Results reveal that recognition and further definition of the symbol, is more difficult than recognition of phrases or terms. It seems that, respondents have noticed the existence of "recyclability" but they do not exactly know what it means or how it is

symbolized. Once again there is the need for "training" of the consumers on green marketing terminology used by the advertisers or other related groups.

When these results are analyzed by comparing them with the demographic characteristics of the sample, a dependence is observed between the answers given and age and level of education. With the decreasing age, recognition of the terminology and the symbol increases. This may be due to the fact that younger generation is more familiar with these terms and symbols. However, recognition does not ensure defining these terms or symbols correctly. Consistent, structured communication is required to spread both the recognition and comprehension of these terms and symbols. Level of education is another factor affecting the ability of the respondents to define the recycling terms. Although this is not observed in the first group of questions regarding general claims, as level of education increases, number of "correct definitions" also increases. This indicates that educational background may affect the evaluation of technical environmental terms in a positive sense, but still not sufficient to comprehend the consequences of the general terms.

This is also observed in the definitions provided for "catalytic converter". Although, not as widely and commonly used as recycling terms, this is also a technical term. In this case, the frequencies of correct definitions increase with the increasing level of education, as well. However, still a minority of the group can define the term properly. The majority states that they "do not know the term". This is due to the fact that this term is not a directly related green term, rather it is more "mechanical".

Because of this, only those who are interested in related issues for any reason can recognize the term, regardless of their income or age. Gender plays a role in affecting the recognition of the term as well. Since male involvement is higher in such issues, they make up the majority with correct definitions. If advertisers wish to utilize this term, they need to accompany it with proper, clear, and comprehensible information that will make the term clear to any of the targeted group.

To test the potential for "unfair business competition", questions regarding the tendency of the respondents to purchase the green products are employed. In other words, with these questions, the validity of perception of "greenness" of a product as an important product attribute is investigated. Results reveal that majority of the respondents indicate a great tendency to purchase these products. There is not any danger to purchase these goods if the consequences of the green claims are well understood by the consumers. On the contrary, this contributes to the environmental efforts. However, results also show that majority of the respondents' expectations about these claims are far beyond what is actually implied. If a consumer tends to buy a product after believing that "it is not harmful to the environment" because it was claimed so in the ad, where there is no such implication, not only he will be deceived, but unfair business competition will also be an issue for the similar product categories with similar attributes which are not making such claims. In the ads, the source of "greenness" of the product should be stated. The green attribute can be specific to the overall product category or it can be specific to a certain brand among that category. In either case, this should be differentiated and supported by sufficient information

explaining why the product is green. Hence, the bettering of environmental claims used will help to prevent both consumer abuse and unfair business competition.

The qualitative observations done during the administration of the questionnaire indicate that "green" is not a primary product attribute for most of the respondents. Rather, it is preferred if "green" is accompanied by valid performance and price attributes of a product. People who are willing to purchase environmentally benign products are not willing to sacrifice from traditional product benefits and performance or not ready to pay premium prices for them. In other words, environmentally better products should not mean, expensive or low performing products.

Again based on the above observations, it is noticed that the product category plays a significant role in affecting the purchase intention. Products that are perceived as "simplistic" and widely used, like detergents, are more readily preferred considering their green attribute than products which are perceived to be more complicated, such as automobiles. This is also revealed by the difference in frequencies of "buyers" when comparing the ad regarding a detergent (ad 2) with ads about automobiles (ads 4 and 5). The percentage of "buyers" against "non-buyers" is much higher for ad 2, while these two percentages are closer to each other for ads 4 and 5. People feel reluctant to purchase green products when the performance is the primary consideration, if they think that performance will fail.

Another point observed is that, the design of the ad, its content, phrases used, the way it is presented, balance in the emphasis given to green and traditional attributes of the products do affect the purchase intentions. If an ad fails to create trust because of careless use of the mentioned points, purchase intentions decrease. This affects both green and non-green consumers. Green consumers may not consider the claims to be sufficient to prove environmental benefit of the product, where as non-green consumers may feel that performance is lowered in these green products. This is a critically important issue from the marketers' perspective. If advertisers wish to benefit from "green consumers" they should be careful in designing these ads, not only to prevent deception but to foster purchase of these green products, and not to loose their current market.

In summary we can state that there is a potential for green marketing in Turkey which is also realized by many advertisers. However, as this study pinpoints, threats also exists for consumer abuse, unfair business competition, and loss of marketing efforts as encountered in the European countries and in the U S. There is a need for environmental claims to be bettered, such as they should be uniformed, standardized, and validated. Sufficient amount of information should be provided together with the claims to make their consequences explicit to all of the targeted consumers. It would be better if a set of guidelines are provided by any of the related regulatory agencies. This is especially helpful in the development of a consistent and meaningful green marketing terminology which does not include "false" claims. If green marketing is going to be regulated one day, the responsible agencies should try to

ensure that concrete, clear, and uniform claims are used together with information explaining the consequences and limitations implied by these claims.

Consumers also need to be trained regarding the environmental terms. Symbols used should enable the consumers to evaluate the consequences of these claims correctly. The best way to achieve this is through marketing communication, which is in fact an important source of information for consumers. If advertisers wish to utilize green claims, they would have to accompany them with sufficient, simple, and clear explanations until a satisfactory level of knowledge among consumers accumulates. If these recommendations are not followed, then environmental marketing will lead to:

- A. serious problems of consumer abuse
- B. significant threat of unfair business competition
- C. loss of green marketing potential

In order to benefit from "environmental marketing" marketers should be aware of the fact that dealing with this concept is not simple. They should realize that the existing tendency of green consumers to buy these products can turn into a reaction against them if they are not satisfied or if they realize that they are misled. To prevent this, marketers should understand the need to provide suitable information to their target consumers. They should also consider their environmental terminology in claims designed to promote an organization's environmental image. They should realize that

certain types of claims are more susceptible to consumer deception and they should pay more attention to these types of claims. Since there is not any set of guidelines developed yet, marketers will have to explore the details of the topic by themselves. The outcomes of this and similar research may contribute to the efforts of both potential regulatory agencies and marketers.

Another point that marketers should be aware of is the fact that Turkey has become a part of European Customs Union. This means that Turkey will be exporting products to these countries which have passed similar stages of green marketing and have now come to a more conscious level. Both European regulatory agencies and customers will be putting pressure on Turkish marketers for better green claims that meet their standards. Hence, marketers should be ready for this challenge if they wish to succeed in these countries.

This study is one of the earliest ones exploring the topic of environmental marketing in Turkey. It outputs that without correcting the green claims considering the points discussed here, Turkish environmental marketing will continue to risk the disillusionment of consumers that will further lead to consumer deception and unfair business competition. In addition, with the potential loss of environmental marketing efforts, a valuable opportunity to foster environmentally benign products will also be lost.

7.3 Limitations of the Study

This study can be bettered by re-considering some of its aspects and offsetting certain limitations. One limitation is the number and variety of the ad pool. It would be better if the pool were enlarged both in terms of number, and claim and product variety. The variety within the pool will help to generalize the results obtained regarding the classification of the environmental claims based on the "type of green claim" and its "deceptive characteristics". In addition, the number of the deceptive claims that are "detected" will increase with the increasing number of claims examined. Besides, this study focuses only in print media where as it may be advantageous to include others. It would be helpful to investigate whether the nature of the misleading environmental claims vary across media or not.

Another limitation is the sample size. As valid for all research, generalizibility of the findings increases with the increasing sample size which is more representative of the targeted population. Although the results of this research enables to state that the concerns expressed in the hypothesis are valid with the current sample size, it would be easier and firmer to generalize the results to the targeted group of the research with a larger size of sample consisting of greater variety. As one of the extensions of this study one may aim to utilize the methodology for an "applied research" by utilizing a more representative sample.

One other issue that may be further improved is the product category vs. target group issue which is important in the assessment of purchase intentions of the respondents. More accurate results can be achieved if more suitable relations between the two are ensured regarding the characteristics of the sample. Perhaps it would be better to define the target group of the products and then design the questionnaires accordingly. It seems that it is not sufficient to try to control this issue during the administration of the questionnaires.

Apart from these limitations, there are possible extensions of this study that can be investigated in the future. First, the two stages of this research can be separated and examined in more detail as two individual studies. This can not only helps detailing the results and their implications but also can help to eliminate the limitations mentioned above.

Another extenuation of this research can be to manipulate the design and contents of the ads to achieve more specific recommendations for regulators and marketers. Different experimental ads can be designed with various types of environmental claims, lay-outs, and emphasis given to traditional product performance to evaluate their effect on consumer perceptions and purchase intentions. This will certainly enable the researcher to define solid guidelines for both regulation and success of green marketing.

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APPENDIX - A

ENGLISH VERSION OF THE QUESTIONNAIRE

THANK YOU FOR YOUR PARTICIPATION IN THIS RESEARCH

This questionnaire is developed to be utilized in a research titled as "Turkish Consumers' Perceptions of Environmental Claims" which is being conducted by Management Department of Faculty of Economics and Administrative Sciences, Middle East Technical University. The results of the questionnaire will not be used for any other purpose.

The questionnaire consists of two parts. First part includes "GENERAL QUESTIONS". The second part, however, consists of questions regarding the ads that are going to be presented to you. Please, answer all of the questions by marking "X" to the corresponding box provided near to the most appealing response.

THIS QUESTIONNAIRE IS NOT AN EXAMINATION. There are no right or wrong answers of the questions in the questionnaire. The questions are related with the environmental claims used in advertising. Please examine each of the ad

carefully. Specify your own thoughts after reading and evaluating the questions related with the ads. Evaluate each ad separately and independently. If you feel difficulty in deciding, select a response that represents your idea the most. Please make sure that you respond to all of the questions.

GENERAL QUESTIONS

AGE:
☐ Age 25 and Below
☐ Ages Between 25-35
☐ Ages Between 35-50
☐ Age 50 and Above
LAST GRADUATED SCHOOL:
□ Primary
☐ Secondary
□ High
☐ University
□ None
CURRENT EMPLOYMENT STATUS:
☐ Student
☐ Employed
□ Other:
PROFESSION:

SUBJECT OF EDUCATION:----

TOTAL FAMILY INCOME:
☐ 25 Billion and Below
☐ Between 25-50 Billion
☐ Between 50-75 Billion
☐ 75 Billion and Above
GENDER
□ FEMALE
FINALD

QUESTIONS RELATED WITH ADS

I. AD:

1. Which one of the below phrases defines your understanding of
regarding the "ENVIRONMENTALLY FRIENDLIER" phrase in the ad:
☐ it does not produce any harmful material to environment either during its
production or during its consumption
☐ it less pollutes the environment
☐ it contributes to the conservation of environment
☐ it is good for the environment
☐ just an advertisement term
☐ do not know
□ other:
2. If I were to buy such a product, because it is "ENVIRONMENTALLY
FRIENDLIER", I:
☐ definitely would prefer the brand which is being advertised
☐ could prefer the brand which is being advertised
☐ not sure whether would prefer the brand which is being advertised
☐ definitely would not prefer the brand which is being advertised

II. AD:

1. Which one of the below phrases defines your understanding of
regarding the "A FRIENDLY CONTRIBUTION TO THE NATURE" phrase in the ad:
☐ it does not produce any harmful material to environment either during its
production or during its consumption
☐ it less pollutes the environment
☐ it contributes to the conservation of environment
☐it is good for the environment
□just an advertisement term
☐ do not know
□ other:
2. Which one of the below phrases define "REUSABLE" phrase in the ad:
☐ previously used material
☐ material that can be reprocessed
☐ material that will be reprocessed
☐ material that can be reusable
☐ material that can be absorbed in nature
☐ natural material
☐ just an advertisement term
□ do not know
□ other:

	3. If I were to buy such a product, because it is a "FRIENDLY								
CONTRIB	BUTE TO NATURE", I:								
	☐ definitely would prefer the brand which is being advertised								
	□ could prefer the brand which is being advertised								
	☐ not sure whether would prefer the brand which is being advertised								
	☐ definitely would not prefer the brand which is being advertised								

III. AD

1.	1. Which one of the below phrases defines your understanding regarding						
the "NOT HA	T HARMFUL TO ENVIRONMENT" phrase in the ad:						
	l it does not produce any harmful material to environment either during its						
production or	during its consumption						
	l it less pollutes the environment						
	l it contributes to the conservation of environment						
	lit is good for the environment						
	ljust an advertisement term						
	do not know						
	other:						
2.	Which one of the below phrases define your understanding regarding						
the " ,"	sign in the ad:						
	☐ previously used material						
	☐ material that can be reprocessed						
	☐ material that will be reprocessed						
	material that can be reusable						
	material that can be absorbed in nature						
	l natural material						
	l just an advertisement term						
	l do not know						

	□ other:
	3. If I were to buy such a product, because it is "NOT HARMFUL TO
ENVIRON	IMENT", I:
	☐ definitely would prefer the brand which is being advertised
	☐ could prefer the brand which is being advertised
	☐ not sure whether would prefer the brand which is being advertised
	☐ definitely would not prefer the brand which is being advertised

IV. AD:

1. Which one of the below phrases define your understanding regarding
the RESPECTFUL TO ENVIRONMENT" phrase in the ad:
☐ it does not produce any harmful material to environment either during its
production or during its consumption
☐ it less pollutes the environment
☐ it contributes to the conservation of environment
□it is good for the environment
□just an advertisement term
☐ do not know
□ other:
2. Which one of the below phrases define your understanding regarding
the "RECYCLABLE MATERIAL" phrase in the ad:
☐ previously used material
☐ material that can be reprocessed
☐ material that will be reprocessed
☐ material that can be reusable
☐ material that can be absorbed in nature
☐ natural material
☐ just an advertisement term
☐ do not know
Other:

	3. Please define the term CATALTTIC CONVEXTER in the ad.
	☐ CATALYTIC CONVERTER is:
	☐ I do not know
	4. If I were to buy such product, because it is "RESPECTFUL TO
ENVIRON	IMENT", I:
	☐ definitely would prefer the brand which is being advertised
	☐ could prefer the brand which is being advertised
	☐ not sure whether would prefer the brand which is being advertised
	☐ definitely would not prefer the brand which is being advertised

V. AD

TURKISH VERSION OF THE QUESTIONNAIRE

Anketimize katıldığınız için TEŞEKKÜR EDERİZ.

Bu anket, Orta Doğu Teknik Üniversitesi, İktisadi ve İdari Bilimler Fakültesi, İşletme Bölümünde yürütülmekte olan "Türk Tüketicilerinin Çevrecilikle İlgili Reklam İddialarına İlişkin İzlenimleri" konulu çalışmada kullanılmak üzere geliştirilmiştir. Anket sonuçları başka herhangibir amaçla kullanılmayacaktır.

Anket iki bölümden oluşmaktadır. İlk bölümde GENEL SORULAR bulunmaktadır. İkinci Bölümde ise size gösterilecek olan REKLAMLARA İLİŞKİN sorular yer almaktadır. Lütfen soruları herbirinin altında yer alan cevaplar arasında size en uygun olanının yanındaki kutuya bir çarpı işareti koyarak yanıtlayınız.

BU ANKET BİR SINAV DEĞİLDİR: Ankette yer alan sorular için doğru veya yanlış bir cevap bulunmamaktadır. Ankette reklamlarda kullanılan çevrecilikle ilgili iddialar hakkında sorular bulunmaktadır. Lütfen her reklamı dikkatle inceleyiniz. Reklamlara ilişkin her soruyu okuyup değerlendirdikten sonra kendinize ait gerçek düşüncelerinizi belirtiniz. Her reklamı ayrı ve bağımsız olarak değerlendiriniz. Eğer kesin bir karara varmakta zorlanırsanız, düşüncelerinize en yakın olan cevabı işaretleyiniz. Lütfen her soruyu yanıtladığınızdan emin olunuz.

GENEL SORULAR

YAŞINIZ:
☐ 25 Yaş ve altı
☐ 25-35 yaş arası
☐ 35-50 yaş arası
□ 50 yaş ve üstü
EN SON MEZUN OLDUĞUNUZ OKUL:
□ İlkokul
□ Ortaokul
□ Lise
☐ Üniversite
□ Hiçbiri
ÇALIŞMA DURUMUNUZ:
□ Öğrenciyim
☐ Bir işte Çalışıyorum
□ Diğer:
MESLEĞİNİZ:

ÖĞRENİM GÖRDÜĞÜNÜZ KONU:-----

AİLENİZİN AYLIK TOPLAM GELİRİ:	
☐ 25 Milyondan az	
☐ 25-50 Milyon arası	
☐ 50-75 Milyon arası	
□ 75 Milyondan fazla	
□ KADIN	
□ ERKEK	

REKLAMLARA AİT SORULAR

I. REKLAMA AİT SORULAR:

	1. Reklamda	gördüğünüz	"DAHA	ÇEVRE	DOSTU"	ifadesinden			
anladığınızı sizce aşağıdakilerden hangisi en iyi tanımlıyor:									
	☐ üretılırken veya kullanilirken çevreye zararli atik oluşturmuyor								
	☐ çevreyı daha	□ çevreyı daha az kırletıyor							
	☐ çevrenın korunmasina katkida bulunuyor								
	☐ çevre ıçın yar	arli							
	☐ sadece bir reklam iddiasi								
	□ bilmiyorum								
	□ dığer:								
	2. Böyle bir ü	ründen satın	alsam, sa	dece "DA	HA ÇEVR	E DOSTU"			
olduğu için	:								
	☐ kesınlıkle reklami yapilan bu markayi tercih ederdim								
	☐ reklami yapilan bu markayi tercih edebilirdim								
	☐ reklami yapilan bu markayi tercih edeceğimden emin değilim								
	☐ reklami yapila	an bu markay	i tercıh etm	neyeceğimo	len eminim				

II. REKLAMA AIT SORULAR:

	1. Reklamda	gördüğünüz	"DOGAYA	DOSTÇA	BIR	KATKI"				
ifadesinden anladığınızı sizce aşağıdakilerden hangisi en iyi tanımlıyor:										
	☐ Üretılırken veya kullanilirken çevreye zararli atik oluşturmuyor									
	☐ çevreyı daha az kırletıyor									
	☐ çevrenın korunmasina katkida bulunuyor									
	☐ çevre ıçın ya	rarli								
	☐ sadece bir rel	□ sadece bir reklam iddiasi								
	□ bilmiyorum									
	□ dığer :									
			•							
	2. Reklamda g	ördüğünüz "Y	ENİDEN KUJ	CLANIMA S	SOKUL	ABİLEN"				
ifadesinder	ı anladığınızı sizo	e aşağıdakiler	den hangisi en	iyi tanımlıyo	r:					
	☐ daha önce kullanilmiş malzeme									
	☐ tekrar üretım	e sokulabılen ı	malzeme							
	☐ tekrar üretım	e sokulacak ol	an malzeme							
	☐ tekrar kullan	ilabılen malzeı	me							
	☐ doğaya geri o	dönebilen malz	zeme							
☐ doğayla uyumlu malzeme										
	☐ sadece bir reklam iddiasi ☐ bilmiyorum									
□ dığer :										

	3.	Böyle	bir	üründen	satın	alsam,	sadece	"DOĞAYA	DOSTÇA
KATKIDA	"b	ulunduğ	u içi	ı:					
	☐ kesınlıkle reklami yapilan bu markayi tercıh ederdım								
	☐ reklami yapilan bu markayi tercih edebilirdim								
	☐ reklami yapilan bu markayi tercih edeceğimden emin değilim								
		reklami	yapi	lan bu mai	kayi te	rcıh etme	eyeceğim	den eminim	

III. REKLAMA AİT SORULAR:

1. Reklamda gördüğünüz "ÇEVREYE ZARAR VERMEZ" if	1. Reklamda gördüğünüz "ÇEVREYE ZARAR VERMEZ" ifadesinden								
nladığınızı sizce aşağıdakilerden hangisi en iyi tanımlıyor:									
☐ üretılırken veya kullanilirken çevreye zararli atik oluşturmuyor	☐ üretılırken veya kullanilirken çevreye zararli atik oluşturmuyor								
☐ çevreyı daha az kırletıyor	☐ çevreyı daha az kırletiyor								
☐ çevrenın korunmasina katkida bulunuyor	☐ çevrenın korunmasina katkida bulunuyor								
☐ çevre ıçın yararli	□ çevre ıçın yararli								
☐ sadece bir reklam iddiasi									
□ bılmıyorum									
□ dığer :									
2. Reklamda gördüğünüz "işaretinden anladığını	zı sizce								
aşağıdakilerden hangisi en iyi açıklıyor:									
☐ daha önce kullanilmiş malzeme									
☐ tekrar üretime sokulabilen malzeme									
☐ tekrar üretime sokulacak olan malzeme									
☐ tekrar kullanilabılen malzeme									
☐ doğaya geri dönebilen malzeme									
☐ doğayla uyumlu malzeme	☐ doğayla uyumlu malzeme								
☐ sadece bir reklam iddiasi									
□ bılmıyorum									
□ dığer :	☐ dığer :								

	3.	Böyle	bir	üründen	satin	alsam,	sadece	"ÇEVREYE	ZARAR
VERMEDI	Ğİ'	"iıçin:							
		kesınlık	de rel	dami yapi	lan bu 1	markayi t	ercih ede	erdim	
		reklami	yapi	lan bu mar	kayi te	rcıh edeb	ılırdım		
		reklami	yapi	lan bu mar	kayi te	rcıh edec	eğımden	emın değılım	
		reklami	yapi	lan bu mar	kayi te	rcıh etme	yeceğim	den eminim	

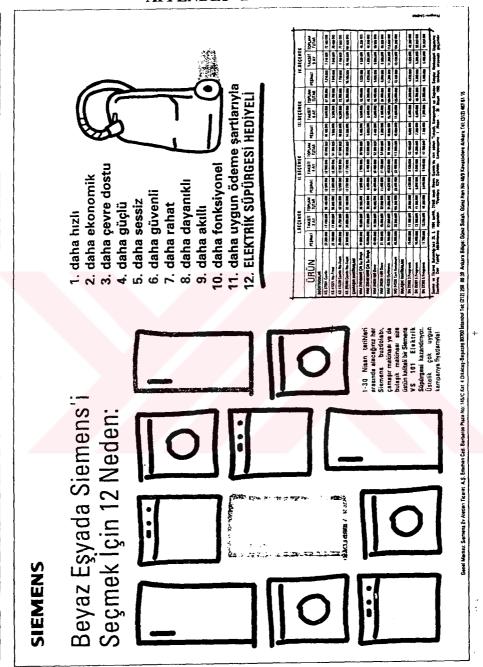
IV. REKLAMA AİT SORULAR:

1. Reklamda gördüğünüz "ÇEVREYE SAYGILI" ifadesinden anladığınızı				
sizce aşağıdakilerden hangisi en iyi tanımlıyor:				
☐ üretılırken veya kullanilirken çevreye zararli atik oluşturmuyor				
☐ çevreyı daha az kırletıyor				
☐ çevrenın korunmasina katkida bulunuyor				
☐ çevre ıçın yararli				
☐ sadece bir reklam iddiasi				
□ bılmıyorum				
☐ dığer :				
2. Reklamda gördüğünüz "GERİ DÖNÜŞÜMLÜ MALZEME"				
ifadesinden anladığınızı sizce aşağıdakilerden hangisi en iyi tanımlıyor:				
☐ daha önce kullanilmiş malzeme				
☐ tekrar üretime sokulabilen malzeme				
☐ tekrar üretime sokulacak olan malzeme				
☐ tekrar kullanilabılen malzeme				
☐ doğaya geri dönebilen malzeme				
□ doğayla uyumlu malzeme				
☐ sadece bir reklam iddiasi				
□ bılmıyorum				
☐ dığer :				

	3. Reklamda	gördüğünüz	"KATALITIK	KONVERTOR"	tabirini
açıklayınız	:				
	□ KATALİTİ	K KONVERTÖ	ÒR:		
				demektir.	
	☐ bilmiyorum				
için :	4. Böyle biır t	iründen satın a	lsam, sadece "ÇE	VREYE SAYGILI'	' olduğu
	☐ kesınlıkle re	klami yapilan l	ou markayi tercih	ederdım	
	☐ reklami yapi	lan bu markayi	tercih edebilirdin	n	
	☐ reklami yapi	lan bu markayi	tercih edeceğimd	en emın değılım	
	□ reklami vani	lan hu markavi	tercih etmeveceö	ımden eminim	

V. REKLAMA AİT SORULAR

1.	Reklamda gördüğünüz "ÇEVRE DOSTU" ifadesinden anladığınızı			
sizce aşağıdakilerden hangisi en iyi tanımlıyor:				
	l üretılırken veya kullanilirken çevreye zararli atik oluşturmuyor			
	l çevreyı daha az kırletıyor			
	çevrenın korunmasina katkida bulunuyor			
	çevre ıçın yararli			
	sadece bir reklam iddiasi			
	bilmiyorum			
	dığer:			
2.	Böyle bir üründen satın alsam, sadece "ÇEVRE DOSTU" olduğu için :			
	kesınlıkle reklami yapilan bu markayi tercih ederdim			
	reklami yapilan bu markayi tercih edebilirdim			
	reklami yapilan bu markayi tercih edeceğimden emin değilim			
	reklami yapilan bu markayi tercih etmeyeceğimden eminim			



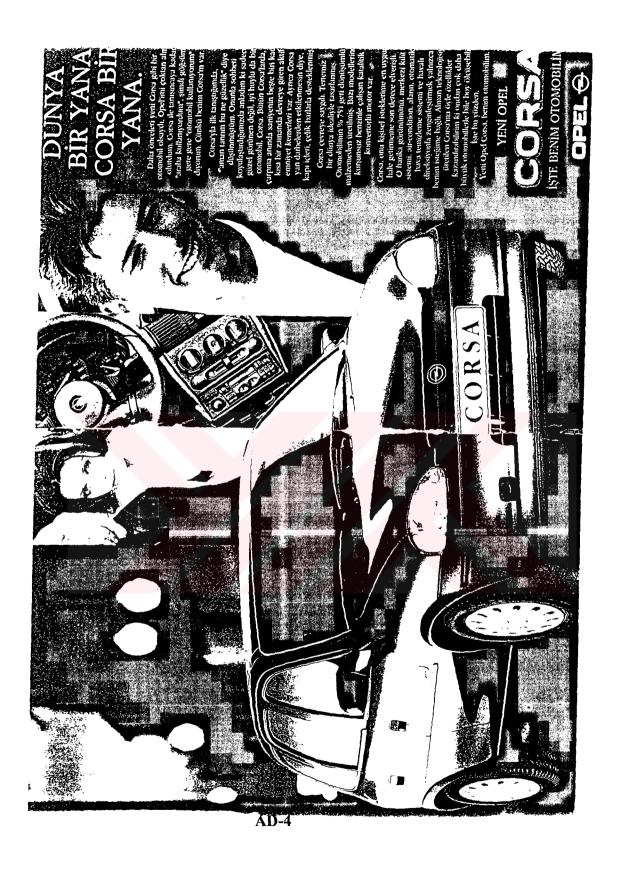
AD-1



AD: 2

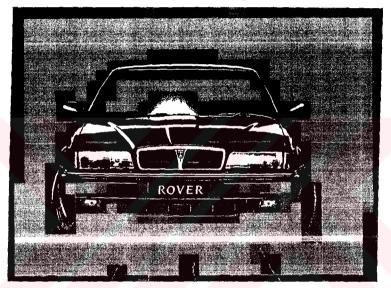


AD-3





"Otomobiliniz hazır majesteleri..."



**Inghe Krahver Arma" om kullanmava verkili tek veri ureum onamobil ROVER, armit Turkovcile Ingilir mithendishk huner ve makemmelive rinnin guçlu ve beneeroz iradea ROVER larin veni jenerasyon 800, 400 c. 200 serilerinden ram 13 net miseli i. 1, ve din tasatimlandak oerafet ve incellis, sa divinetele fuglich klasak ligimin singen kok vesir k galamanın hareli dakumi, çerre dostu karalırık konvertorlu egisir satemi ili kaltı teknolopis, enieksisindi, ustan performanslı moştirlar battan.

1

ROVER larm worr edge oxelidelerm obiquarious (21%), \$20 Ti. \$20 Si. (200 Si). (200 Si). (200 Coupe Turbs 21to source 200 Couper for Si Proper 100 Couper for Si Proper 100 Couper for Si Proper 100 Couper for Si Proper 100 Couper for Si Proper 100 Couper for Si Proper 100 Couper for Si Proper 100 Couper for Si Proper 100 Couper for Si Proper 100 Couper for Si Proper 100 Couper for Si Proper fo



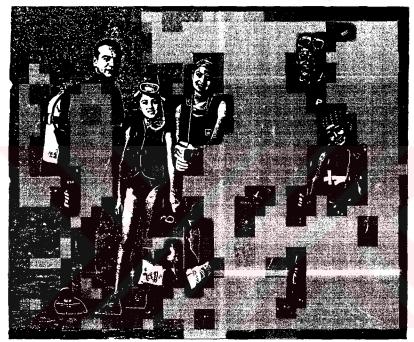


Boronkay thines grup been garagusters islan allestes a consequence model boatesees PRINCIPALITIES Benefits (to Excess 5) of the English State of the DELEGAL Working of the State of the English State of the

AD-5

APPENDIX - C

YENI OPEL ASTRA CLUB-----



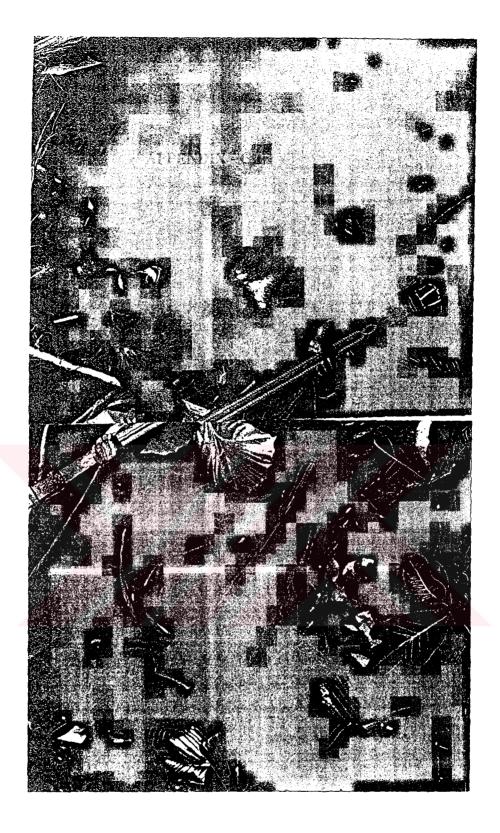
DALGIÇLAR KULÜBÜ (!)

Astra Gub*, benzerlennin tumunden çok daha geriş bir otomobil. Ailenin ber üyesi xan yeri var. Hatta aile üvelennin kalabalık aksesuarlı bobilen için bile. "Astra Gub'in üretiminde ustun Alman teknolojisinden yararlanıldı. Tüm Opellerde olduğu gibi Astra Gub da çevreye zarar vermeyen koşullarda, çevreyi kirletimeyen maddelerle üretildi. Ailelenizle birlikte, umutamayaçağınız anlar yaşamak istiyocianiz, siz de vakit geçirmeden "Astra Club"in üyelerinden birisi olun. Kulube kavit şartlarını öğrenmek için Opel hayilerine başvurabilisiniz Opel Astra Club. Daha iyi bir otomobil. Daha iyi bir seçim.





OPEL 😌



AD NO: 2



AD NO: 3

OPEL VECTRA GT -



VECTRA'DA KATALİTİK KONVERTÖR VAR. ÇÜNKÜ ÜSTÜNÜZDE KARA BULUTLARIN DOLAŞMASINI İSTEMİYORUZ...

Türkiye'de üretilen Opel Vectra'da bulunan özellikler katalitik konvertör ve

sunroof ile sınırlı değil. Çünkü Vectra başka bir otomobil değil, bambaşka bir dünya... ABS fren sistemi, airbag, kapı içi çelik barlar ve gergili emniyet kemerleri de sadece Vectra'da...Vectra almak için hangisi daha iyi bir neden dersiniz?

Opel daha iyi bir otomobil. Daha iyi bir seçim...





No.



YENİ OPEL ASTRA LIFE



HAYAT ARKADAŞI

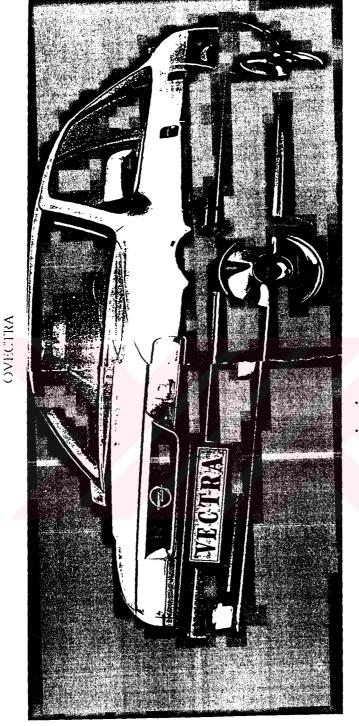
Dünyaca ünlü bir Alman ailesinin, Türkiye'ye yeni yerleşen, çevreye saygılı, tutumlu, güvenilir üyesi, hayatını paylaşacağı bir arkadaş arıyor.

(Ciddi olarak ilgilenenlere fotoğraf gönderilir.)





OPEL 🕀



VECTRA ALMAK İÇİN "R ARABA NEDEN VAR"















or can bepsenden savemb bit avnadigi daha sat Bu teknoloji, gasen ekonomi se ceste hatikasi momobol overests mentioner feet Vectra almak now for aritha needen var anna geneek needen is oner it kendes. Opel, Daha iyi bir otomobil. Daha iyi bir seçim.

OPEL &

tteckes sam alacajo oxonobilin, en kaliteli en ginventir en ekonomis en certen oxonobil olitiasin over Terciti verraclarisana kultanantar, bio isachtermor nomine birden kacususor Opel Vericom hava yastiği, kapi içlemde ochd badar. Alb leen saketta gegydi suunvei keinerleet, ona en gaveibla sasandol sapivat Gerteye sayyona Kadijak kanvenini ve suntoota efislanez jechetisatisan ise 16 salli mason saygelisisi. Nei Opel ise Opel in



OEL

AD NO: 7

0

OPEL ASTRA LIFE

ARTIK SENIN OLMAYA HAZIRIM...

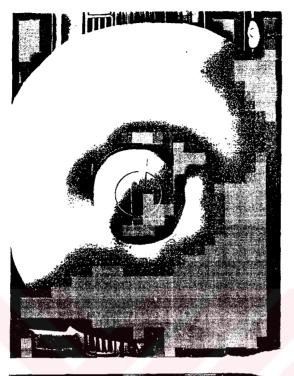
Dünyaca ü ailesinin,T yerleşen, tutumlu, hayatını arkadaş (cıddi olarak ile Bu denli yoğun ilgi göreceğimi hiç ummamıştım. İltifatlarla dolu sözlerine çok teşekkür ederim.
Dünyaca ünlü bir Alman ailesinden gelen, tutumlu, güvenilir ve çevreye saygılı bir "hayat arkadaşına" sahip olmanın ne kadar kolay olduğunu, karşılaştığımızda daha iyi anlayacaksın. Sana arkadaşlığımı sunmak beni çok mutlu edecek.
En kısa zamanda, en yakın Opel bayisinde tanışmayı diliyorum.

(Birlikte küçük bir gezinti yapmak, sanınm senin de hoşuna gider.)









OFEL

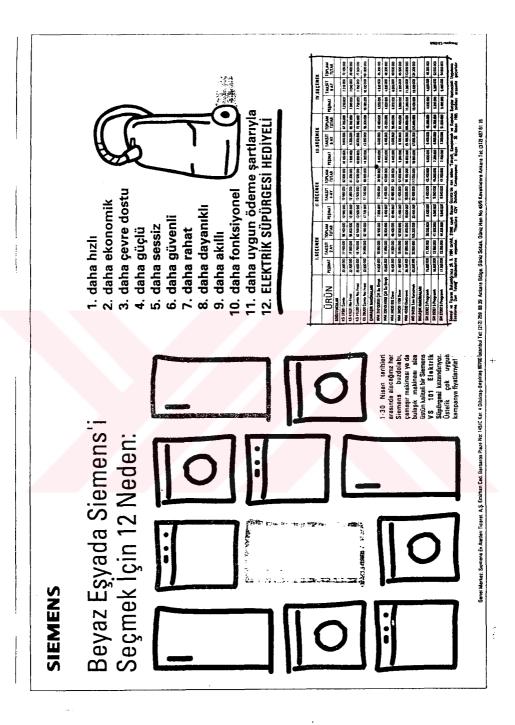
GÜVENİLİR YATIRIM



RİSKLİ YATIRIM

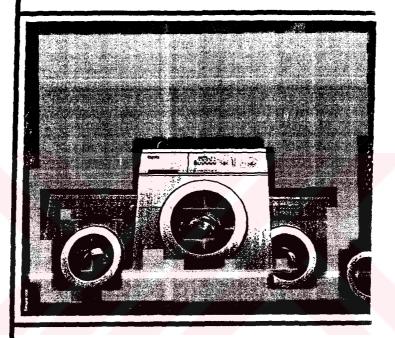
Yanım piyasasında "Güvenlir yatırma" doğru bir yönlenme var. Hiç şüphesiz en güvenilir yatırmı, hem birkimlerinizi hem de "sızı" tehlikelerden konuyan Opeller. Örneğin Opel Vectra GTYe değer karan yalızca taşdığı hava yastığı değil. 16 vall motonu, kapı içlerindeki çelik barları, ABS fren sisten gergül emziye kemerleri, çevreye saygas ve mükenmed perfomansı onu en değerli varınım ararı, koncover İlmitmanım helbirinlerinin ala mitterini koncolik.

"yaunm aracı" yapıyor. Unutmayın, birkimlerinizin de güvenli bir yolculuk yapmaya hakkı vardır. Opel. Daha iyi bir otomobili. Daha iyi bir yatırım.



AD NO: 10

BAZI DEĞERLER FARK YARATIR.





Bir Miele çamaşır makinesi, Diğer Miele'ler gibi (bulaşık makinesi, İrrin, elektrik süpürgesi, gömme jip cihazlar ve hazır mutfaklar) sadece Almanya'da üretilir. Deterjan, su ve elektrik tasarrufu sağlayan hydromatic sistem. Temiz ve kolay yıkama için tam atamatik nevetrenic Kontrol. Dakikada 1600 turluk sıkma gücü...

Hayatınızı farklılaştıraçak değerler... Miele'den.

Miele Geleceği bugünden yaşamak

FAREKS A5 Ahmet Adnan Saygun Caddesi 17 / 7. 2. Ulus 80600 Istanbul (0212) 265 01 95 · 257 26 12
Tesikos A5 (0212) 559 20 66 559 70 61 Ekin Ticeret A5 (0212) 326 34 73 · 512 99 98 Kas-San A5 (0212) 560 80 07 · 559 20 7
Türkiya'de sotilan Miole cibasternin garandılından FAREKS A5 sorusıladar. Miole yerkili servisleri Türkiya'de sotilan Miole cibasternin garandılından FAREKS A5 sorusıladar. Miole yerkili servisleri Türkiya'de sotilan Miole cibasternin garandılından FAREKS A5 sorusıladar. Miole yerkili servisleri Türkiya'de sotilan Miole cibasternin garandılından FAREKS A5 sorusıladar. Miole yerkili servisleri Türkiya'de sotilan Miole cibasternin garandılından FAREKS A5 sorusıladar.

Audi A8 Otomobil tarihinde devrim



Artik Turkiye yollarında geleceğin otomobir dolaşiyor. Audi A8. Bugune kadar böyle bir otomobil daha üretilmedi.

.......

Veniskenn yaratıcıs Audrinn sını tanımayan araştırmacıları bu kez de uzay teknoloyisinden etkilenerek Audi karosenide otomobil dünyasın sarsacak bu devirin yarattılar Ve ilk dela AS'lerde Audi Soace Frame (ASF) adı verilen alüminyum karoser kullandılar.

Ústelik, galvaniz saç gövdeli rakiplerine oranla %40 oranında hafif bir gövdeye karşın çok yüksek bir güvenlik düzeyi sağladılar.

Yapılan standart emniyet testleri atiminyum gövdenin standart galvaniz saç gövdeden çok daha dayaniklı ve sağlam olduğumu ortaya koydu. Çünkip ASF çarpma



svasinda bir "eminyet kafesi" gören yaparak dierbeyi eninda absorbe etimekte ve türin catiye yayarak daha ac deformayanın ulyamaktadır. Alüminyum gövdenin sağladığı halifilik, AB'e olağanüstü bir sürüş dinanızım ve sürüş keyli sağlar. Halifi gövdesi inedeniyle çok daha az yakıt tüketen AB çevreyle de diosttur.



Aß'n görkemi sadece olağanisti teknolopiande değil başanının silini yarıstan dış hattarında ve iç tasanınındaki ince ayrıntılarda da hissedilir. Hem otomotik hem de manuel kullarım mıkâm sağlıyan tiptronik vites, güneş şınılarının şiddetine göre sıya ayratıyan otomotik klima sistemi, zarafı şınılardan koruyan cam, den kolfuklar, ahspa kapıların Aß'in rahat tey yokuluk için sunduğu detilisleriden sadece birkay, Görkemi diğ hattin, eşse ç tasanım. ouganustu performansi ve devirim varatani iopsirje Auds AB krądammajoraki kadar zi-Luffen bus arayus floworom imrucie 2-11 Aralik tanihen arasında CNR da i Dur Ticzerz Merkezo jerçekleşicek Auto-Snoufuannda konugumuz olun Otomobil tarihinde bir dönüm noktas

Otomobil tarihinde bir dönüm noktas oluşturan bu otomobile tanışın Geleceğe doğru yol alın

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Audi Vorsprung durch

Mükemmelin yeni tanımı: Audi A6



Audi mukemmeli yeniden tanimladi Ve yeni yüzyila yakışır yepveni bir otomobil daha geliştirdi. Audi A6

Ayrıntıdan bütune benzersiz bir konfor anlayışıyla üretilen Audi A6, son yilların en mukemmel otomobillerinden biri olan Audi 100'un yepyeni bir usunmı.

Audi'nın sonsuz guçu. Audi A6'nın ınanılmaz konfor anlayısıyla, çarpıcı bir boyuta ulaştı. Kendi sınıfındakı luks otomobillerin sahip olduğu tum aksesuarların yanısıra; otomatik klima, elektrik ayarlı ön kolfuklar, hakiki deri döşeme, alüminyum jantlar ve ahşap dashboard gibi ustunlukleri de bir arada bulunduran Audi A6, Audi gorkeminin gerçek bir ifadesi

Ustún performansı ve olağanustu k konforuyla, kullanana unutulmaz duygular yaşatan Audi A6, eşüz suruş keyfine Audi'ye özgü mükemmel bir güvenlük anlayışı getiriyor ABS fren sistemi, airbağı, dört çekerli otomobillerde standart ASC (Anti-Slip Controll ünitesi ve elektronik kilirli diferansiyel sistemi, bu anlayışın birkaç göstergesi.

Kısacası Audi A6 sıze mükemmeli ayrıntılarda sunuyor.



Lutlen showroom'umuza gelin Hareketsizken bile doyumsuz yolculukların esintilerini hissettiren Audi A6 ile yakından tanışın. Mükemmelin yentanımını görün

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AD NO: 14



Sizi tanıyoruz. Çok şey deniyor, çok şey istiyorsunuz Kendinize güveniniz tam Hayatı seviyorsunuz Kalıteye.

Kendinaze güveniniz tam Hayati seviyorsunuz Kaliteye, estetiğe, güce önem veriyorsunuz Kimi zaman da her şeyi unutuyorsunuz. Başinizi alip girmeyên niyetleniyorsunuz lişte R1100RS'ü retiriken butun bunları bir an olsun aklimizdan çıkarmadık. Öyle bir motosikiet tasarladık ki, gücünüze güç kalabilisin. Sizi dilediğiniz her zinveye Çıkarabilsin R110RS'ü nüşük devirde yüksek torka ulaşabilmesi bu yüzden çok önemli. Bu özelliği, mükemmel performansının en önemli göstergesi. Bu güce güvenlik sistemlerine ekleyin Celiştirilmiş ABS Fron Sistemini ve sadece BMW Motosikletlerde bulabileceğiniz Anti-dive etkili. Tele-lever süspansiyonları. Üstelik R1100RS. BMW nin üretiği en yeni Böxer Enjektörle çaliştiği için çok ekonomik. Ayrıca çevre döstü Katalizatot teklarak kurşunsuz benzin kullanlabiliyor. Estetiğine gelince göz kamaştırıyor Kaldı kı o bir BMW

Aslında neyin peşinde olduğunuz çok önemli değil Onemii olan, pir şeylerin peşirine düşecek gücü hissetmeniz R1100RS nasilsa her yolda sizinle birlikte

BMW R1100RS ile test surüşü yapmak üzere sizi Salipazarı ndaki showroom'umuza ya da Avcılar daki BMV.

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soruya, ber Rover 800 sahibinin yanıtını biliyoruz: 'Otomobi

u soruya, ber Rover 800 uchibnin yanının biliyoruz: Otomobiule gibi. Ya sızın? Delersena önec, bu eşsu otomobilin üzellüklerin
neckyeline. Bir Rover 800'din direksyonuna geçifiğinde, eyiliyi
sı koltuklar sızıncik izi. Cevu kuşlama on konsol ve kıpılarda
iz işçiliğine dokunacakının. Kullındıkça fark edeceğiniz
mulat, otomobil ile seyabarı daha keyifli kılıkıcık. Bunalna ber
giz elektronik izi syarlı kilema ile hikintecerekinin (sereneni elektrik kumandalı sunori ile havantızı değiştirebilirinial. Pedala
bastığınızı anda, izazı edeceğini bildiğinin 4
kınıllı ABS fren sistemi ve hava yastığı siz
sastır. 200 km. hadı giderica bile en büyük
givenenici olasık 50e hıdadı açılmışkın,
motora bir göz atmıya ne dersiniz! Kapurun
altında, çok noktalı enjeksiyon sistendi, kata-

linik konvernodu bu 2 lutre turbo hemen ıleri arılmıyı beklyvor Kendinası. Rowet 800'un iç rahatığından kısa bu süre için de olisi yarıbdilirense, uzun polculukladı. başışda selez bir gurdop raşıyı-bileceğinizi göreceksına. 820 Si (136 PS). 820 Ti (180 PS) ya da 827 Si (169 PS) de üç farklı seçenek sunan Rowet 800'ün üsünlüğu sadece sözele değil. O. en püyük siabon otomobbli duluk güvenlik ödülünün de sahibi. Ve bu odullerle yetinmeyen Rowet 800'ün, 827 Si modeli. gerirminasını hiş arrasızı 29 gün 23 sanodı. yetinmeyen Rowet 800'ün, 827 Si modeli. Çunness Rekorda Krazbi na gimeyi başırdı. Şimdi kofuğunuzu yaşlarını, hosteseni çiki daha istedikten sonra düşleyin Havalanında süz bir Rowet 800'ün bekle-diğini bündek, güzd olmatımydi. litik konvertodu bir 2 litre turbo hemen ileri andmayı bekliyor

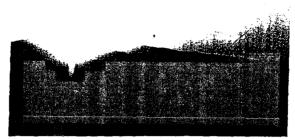
diğini bilmek, güzel olmaz mıydı?







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Rover

lşte çarpict bir İngiliz... Rover 800 serisi. Yaklaşın. Ceçin direksiyonuna. Önce geyik derisi koltuklar sarsın sizi.
İngiliz klasikliğinin simgesi ceviz kaplama ön konsol ve kapılara dokunun... kalıcı güzelliği hissedin. Ve elektronik isi ayarlı k
4 kanallı ABS fren sistemi, hava yastığı ile diğer ayrıt edici özellikleri. Hepsi olması gereken yerde, kullanımınza hazır
Ö. sadece en iyi büyük salon otomobili ödülü ve güvenlik ödülünün sahibi değil. 827 Si modeli, performans ve güvenliğini. hıç
39 gün 23 saat 35 dakikalık bir dünya turu ile kanrıladı ve Guinness Rekorlar Kitab'ında yer aldı. Seçiminizi yapın: 820 Si (13
820 Ti (180 PS) ya da 827 Si (169 PS). Rover 800 her zaman birlikte yaşamak için yaratıldı... Sonsuza kadar!



"Otomobiliniz hazır majesteleri"

Boronicore 214 S 3-5 kap. 214 Cobroler. 216 Cobrisher VV. 216 Cobroler - Ownerski. 216 Coppe - DV. 216 Coppe - DV. 216 Coppe - DV. 216 Coppe - DV. 216 Coppe - DV. 216 Coppe - DV. 216 SL: DV. 416 SL: DV. 416 SL: DV. 416 SL: Oxomersk. 420 GS. 620 Sr-DV. 620 Sr-Oxomerski. 820 Sr- DV. 820 Sr- Oxomerski. 820 Tr. 620 Tr. 5port. 827 Sr - Oxomerski.



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Düşleri Gerçeğe Dönüştürürken "Çabuk" Yol Alın...

Vakit kaybetmeden, SAAB 900 SE Turbo ile tanışın. Kusursuz tekniğin, özgün tasarımla oluşturduğu mükentmel uyuma şahit olduğunuzda; düşlerinizdeki SAAB'a gerçekler kadar yakın olmanın keyfini çıkaracaksınız.



-viaların belgi birikanınının eşeri keşsurruş casarırını, vastun teknolojik donanınının hiçbirinden tavis vermekizin oluşturulan itompile vyurmu, -ticpii berbirinden farklı 19 kaza testi, eşçiendirinin "govenlik kafesi", ozet "güvenlik kotluk" tasarının ve tandart

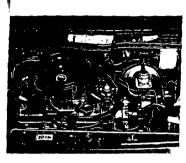


e borbancies navia. 19 auto este, poponocimies, guerna kalesi", 031 "geveni kotoku". Earsma e et tanderi "artista" de saffinan cam emplyest. Yisisi takstemode yukesh skonomik tazarufu. dosuk emisyonurfa cere dossu. 185 MP pocindo odemontivide cigler agan mostoru. ASS fren shtemil. «Cok dujuk tirrumme hazarumna tahip pen aerodinaenik gövelesi. 5's viersi dael sanatumna shtemil. "En onemilis de bensträrenden spransi konfor ve fonksyronettigmin ohumruful verumer, potomessi produces producestigmin ohumruful verumer, potomessi produces producestigmin demardule verumer, potomessi produces producestigmin demardule verumer, potomessi produces producestigmin demardule verumer, potomessi produces producestigmin demardule verumer, potomessi produces producestigmin demardule verumer, potomessi produces produces producestigmin produces produces produces producestigmin produces produces producestigmin producest



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SAAB 900 SE TURBO TAM BİR SAAB.





yıldır neden "1" numara?

Çünkü LADA'nın metoru güçlüdür.
1500 c. OHC üsten essenrisü, 77 HP, enne morte, centi olik ateşlemek şançınana sürile, daşanını ve saşlamılığı beş sı. david sirtinin onden çeşis modern ve sesse morte Kada i, in olik ateşlemek şağızı IADA 100 cınıh hiza 13 anışete i.e.,

inmelemme saglar LADA 100 ein-hitzal 13 annjeste (a.g., Cünkül LADA yakırtı ekonomik kullanır. LADA nin günesi teksonoji urunu modern jakis sakisti ekonomiyi saglay acak şekisle duzayın edimişter. Her ürü durununda eri ekonomik yakıtı ürüketimi için Tikli boğazlı "ekonomista" devreti. "ekono" göürergeti, gaz pecabli tri işi "ekonomistal" devreti. "ekono" göürergeti, gaz pecabli tri işi "ekonomistal" devreti işi ekonomiştiri işi ekonomiştir. Danamaktarın İşi ebi in dedinlerle Sinçi işi ekonomiştir. Danamaktarın İşi ebi in dedinlerle Sinçi işi ekonomiştir. Sabit işida 100 km de 5.7 kire benzin kutlanan LADA nın işi koni işi Dengerszari.

Çünkü, LADA uzun ömürlüdür.

Tabanı katafarez çırıko kaplama, O.9 mm.lik, ust kısmı ü.7 mm.lik saçtan yapılmıştır. Astarı elektrostatik boyanmış, altı yol erkileri ve çurumeye karşı "sektli" kaplanmıştır.

Çünkü LADA'nın bakımı ve yedek parçası

ekonomiktic.

Diğer otomobiller her beşbin kilometrede bir bakım gerektirirken. LADA oriheşbin iklometrede bir bakım görmektedir. LADA nın yedek parçası ucuz ve boldur.

Çünkü LADA, doğayla dosttur. LADA bakısılarında astest kultanılmat Yamra urunler. Avrupa standartlarındatır. Kompaki yazısı e beş, jetşikin kışımır rahat yokuluk yapıması sağlıyan şeniş ç, azınış e LADA, dunyanır rev yerinde seçileri Talle otomobili "bir.

yerinde seçilen halle ökomobili bir Çünkül LADA Eçin gülvenlik çok önemlildir. LADA'nın avruşa ve tarın ağırıcını sandarıların uygunlığılı teri ediniştir. İk çelik kemer kasındırıların göre göne öne açı çarımaları karşı gürenlir. Vi elen i taratı ta bergeli kulunun sağları Vucudu sannayan esten isteri bir ibir üşarına satışırını kohukta emmyet kemelerini ili. İk il sandayılınınlışı karınının Çünkül LADA kullarımak zevklidir.

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✓ Çünkü LADA Çelik Motor güvencesindedir. Çelik Motor, Türkiye'nin dörtür köşesindek. 390 noktada hizmet veren LADA satış / bakım, onarım i yedek içarça organizasyonu, a müşteri muduluğunu sağlamak kin çaba göstermektedir.

Üstün özelliklerini 116 ülkenin yakından tandığı LADA, 1989, 1990, 1991, 1992, 1993 satışlarıyla da Türkiye'de "1" namaradır















CALGON KULLANMANIN DİĞER AVANTAJLARI Calgon, yikama suyunu yogmu suyu yumuşakliğina gelirir.

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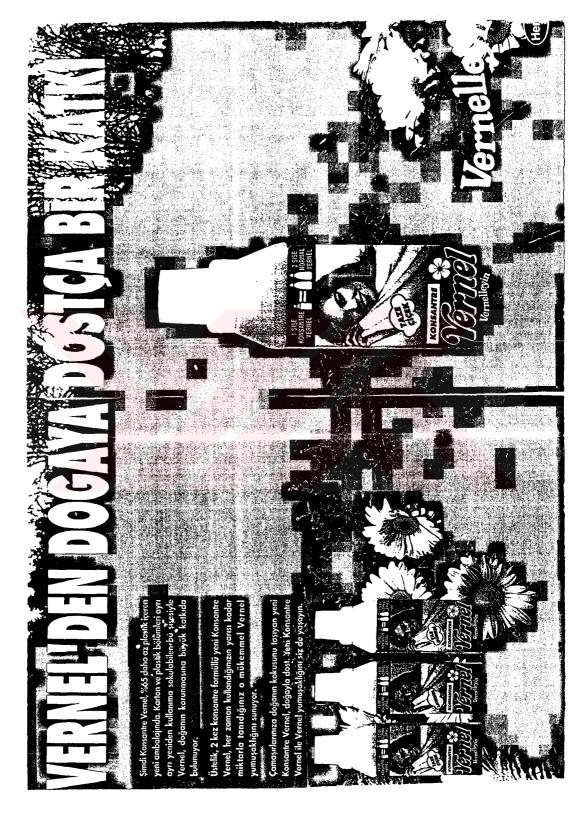
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DİKKATI BU KARITAKİ BİLGİLERİ OKUYUN. SUYUNUZDAKİ KİREÇ MİKTARINI ÖLÇÜNI



kireç tabakaları oluşturur ve Tarniri çok pahali anzalara yol açar.

gbio surunusi hati odan. Kulitarinanu geruken Galgon, matarin bulan nzo kalacedja u bu matar Galgon , çamaya makinendi kileçton karuyacusi u

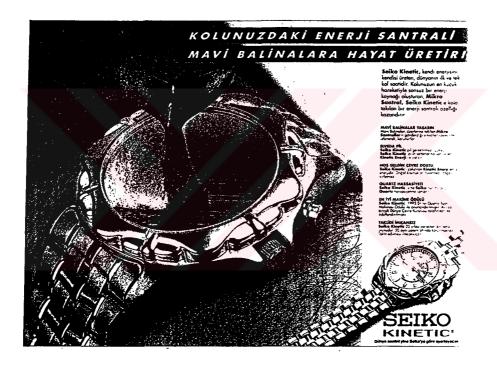


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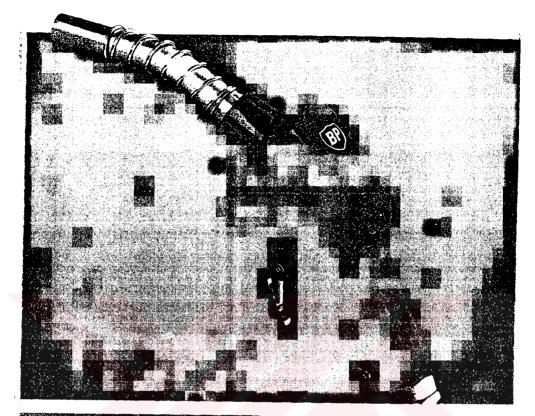
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İyi Şoförler İçin İyi Benzin.

BP Benzini, dünyanın her yerinde olduğu gibi Türkiye'de de Tyi Benzini fir

BP Benzim, BP aristirma laboratuvarlarında geliştirilen üstün niteliki i 3 ienetasyoni katiklara süngiyi benzindir. Büğün tüm dünyada, benzin, rafinenden alimip kullanıma sünümadan önce, yüksek standarılara uygun katiklarla zenginleştirilmek zorundadır. BP Benzini ini özel katökları, motorun benzinle temas eden tüm parçaları üzerinde koruyucu bir tabaka doluşturar. Bedeci Fenzinin, karburator ve enjektor memesinde kurum ve tortu yapmasını önleverek, enime supuplarının daima temiz kalmasını sağlar. Sonuçta motor düzenli çalışır, benzin düzenli ve tam yanar çabik bitnez. Egzozdan çıkan, havayı kirleten aik gazlar azalır.

BP Benzini, ister normal olsun, ister super olsun, ister kursunsuz olsun, dansanin her yerinde "Us Benzini"dir BP kalitesinin, tum taşit üreticilerinin desteğini kazanması işte bi, vindendir

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Turkpetrol, vervinninn säglikli geleceği ve gelişen stonobul teknolonisinin gerektirdiği performans için geliştirdiği verin cakiri Türkpetrol Extra 21 de veni bir dönemi bişlativer Türkpetrol Extra 21 m gerisindeki em sin karık teknolonisinin mücresi savılan çok oğel bir tirindi atacımını performansını artırvon cakir tükir annı oldriyor firmine sibapıları, enjeksivon sistemi ve katharı işidek pidik yelbirkinileri temilliyor ve vemden shaşırıları engeliyor ve vemden shaşırıları engiliyor ve vemden shaşırıları işin litor.

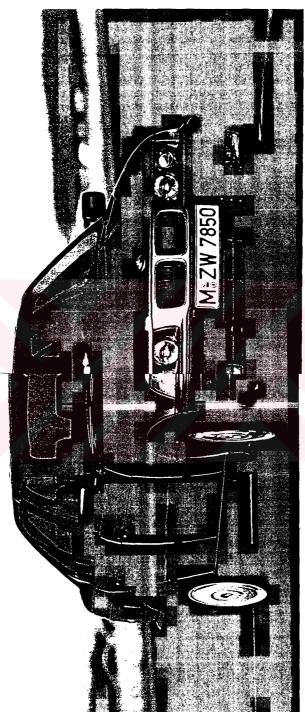
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Türkpetrol Extra 21 de çevreve arardı galbırın öçüle çıkması da önlenivor, aracınının bakım masraları cidivor ve metorununın önnü ünivor Ustun performanslı motorlar ve piril piril bir çevre için Türkpetrol, veni valati Türkpetrol Extra 21 de

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virmibirinci vuzvili şimdiden yaşıyor.

BMW'Nin YENI M43 MOTORUNDAN SONRA... **OTOMOBİL KULLANMA ALIŞKANLIĞINIZI** BİRAZ DEĞİŞTİRMENİZ GEREKİYOR.



daha ekliyor. 1994 model 316i ve 318i'ler artık BMW size sunduğu ayrıcalıklara bir yenisini M43 motorlu olarak üretiliyor.

da surtunme kayıplarını azaltmak için kayış yerinami. Çünkü M43 duşuk ve orta devirlerde yüksek lork saglama özelirgine sahip. Ayrıca, gaz peda he zincir kullanıtıyor ve böylece motorun dayadeğişlirmek zorunda birakmiyor. M43 motorlarteģiştirecek otomobil kultannia alişkanlığınız ina karşı çok hassas. Hizlamiken sık sık viles larkli kalitede benzin kullamimasina olanak nıklılığı artıyor. 91 oktandan 98 oktana kadar, M43 yepyeni bii matar ve pek çak şeyi

saglayan M43 yakil tuketirniri de uldukça azalayor. Ustelik, duşuk alık qazı ayvıydsiyle, çevreye finamizmi ve işşiz kurtur. Mid3'le daha da kars, gor duyani. BMW iero kendine ozgu Austran/Nastyri

Eger siz de BMW ning zen undugu bu yepye anında yanıt verecek. Belk, bu ranatlıga alışmak anlaşacaksınız Otomoment neresteklerinize M43 motodu BMW ten in junidaha iyi biraz vaktinizi alacak. Ama neger dogrusul

n ayrıcalığı yaşamık sirrinin ili ili Borusan

Old yaida Bayimini thu, 1 in innohe surusu

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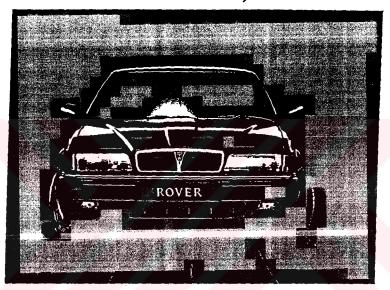
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SİZİ GELECEĞE ULAŞTIRACAK.



"Otomobiliniz hazır majesteleri..."



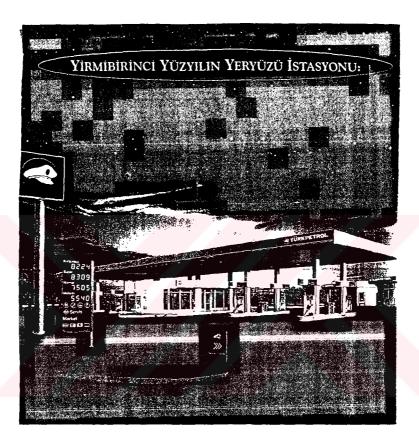
rigita estation viva vint saturantease vermi ret, este quetent sociations. ROVER, pandi Lurkovelde Ingola multiendadis humes ve multientarelise timin guela re-beneevie stadeu BN-PER Lurai yeas penerasyon 800, 400 cc. 200 oetderinden tam 11 area model – Is, ve dij tasarunhandaki reesles ve meelik, is, disperiende Ingola klasik.

inges tot ceur Lastanianin hareli dokona, çesse dissu karalitik komortieslu egesse sisens, 16 Vali teknologisi, enjeksisinta jastin performandi moturlar butun





Boronkon thine; grap bays garagmeters iging officers of the descriptions of the mission of the property of the second of the sec THE BATTER Books the Television \$1,000 and \$2,000 and \$

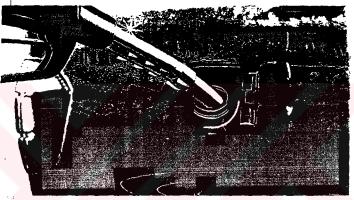


Turkpetrol

Ulkeminwilk orel akaryaku kuruluşu. 1930'lardan bu yana üstlendiği oru uluğu, yeni bir yüzyili yeni bir yüzle kurşilayarak surduruyor. Kuşkusuz yenilencu yalınıya goruntusu değil. Türkpetrol'un, yeni yüzyilin gereklerine yanıt yeren modern ikaryaku istayyorılarında üstün kaliteli, çeyre dostu urunler ile sanuyor size. Orel katkı maddeleri. ekonomi sağlayan Türkperis Feyn, arınleri, Kurşunsiq, Super, Normal, Metein Geleneksel Türkperisəl konukseverliği, en iyi hizmeti vermek için sabirsislənən bilgili gületvürlü personeli ve ustun nitelikli ürünleriyle baştan aşığı bakımlı "şersiyü istasyoları" bekliyer se i



Motora yüksek performans... Doğaya saygı...



BP'nin özel katıklı yakıtlarıyla aracınızın motorunu ve doğayı koruyun.

BP araştırma laboratuarlarında üstün nitelikli. Çok özel bir katık geliştirildi. Taşıtından daha yüksek erformans bekleyen, doğaya saygılı sürücüler için syonlarında satılan tüm yakıtlar

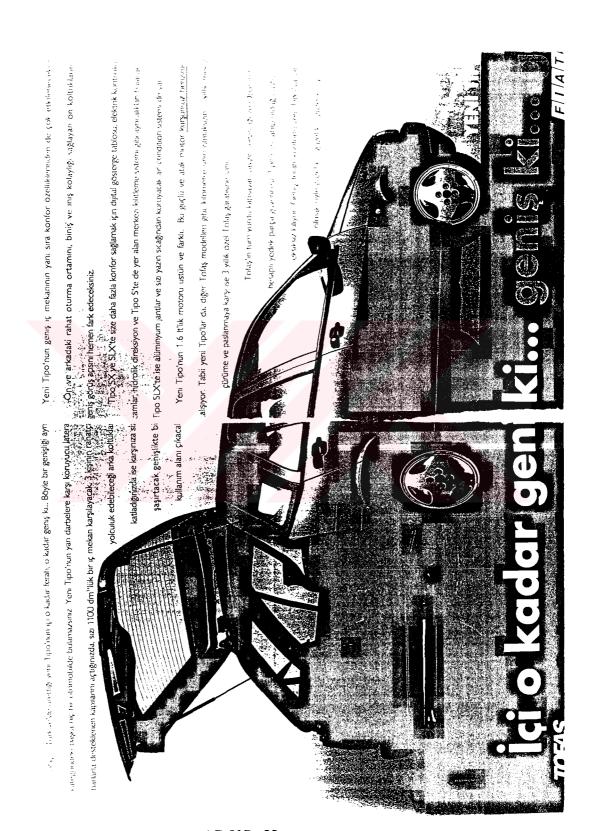






kendinden katıklı. Bu özel katık, karbüratör enjektor memesi ve emme supaplarının temiz kalmasını sağlıyor. Yakıt düzenli ve tam yanıyor. Motor daha düzenli çalışıp daha yüksek performans gösteriyor Üstelik bu özel katık, yakıt tüketiminin azalmasına yardımcı olduğu için daha temiz bir çevreye katksda bulunuyor. Mutlaka gelin BP istasyonlarına...BP'nin üstün teknolojisinin ürünü özel katıklı yeni yakıtlarını siz de mutlaka deneyin





AD NO: 32



AD NO: 33

Yeni yılda daha yeşil bir Türkiye

için...

Gelibolu ormanlarını veniden veşertme çalışmalarına katkıda bulunmak amacıyla oluşturduğumuz

VakifBank Ormani'ni

tüm Türkiye ile paylaşmaktan mutluluk duyuyor, sağlık ve başarı dileklerimizle yeni yılınızı kut-

VakıfBank

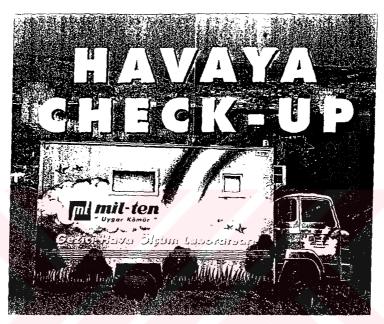


atv gelecek nesillere yaşanabilir bir Türkiye birakabilmek, son günlerde daha da artan yangınlardan hasar görmüş ve görmekte olan yurdumuzun yaralarını bir an önce sarmak, doğal bitki örtümüzü zenginleştirmek ve erozyonla mücadele etmek amacıyla büyük bir kampanya açtı. "Benim de Diki-li Bir Yğacım Var" kampanyası, buyük küçük herkesi, tüm Türkiye'yi ağaç dikmeye davet ediyor. Orman Bakanlığı ve atv nin işbirliği ile yürütülen kampanyaya destek vermek isteyen herkes 900'lü hat aracılığı ile katkıda bulunabilecek. Bu yolla toplanan bağışlarla, her arayan vatandaşımızın, "atv hatıra ormanı"nda, adını taşıyan bir dikili ağacı olacak.

atv. gelecek nesiller ve tüm cantılar adına bütün yurudaşlarımızı bu kampanyaya katılmaya çağırıyor. 0 900 988 1910 numaralı telefonu arayın, sizin de dikili bir ağacınız olsun. Dükat, bu natın tum genten tampanyaya attarıtacatır







Mil-Ten Gezici Hava Ölçüm Laboratuarı Hizmette.

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mil-ten

Latin Databati Biling Biggs on Spring Season

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Merkes 11



AD NO: 37

Türk maya endüstrisinin önde gelen ve çevre bilinci taşıyan kuruluşları olarak

T.C. ÇEVRE BAKANLIĞI'nca

hazırlanan "Çevre Deklarasyonu"nu gururla imzaladığımızı kamuoyuna duyururuz.

Pakmaya - Mauri Maya - Özmaya - Safmaya

12 Nisan 1995 - İstanbul

Dünyanın önde gelen insülin ve endüstriyel enzim üreticisi,
ilaç üretiminde genetik mühendisliği ve bioteknolojiye yaptığı
yoğun yatırımlarla konusunda pek çok "ilk"e mzasını atan.
dünyanın dokuz ülkesinde üretim, elli bir ulkesinde
pazarlama faaliyetlerini on iki bin altı yüz çalışanıyla surduren.
ürünlerinin kaynak bulduğu doğanın maruz kalabileceği
etkilere karşı bilinçle mücadele eden, yirmi yılı aşkın bir süredir.
Türk tıp doktorlarının güvenle hastalarına ürünlerini tavsiye ettikler

Novo Nordisk

kendi pazarlama, satış ve dağıtım ağıyla, tıp dünyasının saygısını kazanmış üstün kaliteli hizmet felsefesiyle

1 Ocak 1995

tarihinden itibaren Türkiye'de, Türk doktor ve eczacılarının hizmetinde.

Novo Nordisk Sagis Orbital Tic, Ltd. Str. Yap Kros. Paza Bujničere Cod. 8 Bick. S. 3 80670 (septimization Tel. 100-12) 252-66-25 Fee. 100-121-269-70-99



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ferkede ayılınıt
- darganerenik basık ildərində düzer terimişdir.
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 Henry Sürk

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ESER TESLÍM KOSULLARI

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DOĞAL HAYAT

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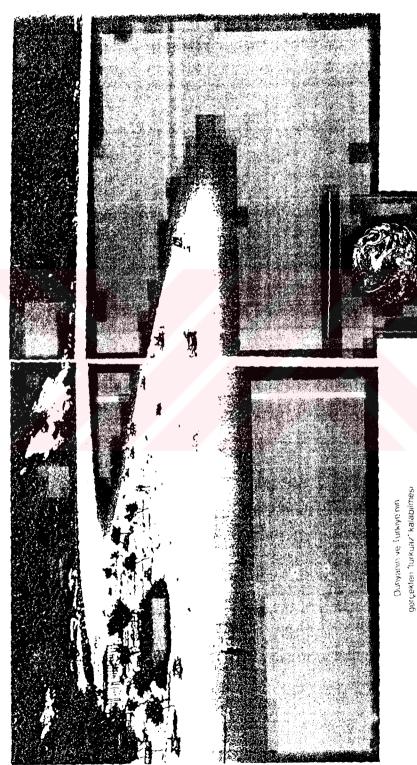
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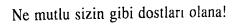
urencilenn, tuketicilenn ve kamu Kuruluşlannın

bilinçli davranmasına bağlıdır

Vestel otarak, herkeşi

Turkusiz bilingîe çağınyoniz!

AD NO: 41





1995 yılı için müşterilerimize ve bayilerimize tebrik kartı yollamıyoruz. Çünkü 1 ton kağıt elde etmek için 10 ağaç feda etmek gerekiyor Ve biz o ağaçlara kıyamadık.

Bu duygumuzu tüm dostlarımızın paylaştığına manıyor ve yeni yıflarını buradan kutluyoruz.

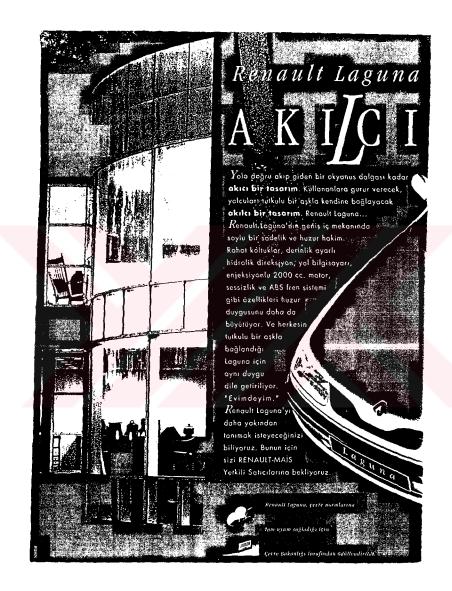




AD NO: 43



AD NO: 44



AD NO: 45

ZEYTINOĞLU TOPLULUĞU'NUN ÜRETIM'E VE ÇEVRE'YE BAKIŞI

"YEŞİL FABRİKA"



Ormanın içinde bir fabrika... Hem de çimento fabrikası! Ama doğaya zarar vermeden çalışıyor, çevreyi kirletmeden üretiyor... Esçîm, Zeytinoğlu Topluluğu'nun "çevre" konusundaki sorumluluk göstergelerinden biri.

Doğaya, yeşile zarar vermeden üretmek Yalnızca insana değil, tüm canlılara, çevreye, yaşama saygıyla yaklaşmak... Bu tutum,

70 yıldan bu yana Zeytinoğlu Topluluğu'nun çalışmalarına yön veren duyarlığın, sanayie yansıyan somut ifadesidir. Uluslararası kalite, dürüst üretim anlayışı, yüksek teknoloji... Zeytinoğlu imzasını taşıyan her ürün ve hizmet, bu ilkelerle üretilir. Sanayiden finansa, ticaretten hizmet sektörüne çok çeşitli alanlarda bu ilkelerle faaliyet gösteren Zeytinoğlu kuruluşlarının tümü, ulusal kalkınmaya kendi ölçüsünde katılmayı hedef seçmiştir

Zeytinoğlu Topluluğu, çok yönlü ve güvenli gelişimini. artırarak sürdürmeye kararlıdır.



O ESCHI FATTIL I ESTON E ESMAS SI ESEN E ESTANS E ESTON INSAAT I JAMAK
ZETYA ZI KARADA E ESSU O ZETYINOGU ELTO COMPANIO OESBANK OESIGASMO OESFACTORMO