

The Impact of Green Marketing Mix on Determinants of Brand Equity: The Case of North Cyprus

Behrouz Ghazi Esfahani

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Approval of the Institute of Graduate Studies and Research

Assoc. Prof. Dr. Ali Hakan Ulusoy
Acting Director

I certify that this thesis satisfies the requirements as a thesis for the degree of Master of Arts in Marketing Management.

Assoc. Prof. Dr. Melek Sule Aker
Chair, Department of Business Administration

We certify that we have read this thesis and that in our opinion it is fully adequate in scope and quality as a thesis for the degree of Master of Arts in Marketing Management.

Prof. Dr. Sami Fethi
Supervisor

Examining Committee

1. Prof. Dr. Sami Fethi

2. Asst. Prof. Dr. Galip Erzat Erdil

3. Asst. Prof. Dr. Mehmet İslamođlu

ABSTRACT

These days sustainability is becoming a vital part of doing business in almost all industries due to the growing demand for environmentally friendly products. Moreover, people are conscious about product features and the way they are produced.

This study investigates the relationship between green marketing mix and determinants of brand equity. Green marketing mix elements are consisting of green product, green price, green promotion and green place whereas brand equity determinants are defined as brand trust, brand loyalty and brand image.

In order to collect data, convenience sampling method was used and total of 150 respondents from North Cyprus took part in this study. Descriptive analysis, t-test, ANOVA, correlation analysis, reliability test (Cronbach`s Alpha) and regression are conducted.

The result of this study showed that almost all respondents are positive about the concept of green marketing. However, there is not any significant difference between the perception of male and female participants similarly, among people with different educational level. Green product and green price also seem to be the most important elements effecting brand equity.

Keywords: green marketing mix, green marketing, green product, brand equity, Independent T-test and One-Way Anova Analysis

ÖZ

Bugünlerde sürdürülebilirlik, çevre dostu ürünlere olan talep nedeniyle neredeyse tüm sektörlerde iş yapmanın hayati bir parçası haline geliyor. Buna ilaveten, insanlar ürün özellikleri ve üretilme şekilleri konusunda her geçen gün bilinçleniyor.

Çalışmada yeşil pazarlama karması ile marka değeri belirleyicileri arasındaki ilişki araştırılmaktadır. Yeşil pazarlama karması elemanları; yeşil ürün, yeşil fiyat, yeşil tanıtım ve yeşil alandan oluşmaktadır. Marka değeri belirleyicileri, marka güveni, marka sadakati ve marka imajı olarak tanımlanır.

Veri toplamak için uygun örnekleme yöntemi kullanılmış ve bu çalışmaya Kuzey Kıbrıs'tan toplam 150 katılımcı katılmıştır. Tanımlayıcı analiz, t-testi, ANOVA, korelasyon analizi, güvenilirlik testi (Cronbach's Alpha) ve regresyon analizi kullanılmıştır.

Bu çalışmanın sonucu neredeyse tüm katılımcıların yeşil pazarlama kavramı konusunda olumlu olduğunu göstermiştir. Ancak, erkek ve kadın katılımcıların benzer şekilde algıları arasında anlamlı bir fark yoktur. Yeşil ürün ve yeşil fiyat da marka hakkını etkileyen en önemli unsurlar olarak gözüküyor.

Anahtar Kelimeler: Yeşil pazarlama karması, yeşil pazarlama, yeşil ürün, marka değeri, Bağımsız t testi ve tek yönlü anova analizi

To my family

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Chapter 1

INTRODUCTION

Today, environmental concern is turning to one of the major concerns for people in the world. Major environmental concerns such as ecological unbalanced, greenhouse impact and air pollution have negatively affected human activity. Many customers have a preference to purchase green products as well as services to improve the environmental concerns. The reason for such a thing is to develop the environmental information by the guidance of eco-labeling systems, consumer groups, and guides. According to Peattie (1995), people must consider various theories and actions for green marketing including green revolution, sustainable life cycle, and environmental protection for protecting the earth.

The literature is focusing on green marketing and the connection between customers approach and strategies of environmental issues in marketing features. Green marketing gives basic notion about customers and prepare information about how to purchase a product. Firms are giving ideas based on green environmental principles. This situation provided a base for rising environmental consciousness and increased the number of people, which consume sophisticated green marketing. Consumers are concerning about the unsustainable use of resources, managing waste production, and danger of global warming. There is a concern that how future generation would influence in a negative way by both environmental dangers and problems (Jain & Kaur, 2004). Many customers are showing strong tendency toward using green

products. They believe that such choices could be helpful for the environment. Many scholars believe that few consumers separate the state of green attitude and observe green behaviors of customers (Braithwaite & Tweneboah-Koduah, 2011; Makower & Pike, 2009). Scientists are aware of why there is a gap between customer's attitudes and their real green notion is widespread. In the decision-making process, consumers follow their own interest. They do such a thing by implying personal advantageous or by preventing personal expenses. These expressions of consumers influence their following attitudes and manners (Lewin, Strutton, & Paswan, 2011).

Furthermore, by focusing on this confusing element, green marketing strategies usually need to have something more than just having short term marketing plans (Kirkpatrick, 1990). Long-term strategic thinking usually proves necessities to setup and preserve relationship with green customers. A part from this, it is unavoidable to decrease the cost of producing green products and it seems to be more costly than regular alternatives. Some exclusive promotional campaigns used to introduce, clarify, and rationalize the benefits of using green products. According to Christensen (1994), it takes years for governments to obtain support for green marketing plans. Finally, green marketers have no option to charge less for the products.

1.1 Problem Statement

There are many researches on how consumer's manners concerning the environment but they mostly are focused on marketing mix factors instead of making a linkage with those elements which firms are using to encourage customers to purchase green products. In addition, based on previous findings, approaches towards eco-friendly products are somehow complicating.

Some researchers believe that traditional way of thinking in customers leads to high quality products when comparing with eco-friendly products but some researches reveals the opposite (Vernekar and Wadhwa, 2011, p.67). In some research we recognize consumers have tendency to pay more for green products, on the other hand in some researches price is not important or has to be less (De Pelsmacker et al., 2009; Pirani and Secondi, 2011; Purohit, 2011; Vernekar et al., 2011). This study aims to evaluate elements that impact the buying of eco-friendly stuffs in an extensive manner to reveal that elements utilized by firms including the product, the price, the place and the promotion which are the marketing mix elements have impact on green purchase behavior and some seems to be more significant than others. Moreover, issues such as word of mouth and the satisfaction, depends on customer point of view instead of firms.

1.2 Objective of the Study

The objective of this research is to find out if there is any relationship between green marketing mix and determinants of brand equity. Green marketing mix elements are defined as green product, green price, green place and green promotion. Brand equity elements are defined as brand loyalty, brand trust and brand image. This research is carried out in North Cyprus and the data analysis methods used to measure the study variables are Descriptive Analysis, Independent T-test, Analysis of variance (ANOVA), Correlation and Regression.

1.3 Research Questions

Research questions of the study are constructed based on the conceptual model used in this thesis are as follows:

1. Is there any relationship between green product and elements of brand equity?

2. Is there any relationship between green price and elements of brand equity?
3. Is there any relationship between green place and elements of brand equity?
4. Is there any relationship between green promotion and elements of brand equity?

1.4 Outline of the Research

Chapter one includes a background of the study. Second chapter will introduce the present literature in the subject of green marketing regarding the aim of study. In chapter three, the research methodology which is utilized to measure the aim of research will be introduced. Chapter four discusses the empirical results. Chapter five includes the findings following by a discussion, implications and suggestions for future research.

Chapter 2

LITERATURE REVIEW

2.1 Background

The term green marketing emerged in the late 1970's when the first workshop organized on Ecological marketing by American Marketing Association in 1975 which then the first book in the subject named Ecological Marketing was published by Karl Henion and Kinnear(1976).

Green marketing is defined by the American Marketing Association as efforts by corporations to produce, promote, distribute, package, or recycle products in ways that are sensitive or responsive to environmental concerns. Polonsky (1994) defined green marketing as activities that are proposed to create and facilitate any interactions planned to satisfy human needs in a way that these activities occur with the least impact on the environment.

The most recent meaning of green marketing has totally developed in terms of its variables. Leonidou (2013) believes that green marketing includes the marketing strategies used to attain a corporation's strategic and financial aims while reducing its negative influence on the natural environment.

Green marketing is an environmental friendly strategy that involves in letting consumers know about information of different levels such as product, firm and

industry level (Prakash, 2002). Peattie (1995) and Welford (2000) defined green marketing as a management procedure of identifying, anticipating and satisfying the consumers' needs in a way that having least impact on the environment and being profitable at the same time.

2.2 Green Product

According to Keller (1978), the objective in planning green products is to decrease the usage of resources, and pollution, as well as increasing conservation of limited resources. Marketers have to develop rising green marketing like examining customer's environmental need and supply products to meet these needs. In addition, they have to increase the product diversity on the market area and support sustainable improvement, so the product could make from recycle goods; they can save water, money, energy and reduce the environmental influence. Customers are ready to pay for organic products with green label and environmental packing (D.Surya Narayana Raju, 2012).

Green products are mainly produced throughout environmentally and friendly procedures. These products give generous outcome during the consumption. Green products have tendency to be long lasting rather than poisonous. Ottman (1998) believed that these products are made from recycled materials. According to Kinoti (2011), there is no limitation for green products to have combination of activities including re-consumption, recycling, reparable, repurposing, decreasing packaging material, and distributing safer or salutatory products.

2.3 Green Price

Price could be considering as a significant component of green marketing mix. Consumers are willing to pay extra money as long as there is a self-perception in the value of that product. Green marketing must pay attention to some elements while planning to charge extra prices. There is a connection between product life cycle cost and its expenses (D.Surya Narayana Raju, 2012). By paying less money, customers can save more money and this situation motivates them to consume environmentally and friendly products. When we talk about price responsive in the firm low price could be consider as a successful strategy. In the situation where the price of the product is high, green product should be given in a different way. Apart from this, consumers must be willing to pay for the extra value of the product. This is the situation where level of price is significant (Emgin and Turk, 2004).

Many costumers believe that green products are more expensive than traditional products (Peattie, 1999; Polonsky, 2001). Green product considers people, profit, and the health of employees as well as communities for offering efficient product. Many factors such as functionality, mentality, and customization can influence the value of green product. Various retail shops such as Mc Rennett, Big Bazzat, Reliance trends, and Nilgiris charge people for using plastic bags and encouraged them to use Eco-friendly bags instead. Price becomes vital factor while talking about mainstreaming green products. Decreasing or increasing prices to the same level could be a good solution, when products are not sustainable.

In the situation where the price is high, green prices account is advisable for acquiring that product and it is often required because of the higher cost. The high

cost is derived from the socio-environmental expenses, that could be externalized through the company itself (Peattie & Crane, 2005). Companies convince customers to pay more for their own benefit, for future generations and for the environment (Chan et al., 2012). Consumers used to spend more for products when they distinguish that the offering products are more valuable than the previous comparable choices. Differentiation is the key value and differentiating green values might emerge from various things including performance enhancements, better designs, aesthetic appeals, novel green features/functions, or environmental similarity (Mishra & Sharma, 2012).

2.4 Green Promotion

Green promotions generally play the most important role in the green marketing mix approach. According to Kinoti (2011), many consumers see green marketing as more than products promotions that supposedly help the environment. Green promotional tools are trying to convey messages for those customers who decide to ‘go-green’ and for benefiting the environment. Green promotions should satisfy these three criteria:

- (1) Explicitly or implicitly the connection between products as well as biophysical environment
- (2) Support green life, with or without giving importance to product or service
- (3) Present, improve, or maintain environmentally responsible company images (Banerjee, Gulas, & Iyer, 1995).

Green promotion explains how environmental information conveys to consumers based on the company activities (Polonsky and Rosenberger, 2001). According to

Kinoti (2011) for green consumers green marketing is an effort to evaluate the impact of both promotions and its advantageous to the environment.

2.5 Green Place

Place can be defined as a feature of where and when a firm produce a product which can give a vital influence on the customers. Marketers are trying effectively to introduce new green product to position them largely in the market to appeal not only to green niche market but also to large number of people. Apart from this, the location must be appropriate for the company presentation. It should have capability to differentiate the firm from other competitors. This aim could be gain by promotions, display or using recycled materials for emphasizing not only the environment but also other benefits (D.Surya Narayana Raju, 2012). Place is also significant when companies decide to sell the most effectual outlets and how to reach them (Blackwell et al, 2006, p.49). Kotler and Keller describe the place as consisting location, inventory, assortments, channel and coverage (2009, p.62). Strictly speaking the way of transporting product as well as service to buyers. This process includes the accessibility of the product and transporting it to the desire wholesalers and retailers (Patrick et al, 2010, p. 3). In addition, “the location is where the purchase is made” (Kotler and Keller, 2009, p. 788). However, there is purchase can be divided into two different categories. Point of purchase (POP) known as macro level that contains the market, the city, and the mall. On the other hand, the micro level contains the inside of the shop where the display is known as point of sale (POS).

Green place includes the method of how to distribute green products from their bases to their level of consumption. Some consumers are just focusing on the green

products just for their sake. It is significant to be aware of how and where these products are accessible.

2.6 Brand Equity

Brand equity considered as a vital asset of marketing. Brand equity can develop corporative efforts. The reason for such a thing is to generate exceptional stakeholder relationship and to figure out long lasting purchasing behavior or increase prices (Capron & Hulland, 1999; Hunt & Morgan, 1995). Brand equity is set of assets as well as liabilities, which connected to factors such as a brand, name, and symbol. It increases the value provided by either products or services for both companies and consumers (Aaker, 1991, p. 15). Brand equity also show the differentiation between the consumer choice, main branded product, as well as unbranded one that has the similar level of a mentioned product characteristic (Yoo, Donthu, & Lee, 2000).

Brand equity divided into three categories for exploration:

1) Brand trust (2) brand loyalty (3) brand image. These precious determinants selected since each of them are somehow related to the green decision-making frameworks.

2.7 Brand Trust

In the definition of brand trust, context consumers believe that their desired brands can meet their promises (Burmam et al., 2009). The impact of brand trust boosts noticeably in the situations where buyers are asked to make decisions in uncertain conditions. Various things can form trust in buyer's minds such as safety, honesty, and beliefs about the trustworthiness (Chaudhuri & Holbrook, 2001). Brand trust emerges over time. Many elements including knowledge and experiences with the specific brands can develop that trust (Delgado-Ballester & Munuera-Alemán, 2005).

2.8 Brand Loyalty

In brand loyalty, you can see strong commitment for re purchasing a preferable product or service constantly in the future. However, situational impacts and marketing efforts have strong potential for causing switching behavior (Oliver, 1999, p. 34). Brand loyalty has the ability to boost brand equity by improving costumers' loyalty. Loyal consumers prefer to buy brands regularly instead of switching to other brands (Yoo et al., 2000). Based on Aaker (1991), brand loyalty is the connection, which a buyer has to a specific brand. Repeated purchases are the result of loyalty (Shohail, 2013) or commitment for purchasing a brand (Oliver, 1999). In brand loyalty, customer have tendency to pay more for a brand even when another firm offering the similar one (Chaudhuri and Holbrook, 2001). Brand loyalty shows the willingness of consumer while purchasing the brand continually and refusing to switch to other brands (Yoo et al., 2000). Loyal customers consider specific brands or products as their first choice and never influenced by other competitors who are trying to attract them (Tong and Hawley, 2009). The image of brand loyalty improves from the real purchasing as well as using the product or brand (Baldauf et al., 2003). Urdu (1994) suggested that, when customers have positive attitude toward a brand they repeat the purchasing behavior over time. As a result, for achieving brand equity, it is significant for companies to evolve marketing strategies to build not only trust but also loyalty. When we talk about brands with high quality, we should be aware that brand loyalty is a vital element (Tong and Hawley, 2009; Atilgan et al., 2005; Aaker, 1991). Marketing advantage is the result of building successful brand loyalty in the market place, this advantageous consists of decrease marketing cost, price premiums, better trade power and market share (Delgado-Ballaster and Munuera-Aleman, 2005).

2.9 Brand Image

Brand image is worthy for marketers because it differentiates one's firm from other competitors based on factors such as brand uniqueness, strengthen brand position and create positive feelings leads to preferring particular brand (Aaker, 1991; Keller, 1993; Janiszewski and Osselaer, 2000). Faircloth (2001) believed, reinforcement the brand image is beneficial to improving brand equity.

Integrating green initiatives into creating a corporate brand, explains its image as a way to create in customer's mind, which is connected to both environmental commitment as well as environmental concerns. Previous research explained that buyers observations of a green brand image considerably influence company's green brand equity (Hu and Wall, 2005; Chen, 2009).

High competitive tourist attraction is the result of improving a destination's environmental image (Hu and Wall 2005). Corporate study in the marketing area showed that green practices could be an element for developing an image of a company (Miles and Covin, 2000; Schwaiger, 2004). Image is expressed as a function of the most important features of a precise store, which assessed, and compared to others (Bloemer and Ruyter, 1998). As a result, tangible green features in a restaurant such as recycling bins and green menu options can affect customer's green image of a specific restaurant (Jeong & Jang, 2010). Similarly, restaurant managers have shown a great interest in applying green practices that could somehow promote brand's green image (NRN, 2010). As a result, it is beneficial to know brand image completely influenced brand equity.

The idea of brand image introduced for public view in the book of *Mysteries on Advertising* written in 1953 by David Ogilvy. He was mentioned in 1933 the idea of Claude Hopkins was raised (Rezayi Dolatabadi, Jushiar Najaf Abadi, KhazaiPul, & VerijKazemi, 2013). Professor Kevin Keller who is an expert in the field on brand management suggested that, brand image is consumer's perceptions about the desired brand (Karbasi Far et al., 2011). Kotler (1991) believed that, brand image is the strength of both product and service that help consumers to make decision while buying certain products. Boo, Busser, and Baloglu (2009) believed that brand mental image not only have the similar perception of brand emotion, but also precise image that customers have about that special brand.

Chen (2010) believed that green brand image is a series of perception as well as concepts for the brand image, the aim is to help customers to have the brand image that has related to sustainability and environmental concern in their mind (Ng et al., 2013). Green brand image plays a significant role for firms, specifically when the main concern is consumer's environmental consciousness and the strict circumstances of international and environmental protection.

The concept of green marketing and incorporate can use by firms to produce and take advantageous through product differentiation (Chen, Lai, & Wen, 2006).

2.10 Research Model and Hypothesis

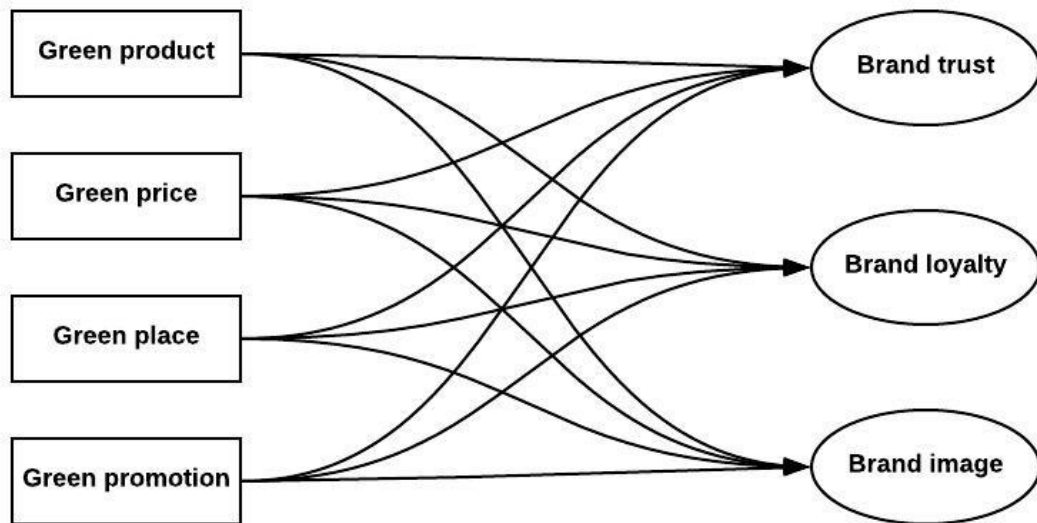


Figure 1: Research model

Hypothesis:

H1. Green marketing mix has a significant and positive impact on brand trust.

H1a. Green product has a significant and positive impact on brand trust.

H1b. Green price has a significant and positive impact on brand trust.

H1c. Green place has a significant and positive impact on brand trust.

H1d. Green promotion has a significant and positive impact on brand trust.

H2. Green marketing mix has a significant and positive impact on brand loyalty.

H2a. Green product has a significant and positive impact on brand loyalty.

H2b. Green price has a significant and positive impact on brand loyalty.

H2c Green place has a significant and positive impact on brand loyalty.

H2d Green promotion has a significant and positive impact on brand loyalty.

H3. Green marketing mix has a significant and positive impact on brand image.

H3a. Green product has a significant and positive impact on brand image.

H3b. Green price has a significant and positive impact on brand image.

H3c. Green place has a significant and positive impact on brand image.

H3d. Green promotion has a significant and positive impact on brand image.

H4. There is significant difference between men and women perception regarding green marketing and brand equity.

H5. There is significant difference among education levels perception regarding green marketing and brand equity.

Chapter 3

RESEARCH METHODOLOGY

3.1 Introduction

This chapter outlined the methods that were used by the study to achieve its set objective through presenting research design, a description of the population, data collection method and data analysis.

3.2 Research Design

A research design plays the role of a plan or a structure when doing marketing research project. It specifies the required process for collecting necessary information to clarify and solve marketing research issues. The research design defines the details of performing an approach to the problem even if that approach has already been established to the problem.

A research design includes following steps (Malhotra N., 2007):

1. pointing out the information required
2. identify the exploratory, descriptive, and/or causal phase of the research
3. specify the measurement and scaling processes
4. pretesting
5. define sample size and sampling procedure
6. define a strategy for data analysis

In this research, for examining the factors influencing the intention(s) about green products among people in North Cyprus, a descriptive research and a single cross-sectional design has been used. Furthermore, a quantitative approach has been used since all the results in this research are presented in statistical figures and numbers. Moreover, a non-probability sampling technique has been used for this research as the members of the target population do not have an equal chance of being selected. As it is mentioned, the target population has been selected from people in North Cyprus.

3.3 Sample and Data Collection

This study was undertaken in North Cyprus. The sampling method used for this research to collect data from population members is convenience sampling which is a non-random sampling technique. The questionnaire was distributed in North Cyprus among people in universities or other public places. The topic of questionnaire and the aim of the study were fully explained to the respondents. And participants were assured that their responses would be both anonymous and confidential. 150 questionnaires were collected from a total number of 200 questionnaires which were distributed. The first section of questionnaire was composed of demographic information of the respondents and the second section was included 34 five-level Likert-scale items from strongly disagree to strongly agree.

3.4 Questionnaire Development

For this study, previous researches have been reviewed and employed while preparing the questionnaire. The questionnaire contains two parts. The second part consists of 34 five-level Likert- scale items measuring people's perception regarding Green products in North Cyprus which were derived from Huang, Yang, and Wang (2014), Lin, Lobo, and Leckie (2017) and Davari and Strutton (2014). The first part

of the survey is composed of six demographic questions. The Demographic questions in this study includes Age, Gender, Education, Employment, Monthly Income (TL) and Marital status.

3.5 Data Analysis

Based on the collected data, various analyses carried out in order to analyze the data. The analyses include descriptive analysis, t-test, ANOVA, correlation analysis, reliability test (Cronbach`s Alpha) and regression. Descriptive analysis conducted in order to obtain respondents` demographic information. T-test can be used to show If the two groups have a statistically significant difference in their mean scores (Pallant J., 2010). In many research circumstances, however, there are more than two groups that we would like to compare their mean scores. In this case, analysis of variance (ANOVA) can be used (Pallant J., 2005). Cronbach`s alpha test was conducted to indicate the reliability of scales. Correlation analysis was done in order to define the intensity and direction of the linear relationship that exists between two variables (Pallant J., 2010). Multiple regression method is used to explain the variation in the dependent variable, given a set of independent variables.

Chapter 4

FINDINGS AND DISCUSSIONS

4.1 Introduction

A total of 150 participants were surveyed whom each of them answered 34 different questions. Their perceptions on the issues regarding the brand loyalty, brand trust and brand image on green products were collected through a questionnaire. The questionnaire used in the examination was divided into two sections; section one particularly focused on the demographics and personal information while the second part specifically targeted the participant's perception regarding green products in North Cyprus. To provide results for the marketing purposes and observations, the IBM SPSS v22 Statistics software was used for data analysis.

4.2 Demographic Profile of Respondents

According to the Table 1, majority of respondents are between the ages of 21-30 years old at 64 percent, after that, 25.3 percent fell between ages of 31-40 years old, 9.3 percent are below the age of 20 years old and the least number of participant falls at the ages of 41 and above with roughly 1.3 percent. It can be seen that most of participants were female with 54 percent and minorities were male with approximately 46 percent. When it comes to education the table shows that the highest percentage belongs to those who have master or Ph.D. degree at 57.3 percent. After that, those with bachelor degree with 36 percent and at last participants who have high school degree with about 6.7 percent. Next is employment which table 1 shows most of sample population are students with 85.3 percent, those who have

their own business are 14.7 and there was not any homemaker among the participants. Most of the people who took part in the survey had monthly income between 1001 and 2500 Turkish lira with 54.7 percent followed by a 30 percent who earn less than 1000 and 10 percent earn between 2501 and 4000 and also a negligible 5.3 percent with more than 4000 monthly income. Majority of people in this survey were single at 92 percent and only 8 percent were married.

Table 1: Respondent Demographic Profile

Variables		Frequency	Percent
Age	Below 20	14	9.3
	21-30	96	64
	31-40	38	25.3
	41-50	2	1.3
	Over 50	0	0
Gender	Male	69	46
	Female	81	54
Education	High school degree	10	6.7
	Bachelor	54	36
	Master/Ph.D.	86	57.3
Employment	Student	128	85.3
	Own business	22	14.7
	Homemaker	0	0
Monthly income	less than 1000	45	30
	1001-2500	82	54.7
	2501-4000	15	10
	more than 4000	8	5.3
Marital status	Single	138	92
	Married	12	8

4.3 Descriptive Statistics

Descriptive statistics in research help summarize information into meaningful data and performs as a beneficial tool for policy implication and decision making (Sekaran, 2006). This may not also be said for other questions in the Likert's scale but by using a similar understanding of the values in the table one can ascertain the various responses to the questions from participants.

The descriptive statistics in table 2 display the mean score, the minimum, maximum and standard deviation of each question in the questionnaire. Giving the chart below, most important questions compared to other questions are “State government should make rigorous efforts to promote manufacturing and marketing of green products” and “There must be some certification which confirms that the product is green” with the mean of 4.13. While the least score is apportioned to the question “I prefer to switch the store if green product is not available there than not to buy or buy a substitute of it” with a 3.44 mean score among 150 respondents.

Table 2: Descriptive Statistics Summary

	N	Minimum	Maximum	Mean	Std. Deviation
I prefer to buy products made or packaged in recycled materials	150	2	5	3.99	.764
Production of green products is totally environment friendly	150	2	5	3.99	.728
Green products are inferior in performance to non- green products.	150	1	5	3.78	.926
When I buy green products, I know what exactly to expect	150	2	5	3.95	.659
Green products offer better quality than ordinary products	150	2	5	3.91	.689
Price of green products is the first thing I look into before taking decision to purchase it	150	1	5	3.80	.882
I am willing to pay a premium price for a green product (e.g. +10%)	150	2	5	3.83	.766

Before buying green products, I compare its price with traditional products	150	2	5	3.83	.847
I prefer buying green products when price discounts are offered	150	2	5	3.85	.831
Performance of green products justifies its price	150	2	5	3.88	.732
I would prefer to buy green products if I have enough information which confirms their greenness	150	2	5	4.05	.643
State governments should make rigorous efforts to promote manufacturing and marketing of green products	150	3	5	4.13	.698
Claims of green products about health benefits are usually exaggerated	150	1	5	3.49	.857
I pay attention to green product advertising	150	2	5	3.87	.616

I am positive towards accurate advertisement about the benefits of the product.	150	3	5	3.91	.634
Green products can be found in the stores which themselves are known for supporting environmental and green causes	150	2	5	3.99	.624
I would purchase green products if they are easily available	150	2	5	4.07	.631
I buy green products, if they are available at the retail outlets I personally believe in	150	2	5	3.97	.655
It is important for me that the location of green products is easily accessible.	150	2	5	4.05	.565
Green products are safe to use	150	3	5	3.97	.689
I think green product's environmental commitments are generally reliable	150	3	5	3.95	.577

I buy green products of brands which I rely upon	150	3	5	3.96	.601
There must be some certification which confirms that the product is green	150	3	5	4.13	.598
I will recommend green products to someone who seeks my advice	150	3	5	4.11	.608
I will encourage my friends to use green products	150	2	5	4.07	.672
I will speak positively about green products	150	2	5	4.09	.572
I prefer to switch the store if green product is not available there than not to buy or buy a substitute of it	150	1	5	3.44	.938
Green products are innovative and always looking forward	150	2	5	3.94	.744

Green products offer better quality than ordinary products	150	2	5	3.88	.732
Green product's environmental promises are trustworthy	150	2	5	3.87	.735
The design of green products is impressive	150	2	5	3.93	.702

4.4 Reliability Analysis

In order to run the reliability of the items, Cronbach's Alpha was tested to evaluate the reliability of each scale by examining the link between questions related to each scale in the questionnaire. Lee Cronbach developed alpha in 1951 in order to deliver a measure for the internal consistency of a test or scale. The alpha is stated as a digit between 0 and 1 (Tavakol & Dennick, 2011).

The results are shown below:

Table 3: Cronbach's Alpha

Reliability Statistics	
Cronbach's Alpha	N of Items
.885	31

Based to the above table, since the Cronbach's Alpha for all the scales is more than 0.7, it can be inferred that all the questions used for each scale in the questionnaire are connected and all the scales used in this study are highly reliable.

4.5 Independent Sample T-test

To explain the differences between males and females regarding their green product, green price, green promotion, green place, brand trust, brand loyalty and brand image Intention using the results from the T-test table below, the significant level of Levene's Test for Equality of Variances should be taken into consideration. If Levene's Test for Equality of Variances is insignificant ($P > 0.05$), then equal variances are assumed and it can be inferred that there is no significant difference between the constructs and the selected variables. However, if the Levene's Test for Equality of Variances is significant ($P < 0.05$), then equal variances are not assumed and the significant level of t-test for Equality of Means (2-tailed) should be taken into account.

Table 4: Independent Sample T-test

T-test					
	Gender	N	Mean	t	sig
GP	Male	69	3.9362	.237	.813
	Female	81	3.9160		
GPRI	Male	69	3.8899	1.093	.276
	Female	81	3.7951		
GPRO	Male	69	3.9188	.753	.453
	Female	81	3.8667		
GPLC	Male	69	4.0254	.139	.890
	Female	81	4.0154		
TRS	Male	69	4.0507	1.381	.169
	Female	81	3.9599		
LOY	Male	69	3.9855	1.418	.158
	Female	81	3.8796		

IMG	Male	69	4.0072	2.047	.042*
	Female	81	3.8210		

It can be concluded from table above that male and female participants have different point of view about brand image and there is not any meaningful difference in their views about other variables. (male mean=4, female mean=3.8, $t=2$, $p=.042$)

4.6 Analysis of Variance

Analysis of variance (ANOVA) is used in the case of variables with more than two groups. In the procedure of One-Way ANOVA test, following measure must be taken into account. In Leven's test if P value is insignificant ($P>0.05$), ANOVA test can be done. If P value in the ANOVA test is significant ($p<0.05$), it can be concluded that there is statistically significant difference among the groups. However, If P value in the result of ANOVA test is insignificant ($P>0.05$), then it can be concluded that there is no significant difference between the groups.

Table 5: One way ANOVA Job Status results

ANOVA					
		N	Mean	F	Sig.
GP	high school degree	10	4.0600	.531	.589
	bachelor	54	3.9481		
	master/Ph.D.	86	3.8953		
	Total	150	3.9253		
GPRI	high school degree	10	3.6600	1.402	.249
	bachelor	54	3.9222		
	master/Ph.D.	86	3.8070		
	Total	150	3.8387		
GPRO	high school degree	10	3.7600	.563	.571
	bachelor	54	3.9148		

	master/Ph.D.	86	3.8907		
	Total	150	3.8907		
GPLC	high school degree	10	4.2250	1.262	.286
	bachelor	54	4.0231		
	master/Ph.D.	86	3.9942		
	Total	150	4.0200		
TRS	high school degree	10	4.2750	2.576	.049
	bachelor	54	3.9676		
	master/Ph.D.	86	3.9913		
	Total	150	4.0017		
LOY	high school degree	10	3.8000	.474	.624
	bachelor	54	3.9213		
	master/Ph.D.	86	3.9477		
	Total	150	3.9283		
IMG	high school degree	10	3.9500	.055	.946
	bachelor	54	3.9167		
	master/Ph.D.	86	3.8953		
	Total	150	3.9067		

Table 6: Tukey HSD (honestly significant difference)

Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.
GP	high school degree	bachelor	.11185	.17886	.806
		master/Ph.D.	.16465	.17358	.611
	bachelor	high school degree	-.11185	.17886	.806
		master/Ph.D.	.05280	.09020	.828
	master/Ph.D.	high school degree	-.16465	.17358	.611
		bachelor	-.05280	.09020	.828
GPRI	high school degree	bachelor	-.26222	.18189	.322
		master/Ph.D.	-.14698	.17652	.683
	bachelor	high school degree	.26222	.18189	.322
		master/Ph.D.	.11525	.09173	.422
	master/Ph.D.	high school degree	.14698	.17652	.683
		bachelor	-.11525	.09173	.422

GPRO	high school degree	bachelor	-.15481	.14591	.540
		master/Ph.D.	-.13070	.14160	.627
	bachelor	high school degree	.15481	.14591	.540
		master/Ph.D.	.02412	.07359	.943
	master/Ph.D.	high school degree	.13070	.14160	.627
		bachelor	-.02412	.07359	.943
GPLC	high school degree	bachelor	.20185	.14981	.371
		master/Ph.D.	.23081	.14539	.254
	bachelor	high school degree	-.20185	.14981	.371
		master/Ph.D.	.02896	.07556	.922
	master/Ph.D.	high school degree	-.23081	.14539	.254
		bachelor	-.02896	.07556	.922
TRS	high school degree	bachelor	.30741	.13726	.068
		master/Ph.D.	.28372	.13321	.087
	bachelor	high school degree	-.30741	.13726	.068
		master/Ph.D.	-.02369	.06923	.938
	master/Ph.D.	high school degree	-.28372	.13321	.087
		bachelor	.02369	.06923	.938
LOY	high school degree	bachelor	-.12130	.15801	.723
		master/Ph.D.	-.14767	.15335	.601
	bachelor	high school degree	.12130	.15801	.723
		master/Ph.D.	-.02638	.07969	.941
	master/Ph.D.	high school degree	.14767	.15335	.601
		bachelor	.02638	.07969	.941
IMG	high school degree	bachelor	.03333	.19447	.984
		master/Ph.D.	.05465	.18873	.955
	bachelor	high school degree	-.03333	.19447	.984
		master/Ph.D.	.02132	.09808	.974
	master/Ph.D.	high school degree	-.05465	.18873	.955
		bachelor	-.02132	.09808	.974

For this test, education level is considered to investigate whether there is a significant difference between the education level and variables of the study or not.

With regard to the ANOVA table, P value for brand trust is 0.49 and it is significant. ($0.49 < 0.05$). Hence, it can be concluded that there is a significant difference between the education level of respondents and Brand Trust. And there is not any meaningful difference between education level and other variables. Thus, Post Hoc analysis should be conducted. According to table, at 90% confidence interval there is a difference between high school and bachelor degree and between high school and master/PhD degree but not any difference between bachelor and master/PhD degree.

4.7 Correlation

Correlation analysis is utilized in order to define the intensity and direction of the linear relationship that exists between two variables (Pallant J., 2010). The Pearson correlation coefficient assesses the intensity of linear relationship between two variables (Sedgwick, 2012).

A correlation of 1.0 indicates perfect positive correlation and a correlation of -1.0 indicates perfect negative correlation, and a correlation of 0 indicates no correlation at all. Nevertheless, some guidelines exist that can be utilized to clarify the values from between 0 and 1. As stated by Cohen (1988) cited in Pallant (2010, p. 126), values between 0.10 and 0.29 illustrate small correlation, values between 0.30 and 0.49 illustrate medium correlation, and values between 0.50 and 1.0 illustrate large correlation among variables.

The following table illustrates the results for the correlation of variables in this study:

Table 7: Correlation matrix

		GP	GPR	GPRO	GPLC	TRS	LOY	IMG
GP	Pearson Correlation	1	,342**	,365**	,527**	,444**	,520**	,500**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000
GPR	Pearson Correlation		1	,426**	,385**	,364**	,410**	,449**
	Sig. (2-tailed)			,000	,000	,000	,000	,000
GPRO	Pearson Correlation			1	,405**	,212**	,431**	,408**
	Sig. (2-tailed)				,000	,009	,000	,000
GPLC	Pearson Correlation				1	,563**	,449**	,358**
	Sig. (2-tailed)					,000	,000	,000
TRS	Pearson Correlation					1	,360**	,386**
	Sig. (2-tailed)						,000	,000
LOY	Pearson Correlation						1	,508**
	Sig. (2-tailed)							,000
IMG	Pearson Correlation							1
	Sig. (2-tailed)							

4.7.1 Green Product and Determinants of Brand Equity

According to the results from above table, it can be concluded that there is a statistically significant ($P < 0.01$), medium and positive linear relationship between green product and brand trust and large and positive linear connection between Green product and Brand loyalty as well as green product and brand image since the correlation coefficient for these constructs are 0.444, 0.520 and 0.500 respectively.

4.7.2 Green Price and Determinants of Brand Equity

Based on the data from the above table, the correlation coefficient between these constructs are 0.364, 0.400 and 0.449. Hence, it can be mentioned that there is a statistically significant ($P < 0.01$), medium and positive linear relationship between green price and determinants of brand equity.

4.7.3 Green Promotion and Determinants of Brand Equity

According to the information from the above table, there is a statistically significant ($P < 0.01$), small and positive linear relationship between green promotion and brand trust since the correlation coefficient for these constructs is 0.212 and a medium and positive linear connection between green promotion and brand loyalty and also between green promotion and brand image since the correlation coefficient for these constructs are 0.431 and 0.408 respectively.

4.7.4 Green Place and Determinants of Brand Equity

Based on the results from above table, the correlation coefficient between green place and brand trust, brand loyalty and brand image are 0.563, 0.449 and 0.358. Hence, it can be concluded that there is a statistically significant ($P < 0.01$), large and positive linear relationship between green place and the first determinant of brand equity and medium and positive linear relationship between the other two.

4.8 Regression Analysis

Regression analysis is used to test our hypothesis and to show if the research independent variables (green product, green price, green promotion and green place) influence dependent variables (brand trust, brand loyalty and brand image). Three regressions are done, one for each dependent variable.

4.8.1 Brand Trust

The regression model for this variable is:

$$BT = \alpha + \beta_1 GP + \beta_2 GPR + \beta_3 GPO + \beta_4 GPL + \varepsilon$$

Where: BT=brand trust, GP=green product, GPR=green price, GPO=green promotion, GPL=green place, α =constant term, β_1 , β_2 , β_3 and β_4 are predictors' coefficient and ε is error term.

Table 8: Brand trust model summary

Model	R	R Square	Adjusted R Square	Change Statistics	
				R Square Change	F Change
1	.612	.374	.357	.374	21.659

Table 9: Brand trust coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.679	.302		5.561	.000
	GP	.151	.062	.193	2.436	.016
	GPRI	.135	.058	.177	2.339	.021
	GPRO	-.107	.073	-.112	-1.458	.147
	GPLC	.405	.075	.439	5.376	.000

The information from table above shows that green product, green price and green place influence brand trust but green promotion does not have any influence on it that will be explained in details in the following:

A positive relationship is found between brand trust and green product that means when green product improves by 1%, brand trust increases by 19%. ($\beta=0.193$, $t=5.5$, $p=0.016$)

There is also a positive connection between brand trust and green price and a change of 1% in green price will affect the brand trust by 17%. ($\beta=0.177$, $t=2.3$, $p=0.021$)

Green place and brand trust are positively related to each other which means a 1% change in green place will yield in 44% change in brand trust. ($\beta=0.44$, $t=5.37$, $p=0.0$)

However, there is not any relationship between brand trust and green promotion.

The ratio of R^2 is 0.374 which means that the variation in brand trust is responsible for about 37% of the changes in the effect of green product, green price, green promotion and green place and the model is significant ($p < 0.00$).

4.8.2 Brand Loyalty

The regression model for this variable is:

$$BL = \alpha + \beta_1 GP + \beta_2 GPR + \beta_3 GPO + \beta_4 GPL + \varepsilon$$

Where: BL=brand loyalty, GP=green product, GPR=green price, GPO=green promotion, GPL=green place, α =constant term, β_1 , β_2 , β_3 and β_4 are predictors' coefficient and ε is error term.

Table 10: Brand loyalty model summary

Model	R	R Square	Adjusted R Square	Change Statistics	
				R Square Change	F Change
1	.612	.379	.362	.379	22.104

Table 11: Brand loyalty coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.886	.341		2.595	.010
	GP	.283	.070	.321	4.053	.000
	GPRI	.145	.065	.167	2.220	.028
	GPRO	.202	.083	.186	2.440	.016
	GPLC	.147	.085	.140	1.723	.087

According to the data from table above, only green product, green price and green promotion are significantly related to brand loyalty and green place is not related.

More details will be explained in the following:

Green product is related to brand loyalty and a change of 1% in green product yield in a 32% change in brand loyalty. ($\beta=0.32$, $t=4$, $p=0.0$)

There is a significant relationship between green price and brand loyalty and 1% change in the first one will affect 16% in the latter one. ($\beta=0.16$, $t=2.2$, $p=0.028$)

A strong relationship can be seen between green promotion and brand loyalty with the ratio of change 1 to 18 percent. ($\beta=0.18$, $t=2.4$, $p=0.016$)

Finally, there not any relationship between green place and brand loyalty.

The ratio of R^2 is 0.379 which shows that about 37% of variation in brand loyalty is because of changes in elements of marketing mix and the model is significant ($p < 0.00$).

4.8.3 Brand Image

The regression model for this variable is:

$$BI = \alpha + \beta_1 GP + \beta_2 GPR + \beta_3 GPO + \beta_4 GPL + \varepsilon$$

Where: BI=brand image, GP=green product, GPR=green price, GPO=green promotion, GPL=green place, α =constant term, β_1 , β_2 , β_3 and β_4 are predictors' coefficient and ε is error term.

Table 12: Brand image model summary

Model	R	R Square	Adjusted R Square	Change Statistics	
				R Square Change	F Change
1	.593	.352	.334	.352	19.683

Table 13: Brand image coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.533	.428		1.247	.215
	GP	.362	.088	.334	4.131	.000
	GPRI	.288	.082	.272	3.528	.001
	GPRO	.214	.104	.161	2.060	.041
	GPLC	.004	.107	.003	.038	.969

Based on the information from table above, there is a relationship between three factors of green marketing mix (green product, green price and green promotion) and brand loyalty but green place is not related. More details will be explained in the following:

Green product and brand image are related to each other in way that if green product changes 1%, brand image will change 33%. ($\beta=0.334$, $t=4.13$, $p=0.00$)

There is a significant relationship between green price and brand image with the ratio of change 1 to 27 percent. ($\beta=0.272$, $t= 3.5$ $p=0.001$)

Green promotion is related to brand image and if green promotion improves by 1%, brand image will improve by 16%. ($\beta=0.161$, $t=2$, $p=0.041$)

There is not any relationship between green place and brand image.

The ratio of R^2 is 0.352 which shows that about 35% of variation in brand loyalty is because of changes in green product, green price, green promotion and green place and the model is significant ($p < 0.00$).

4.9 Hypothesis testing

Hypothesis testing is done to determine which hypotheses are supported and which hypothesis are not supported. The data is showed in the table below.

Table 14: Hypothesis testing

Hypothesis paths		Standard regression weights	p	results
H1a	Green product → Brand trust	.193	.016	Supported
H1b	Green price → Brand trust	.177	.021	Supported
H1c	Green place → Brand trust	.439	.000	Supported
H1d	Green promotion → Brand trust	-.112	.147	Not supported
H2a	Green product → Brand Loyalty	.321	.000	Supported
H2b	Green price → Brand Loyalty	.167	.028	Supported
H2c	Green place → Brand Loyalty	.140	.087	Not supported
H2d	Green promotion → Brand Loyalty	.186	.016	Supported
H3a	Green product → Brand Image	.334	.000	Supported
H3b	Green price → Brand Image	.272	.001	Supported
H3c	Green place → Brand Image	.003	.969	Not supported

H3d	Green promotion → Brand Image	.161	.041	Supported
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Chapter 5

CONCLUSION

5.1 Conclusion

Green marketing is the basic idea towards customer where provide information with product to purchase. Nowadays, company brainstorming idea carry out their business with green environmental principles. This situation encouraged the increasing environmental awareness consumer and also increase the number of nation that use sophisticated green marketing.

The aim of this research was to explore the influence that firms' green marketing mix have on the determinants of brand equity that are accessible to improve. To reach this aim, the research evaluated the relations among the four determinants of green marketing mix (i.e., green product, green price, green promotion, green place) and three dimensions of brand equity (i.e., brand trust, brand loyalty, brand image).

This research in done on the base of survey approach that utilized quantitative date collection method. Also, 150 respondents from North Cyprus contributed to this study.

The result of the hypothesis indicated that significant number of respondents had a positive attitude about green marketing. In addition, there is not considerable difference between the ideas of men and women regarding green marketing and determinants of brand equity. However, male participants are more positive about brand image. Furthermore, there was no significant difference in respondents'

perception in regard of education but when it comes to brand trust a difference can be seen between the opinion participants with different educational level.

Results showed that all elements of green marketing mix except green promotion are significantly influence brand trust. However, for brand loyalty, it is green place which is not significantly related, and other elements of green marketing mix would significantly influence brand loyalty. Similarly, for brand image, green place is the only green marketing mix factor that does not have a positive impact on all determinant of brand equity. Furthermore, people in North Cyprus are familiar with green products and the feature of the products are very important to them.

5.2 Recommendation

Overall, green product and green price are the two elements of green marketing mix which have a positive impact on every determinant of brand equity. Green place has the least influence on brand equity. These finding are lead to several implications for managers. First, as green price has a great impact on consumers brand association, marketers must emphasize on pricing strategies to develop brand equity. Second, green product seems to make great impact on brand equity, marketers must focus on green features of products in order to improve brand equity. Hence, other green marketing factors such as green promotion and green place cannot compensate poor product price and design.

Third, green price is found to have influence on brand loyalty. Clearly, costumers are keen about price of green products so marketers must take into consideration that high prices cannot justify green features of products. To sum up, results shows that green marketing strategies specifically product, price and to some extend promotion

effect brand equity. Accordingly, marketers must target environmentally friendly consumers and segment the market by establishing proper green marketing mix strategies.

5.3 Limitations of the Study

There are some limitations regarding this research that need to be discussed. First limitation is the sampling technique used for this study which is a convenience, non-probability sampling technique. So, only 3 major cities of North Cyprus (Kyrenia, Famagusta and Nicosia) are included in the research, not the whole population of North Cyprus. Second limitation is the sample size which is 150. A larger sample size might result in more accurate result. Third and last, among different determinants of brand equity, only three factors are chosen for the aim of this research. A research of other determinants of brand equity could yield more helpful results for managers.

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APPENDIX

QUESTIONNAIRE

Dear participant

Nowadays, people are more concerned about environment and their health and use of green products are raising. **Green products** are products which have less impact on environment and are less harmful to human health. (name of some green brands: Apple, Adidas, Nike, Honda, Samsung, IKEA, LOREAL, Nestle, Pepsi and Starbucks)

You are asked to take part in the study of the effects of green marketing mix on determinants of brand equity. please answer all questions as incomplete questionnaires are not usable.

All of information given by you will be confidential and will be used only for academic purpose.

Behrouz Ghazi

Demographic:

Age: below 20 21-30 31-40 41-50 over 50

Gender: male female

Education: high school degree Bachelor Master/Ph.D.

Employment: student own business homemaker

Monthly income(TL): less than 1000 1000-2500 2501-4000 more than 4000

Marital status: single married

Num	questions	Strongly disagree	disagree	neutral	agree	Strongly agree
1	I am aware of benefits of green products for health					
2	I am aware of benefits of green products for environment					
3	I am aware of various brands offering green products					

	Green product					
4	I prefer to buy products made or packaged in recycled materials					
5	Production of green products is totally environment friendly					
6	Green products are inferior in performance to non- green products.					
7	When I buy green products, I know what exactly to expect					
8	Green products offer better quality than ordinary products					
	Green price					
9	Price of green products is the first thing I look into before taking decision to purchase it					
10	I am willing to pay a premium price for a green product (e.g. +10%)					
11	Before buying green products, I compare its price with traditional products					
12	I prefer buying green products when price discounts are offered					

13	Performance of green products justifies its price					
	Green promotion					
14	I would prefer to buy green products if I have enough information which confirms their greenness					
15	State governments should make rigorous efforts to promote manufacturing and marketing of green products					
16	Claims of green products about health benefits are usually exaggerated					
17	I pay attention to green product advertising					
18	I am positive towards accurate advertisement about the benefits of the product.					
	Green place					
19	Green products can be found in the stores which themselves are known for supporting environmental and green causes					
20	I would purchase green					

	products if they are easily available					
21	I buy green products, if they are available at the retail outlets I personally believe in					
22	It is important for me that the location of green products is easily accessible.					
	Brand trust					
23	Green products are safe to use					
24	I think green product's environmental commitments are generally reliable					
25	I buy green products of brands which I rely upon					
26	There must be some certification which confirms that the product is green					
	Brand loyalty					
27	I will recommend green products to someone who seeks my advice					
28	I will encourage my friends to use green products					
29	I will speak positively about green products					

30	I prefer to switch the store if green product is not available there than not to buy or buy a substitute of it					
	Brand image					
31	Green products are innovative and always looking forward					
32	Green products offer better quality than ordinary products					
33	Green product's environmental promises are trustworthy					
34	The design of green products is impressive					