

The Role of Green Marketing Factors on Green Energy: The Case of North Cyprus

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ABSTRACT

In today's world, services and merchandise which are sustainable are highly sorted for. This is because most people in various countries of the world especially the developed society and developing societies are becoming more interested and concerned about their environment. Especially, the concept of green energy is considered an extremely important aspect in protecting the planet as livable for the future generations.

This study aims at investigating the relationship between green energy and availability of green products, environmental concern, purchase intentions, and promotion of utility by employing ordinary least square (OLS) method. The questionnaire with two hundred responses was carried out in Famagusta, North Cyprus and administered to students in Eastern Mediterranean University, local people and travelers.

The results of OLS revealed that there is a positive relationship between green energy and, environmental concern, purchase intentions, and promotion of utility. Results also show that availability of green products has no impact on green energy. The policy makers may take some important points into account based on the concepts under inspection. Information and technology for green energy should be considered. Pollution and harmful substances should be reduced whereas low price and social responsibly are initiated. Development of a product that meets the format, size, shape and scope should be introduced to the customers.

Keywords: Green marketing, Green energy, Environmental concern, availability of green products, purchase intentions, promotion of utility, OLS, North Cyprus

ÖZ

Günümüz Dünyasında, sürdürülebilir olan hizmetler ve ürünler son derece uyumludur. Bunun nedeni, dünyanın çeşitli ülkelerinde yaşayan insanların, özellikle gelişmiş toplumların ve gelişmekte olan toplumların çoğunun çevreleriyle daha fazla ilgilendiği ve endişe duymalarıdır. Özellikle yeşil enerji kavramı, gezegenin gelecek nesiller için yaşanabilir olmasının korunmasında son derece önemli bir unsur olarak kabul edilmektedir.

Bu tez çalışması, yeşil enerji ile yeşil ürünlerin bulunabilirliği, çevresel kaygılar, satın alma niyetleri ve faydanın teşvik edilmesi arasındaki ilişkiyi En küçük kareler yöntemi (EKK) kullanılarak araştırmayı amaçlamaktadır. İki yüz cevaplı anket, Kuzey Kıbrıs'ın Mağusa kentinde gerçekleştirildi ve Doğu Akdeniz Üniversitesi'ndeki öğrencilere, ve yerel halka soruldu.

EKK'nin sonuçları, yeşil enerji ile çevresel endişe, satın alma niyetleri ve faydanın desteklenmesi arasında pozitif bir ilişki olduğunu ortaya koymuştur. Sonuçlar aynı zamanda yeşil ürünlerin hazırda olması yeşil enerji üzerinde hiçbir etkisinin olmadığını göstermektedir. Politika yapıcılar, denetlenen konseptlere dayanarak bazı önemli noktaları göz önüne alabilirler. Yeşil enerji için bilgi ve teknoloji düşünülmelidir. Kirlilik ve zararlı maddeler azaltılmalı, düşük fiyat ve sosyal sorumluluk başlatılmalıdır. Biçimi, boyutu, şekli ve kapsamını karşılayan bir ürün geliştirilmesi müşterilere tanıtılmalıdır.

Anahtar Kelimeler: Yeşil pazarlama, Yeşil enerji, EKK, Kuzey Kıbrıs

DEDICATION

I dedicate my dissertation to my family. A special feeling of gratitude to my loving mother, Fatemeh Rahbari, whose words of encouragement and pushes for tenacity ring in my ears and also who with her indescribable work is just like a hero to me. I dedicate this work and give special thanks to the best person, for being there for me throughout the entire master program, you have been my best cheerleader and I cannot find a word to show my gratitude for being such a kind and helpful mother.

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Chapter 1

INTRODUCTION

The relationship between business and the environment should be taken with utmost considerations because the environment gives that platform for any business activity to thrive. Green marketing simply put is the all-embracing function that links the business or marketer with customer needs and wants in order to get the right product to the right place at the right time (Davis, 1992) by understanding customers and finding ways to provide products or services which customers demand without creating any environmental problem, by taking into consideration a sustainable production system or strategy (Azzone, 1994) and perceived need of their product which should provide a sustainable effect (Dam, 1996). In addition to this, the concept was further developed by Charter (1992). He coined the term 'Greener marketing', which is defined as, "A holistic and responsible management process that identifies, anticipates, satisfies and fulfils stakeholder requirements, for a reasonable reward, that does not adversely affect human or natural environmental wellbeing" (cited in Charter et al., 2006). A link is thereby created between producers, marketers and the consumers with the environment and business activities. The topic on sustainability has been on for several decades as it covers all scopes of life both in the science and social sciences field so mainly scientist tried to empirically measure customer's factors (Dembkowski, 1994) for choosing the green energy. Briefly green energy is considered an extremely important aspect in protecting the planet as livable for the future generations.

1.1 Objectives of the Study

This study aims at investigating the relationship between green energy and availability of green products, environmental concern, purchase intentions, and promotion of utility by employing ordinary least square (OLS) method. The questionnaire with two hundred responses was carried out in Famagusta, North Cyprus and administered to students in Eastern Mediterranean University, local people and travelers.

1.2 Research Method

The questionnaire method was used for investigating the relationship between green energy and its determinants. Convenience sampling technique was used as sampling approach whereas OLS technique was applied to obtain empirical results.

1.3 Research Questions of the Study

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

(RQ1): Is there a relationship between green energy and purchase intentions.

(RQ2): Is there a relationship between green energy and environmental concern.

(RQ3): Is there a relationship between green energy and availability of green product.

(RQ4): Is there a relationship between green energy and promotion of utility.

1.4 Findings of the Study

The results of OLS revealed that there is a positive relationship between green energy and, environmental concern, purchase intentions, and promotion of utility. Results also show that availability of green products has no impact on green energy. The policy makers may take some important points into account based on the concepts under inspection. Information and technology for green energy should be considered.

Pollution and harmful substances should be reduced whereas low price and social responsibly are initiated. Development of a product that meets the format, size, shape and scope should be introduced to the customers.

1.5 Structure of Thesis

Chapter one introduces the concept of the thesis. The second chapter provides literature review. Third chapter gives more details about the research methodology used whilst chapter four discusses the empirical results. Finally, chapter five concludes a summary of the findings.

1.6 Contribution of the Study

The main objective of this study is to find out a positive relationship between green energy and its determinants such as environmental concern, purchase intentions, promotion of utility. Therefore, this study gives a chance for the potential readers to understand the importance of using green energy in North Cyprus. To my best of knowledge, this study is the first study to examine the determinants and green energy in North Cyprus so that policy makers can use this opportunity to suggest their own polices on this issue.

Chapter 2

LITERATURE REVIEW

In this chapter, extensive reviews on the factors that govern green marketing strategy that can influence green energy acceptance in North Cyprus have been reviewed. In order to address the efforts that have been put into this examination, it is imperative to build a certain writing that depends on various investigations made (Memushi, 2014). This part will manage essential topics which were earlier listed above and new inclusions which are relevant to the purposes of this research. First there will be a general review on marketing, Secondly, as this thesis aims at influencing consumers product choice with green marketing, immersed literature focus on common and well analyzed green marketing tools . Finally, to better understand underlying influencers on consumers purchase behaviour (Albayrak, 2011), the final literature section focusses on consumer behaviour, and attitude (Kim, 2005).

2.1 Marketing

According to (Green, 1996) marketing is not only performed just when we discover new clients. A poor definition has been given to the term marketing. A few academic scholars or even administrators say that marketing is publicizing; but in actuality marketing is significantly more than selling a product or advertising a good (Reynolds, 1984). Often at times, a lot of companies are currently faced on how to introduce strategic marketing exercises in order to meet the demands of consumers (Bansal, 2000). This diverse group of consumers has, in a way assisted with the improvement of new merchandise, items and services. Specialization in items being

sold is likewise accomplished. This has birthed new ideas to reach customers and some include marketing via network, relationship marketing, and direct market (Conner, 1998). The principle mantra of the present day marketing exercises is consumer's fulfillment or satisfaction. In order for businesses to possess an indispensable place numerous nations of the world that are developing have developed and conceived new marketing strategy (Daly H. E., 2003), marketing aroused economies are accomplishing power all around the world and even the socialist nations started contemplating studying such marketing ideas in order to logically and effectively introduce them with own marketing style (Appannaiah, 2010). According to (Silk, 2006), an obligation of any administration should include marketing and not only an action appointed to authorities AMA which stands for the American marketing association in 2004 described advertising to be various levels of part and philosophical path way for conveying, creating, an incentive to clients, managing client connections in a way that will profit both the organization and its customers. According to Joshi, (Sharma, 2008), furthermore delineated any branch in business which is in charge of making undertakings to gain and retain its patrons or consumers as marketing. As stated by (Aaker J. L., 1999)also, one of its huge capacities is to grasp the attention of customers or clients and their utilization. It is frequently said that the present buyers or consumer factors is shaped by two capable elements, - advancement (innovation) and development (Moisander, 2007). In association with these advancements in development and globalization, issues made by factory exercises have brought about ecological issues; an awesome instance of this is Global warming (Dincer, 2010). According to (Brown L. R., 1993) different ideal models are contamination of the air and natural resources shortage. M. Gunther (2007) signified that a dangerous atmospheric deviation (the issues related with

global warming) was the "turning point" and that most top organizations' likely will never again attempt to work in vacuum in association with issues pertaining to the environment . According to (Chambers, 1993) organizations are confronted with various pressure and forces to have the best practices in accordance to the environment with the question what are the natural approaches that support the business' monetary execution (Gregoire, 2008). (Gore, 1992) likewise proposed that a superior harmony amongst financial and environmental factors should be found. (Gladwin, 1992), underscored "If objectives of sustainability and management are to be accomplished, firms must be reformed, redesigned and rebuilt to limit the negative environmental effects". Also, (Miles, 2000) had a similar feeling with (Gore, 1992)and proceeded with the discourse underscoring necessities which are consenting to at the same time possibly enhance the ecological or environmental and money related activities in order to convince distinctive organizations to chase for creative strategies (Devi, 2012) to influence the utilization of green marketing and implementation as the essential instrument to enhance their organization's notoriety, to gain an upper hand and in the long run support budgetary execution (Miles, 2000). Subsequently, organization's rehearsing the techniques associated with green marketing might be in a more grounded spot (Durif, 2010), wherein these organizations will therefore build their upper hand in maintainability and all the more critically, increase in their benefits. Various stakeholders should likewise be included to make green advocacy effective (Ottman J. A., 2001). The crucial part of showcasing in the endeavor was drawn from the way that marketing is a strategy through which a firm creates an incentive for its choice of buyers. Additionally, esteem is made by meeting client necessities, hence a firm should characterize itself

not by the item it offers in the market, however by the client advantage it offers (Silk, 2006). These explanations above then births the question on what is green marketing.

2.2 Green Marketing

Characterizing green marketing is not an essential endeavor in light of the way that couple of suggestions unite and repudiate each other (Figge, 2012). An example of this is the presence of evolving social, environmental and retail definitions connected to this condition. Other comparative terms utilized are Environmental Marketing and Ecological Marketing (Griskevicius, 2010). According to the American Marketing Association, "green marketing is the promoting of stock that is dared to be earth safe". In this way, green promoting joins a wide extent of activities, including item change, alterations in the creation procedure, bundling changes, and additionally modifying advertising. As per Sam (Windsor, 2010). "Green can be found in everything". Energy should be green, family unit cleaners are green, and after that numerous others are green". Be that as it may, now we do not really encounter what is green and what may not be termed green.

We are secured with green; green is incorporated into advancing and used as an exhibiting gadget by both open and private business sections, green is wherever all through the news imparts (Guiltinan, 2009). People discuss rehearsing natural mindfulness, green associations, carbon checking, and the eminent diminishing, reuse and reuse program. Associations have "greener things" and even government authorities have their green stages too (Windsor, 2010). Each one of the activities of man impact the earth; this clears up why green issues are as of now being melded by different educational papers in their written work (Robert, 1999). In the present market, this is especially substantial. With the creating stress of the general populace

for the earth, all livelihoods began to facilitate practices that for the most part focus on watching the new sentiments of anxiety of the association (Rahbar, 2011). Business establishment's easily balanced new thoughts like waste minimization concerns and normal organization structures in all their progressive activities (Szmigin, 2006). At present, ecological issues are transforming into the essential stress of each corporate body that are being called upon to spare the organic change of nature by guaranteeing that each one of their things are a hundred percent biodegradable and does not involve the random utilization of the world's constrained normal assets.

Besides, the association in ecological battles has coordinated to enactments and therefore all organizations are currently required to stay with administrative techniques. Along these lines, natural advertising is additionally described as green promoting; today, it has become more matured and a marketing understudy is necessary to comprehend its aggravations (Bickart, 2012). (Saxena, 2005) noted that in a little bit at a time, the quantity of biologically neighborly items accessible in the commercial center in expanding marketing is a noteworthy action in a business wherein the natural issues have acquired a lot of talk among the outstanding and expert columnists. "Green Marketing" and "Ecological or by environmentally marketing" these terms regularly turn out in the prevalent press. In increment, green marketing advertisement exercises turned into the main business of essentially all open governments around the world (Biel, 1992), in the end this worry influenced the administration to turn out with directions on the claimed exercises. Green advertising or ecological promoting comprises of all exercises intended to produce and encourage any trades expected to fill human needs or wants, for example, the appeasement of these requests and needs happens, with insignificant inconvenient

effect on the common habitat (Polonsky, 1994). Environmentally responsible or "green" marketing refers to the satisfaction of consumer demands, wants, and desires in conjunction with the preservation and conservation of the natural surroundings (Lee, 2012). Considered an oxymoron by many environmentalists (because it still promotes consumption), green marketing manipulates the four components of the marketing mix (product, price, promotion and distribution) to sell merchandise and services offering superior environmental benefits in the shape of reduced waste, increased energy efficiency, and/or decreased release of toxic emissions (Crane, 2010) and (In Herring, 2014).

The development of green marketing can be split up into three stages:

(1) The beginning phase was termed "Ecological" green marketing. During this stage all marketing activities were concerned to resolve environmental problems and offer cures for such troubles. (2). The second form was "Environmental" green marketing and the focal point switched to clean technology that involved designing of innovative new products, which takes care of pollution and waste matters. (3). The third stage was "Sustainable" green marketing. It came into prominence in the late 1990s and early 2000. But we are concerned mainly on the third phase, which deals with sustainable green marketing, although other aspects such as the environment are included in our model. The term sustainability simply refers to that which can be maintained, upheld, defended at a certain rate or level. (Gladwin, 1992), sustainability comes naturally to the Earth, but not so naturally to humans. Human sustainability, as we specify it, is the opportunity for all people to maintain fulfilling, productive lives while preserving or replenishing the natural and economic systems that take in their wellbeing possible. Sustainable marketing is an aspect of the larger area of sustainable community development, a subject area that is set by the

Brundtland Commission of the World Commission as: Development that meets the demands of the present without compromising the ability of future generations to satisfy their own demands.

It is, hence, safe to state that Green marketing is a comprehensive system that predicts, recognize and satisfy in an earth supportable way the requirements of the clients and the general populace (Herring 2009). To look for a proper significance of green marketing, the likelihood of extensive quality and reasonability is discussed (Jackson, 2010); the word far reaching quality proposes considering each one of the points of view that incorporate the yield of organizations or things, the movement and moreover the offering operation. (Klintman, 2013) infers the affiliation's wellspring of supply, distribution plans, recyclability, and defilement organization and exhibiting exchanges should all contrast with the viability fundamentals. In addition, far reaching quality suggests contemplating general society help and excitement of the association's accomplices, wherein each one of those remarkable individuals and get-togethers with basic relationship in the displaying tries and its outcomes. For an illustration, the suppliers, vendors, customers, the customers and noteworthy gathering interest social occasions of different manufacturer's (Lancaster, 2007). Practicality of course infers that the effect of all exhibiting or thing or organization related activities on the earth must be carefully directed so the activities can shoulder on into the future without hurting the normal resources, yet this doesn't mean the activities do not absolutely influence nature; it has, however eventually, it requires to an incredible degree wary examination and organization of every single parts of the system so effects can be reduced at last (Polonsky M. J., 2001).

Similarly (Mansvelt, 2011), portrayed green exhibiting as a rising moved plan of publicizing and naming of things, items and undertakings that are advanced by instances of either diminished or crossed out negative effects in the science. In addition, (Mansvelt, 2011) inspected that green advancing happened as in front of calendar as 1975 when the American Marketing Association held a workshop on normal publicizing (Johnson, 1987). This AMA workshop joined researchers, school instructors, analysts, experts, and open course of action makers to overview the impacts of advancing activities on the earth (Gupta, 2008). In the midst of this workshop, normal exhibiting was portrayed as: the examination of the positive and negative parts of advancing activities on pollution, essentialness and none imperativeness resource. Green lifestyle things goaded the eagerness of people towards this workshop, especially things that injury up detectably pervasive in the midst of the 1970's. Reliably, certain associations, for instance, Ben and Jerry's Homemade and Nike started to release corporate social obligation reports, these reports extended customary cash related reports to moreover look at an association's impact on the environs.

In the midst of the 1980's, green promoting had its start and transformed into a phenomenon, also amid this time corporate social obligation reports and popular articulations "sensible change "and "green consumerism" picked up notoriety (Mansvelt, 2011). In an edited book written by (Suresh, 2005). (Polonsky M. J., 2001) referenced there and defined green marketing as, "All activities designed to generate and facilitate any exchange intended to satisfy human needs or wants such that satisfying of these needs and wants occur with minimal detrimental input on the natural environment." Green marketing involves developing and promoting products and services that satisfy customers want and need for Quality, Performance,

Affordable Pricing and Convenience without having a detrimental input on the environment (Ajzen, 2002) in his book understanding attitudes and predicting social behavior, in order to understand green marketing one need to know the three Ps of green marketing.

2.2.1 Green Products

A green product:

- should not present a health hazard or risk to people or animals
- is resource efficient during manufacture, use, and disposal
- should not have materials derived from endangered species or threatened habitats
- does not contribute to excessive waste in its use or packaging and
- does not rely on unnecessary use of or cruelty to animals.
- Other favorable attributes from the green point of view are the incorporation of recycled materials into the product and the product's own recyclability (Bejou, 1991).

2.2.2 Greener Pricing

A focal worry of numerous environmentalists is that item costs do not reflect or add up to environmental expenses (Kaufmann, 2012). Various organizations have attempted reviews of their production procedures to distinguish concealed environmental expenses and to give better data to estimating or pricing choices (Kinnear, 1973). Pollution charges, taxes from carbon emission, and high fines are conceivable techniques governments may use to actualize better environmental costing (Mazar, 2010). European firms have been especially proactive in this aspect, building up a strategy for environmental examining/auditing (the eco adjustment) bridging the gap between standard accounting practice, in which data are expressed

solely in conventional monetary terms, and qualitative environmental impact reports (Kinoti, 2011).

2.2.3 Green Promotion

No territory of green marketing has gotten as much consideration as the promotion of any green product, (Asgharian, 2012) or concept. Truth be told, green promotion claims developed so quickly amid the late 1980s that the Federal Trade Commission (FTC)⁶⁸ issued rules to help diminish buyer perplexity and keep the false or deceiving usage of terms, for example, "recyclable," "degradable," and "environmentally friendly" in environmental advertising. The FTC offers four general rules for environmental claims:

- In order to prevent deception, qualifications and disclosures should be sufficiently clear and prominent (Muldoon, 2006).
- Environmental claims should make clear whether they apply to the product, the package, or a component of either. Claims need to be qualified with regard to minor, incidental components of the product or package.
- Environmental claims should not overstate the environmental attribute or benefit. Marketers should avoid implying a significant environmental benefit where the benefit is, in fact, negligible.
- A claim comparing the environmental attributes of one product with those of another should make the basis for comparison sufficiently clear and should be substantiated.

The FTC's Environmental Marketing Guidelines provide additional guidance for a number of specific claims including "Degradable/ Biodegradable/ Photo-degradable," "Compostable," "Recyclable," "Recycled Content," "Source Reduction,"

"Refillable," and "Ozone Safe/Ozone Friendly." They strongly recommend avoidance of overly general claims such as environmentally friendly.

2.3 Ethics in Green Marketing

Friedman (1970) says that businesses has no social obligation past that of maximizing profits in as much as it stays inside the rules of the stipulated laws, that is, participate in open and free competition without confusion or distortion. By the day's end, it is pointless for a business to consider request of good or intelligence, stillness of social value or ecological supportability (Lin, 2015). This raises the issue of whether there is a refinement to be drawn between moral action and extraordinary advertising reasonability. Green promoting may be viewed as a methodology for the future or revenue driven reason (Prendergast, 2002). Basic leadership in business has ended up being unpredictable as natural demand have been raised about all parts of corporate activities (Longoni, 2014). Since business is in a gathering and works in a physical and great structure, it needs to consider nature an ethical issue (Carrington, 2010). The rate of normal defilement has elevated. The nineteenth century saw the association's significant scale selling as associations prepared themselves to convey stock as speedy as could be normal in light of the current situation, with virtual indifference to human or natural flourishing. Nationals battled for present day supreme quality using unrefined materials and making defilement at an astonishing rate. As countries ended up being monetarily more grounded, competition also created. More practical age methodologies were used, and not a lot of associations, gave a plan to the impact they were having on their condition (Lorek, 2014).

The 3 factors governing the renewable environment are:

1. Recycle

2. Reuse and

3. Reduce

Confronting the necessities of consumers who are presently more socially and environmentally cognizant and mindful of their activities'. As (Ottman, 2011), stated that the conventional marketing, was centered on fulfilling clients demanded needs for the best costs and after that guaranteeing the item or utilities were available. Then again, green marketing is a bit more complex than that. Therefore it provides products which get on with "customers' needs for quality, performance, affordability and convenience" having the minimal impact and consequences in the environment and in the meantime building up the brand idea (Berry, 2000), where clients can have a dynamic part towards it and participating in its exercises and acquiring economic advantages (Paul Reibstein, 2004).

Essentially, being aware of their consuming patterns has an important noteworthiness in the environment (Park and Srinivasan, 1994). Green marketing thinks about the more broad association between the affiliation and its things to nature (Wooliscroft, 2012). It is a more careful, open, coordinated and sensitive approach that consolidates the key association between the association, the earth, and displaying, rather than being on a very basic level stressed over vital correspondence openings. The prime highlight is on, making associations and satisfying separate client needs in an ecologically and socially tried and true way.

The key clients will be customers, monetary pros, the parent association, administrators, specialists, and the conglomeration of individuals, lawmakers, movements, provider, and the media. Green marketing varies from its societal and natural forerunners by the interlacing of environmental and societal worries, in the

broadness of the environmental plan that it handles, and in its potential application over assorted types and divisions of business.

Green advertising goes past societal promoting in four key ways:

(1) It is open-ended rather than a long-term perspective (Chen T. , 2010). (2) It focuses more strongly on the natural environment. (3) It treats the environment as something which has an intrinsic value over and above its usefulness to society. (4) It focuses on global concerns rather than those of particular societies.

2.4 Green Marketing Strategies

Some notable points to consider in green marketing include:

1) The mainstream is green

In the previous years, few individuals framing various groups of honest green customers existed; today every age is by one means or another connected to the green transformation. Actually, an arrangement of green consumers exists now all over the world.

2) Green should be seen as cool

Before green has been seen with a negative implication, notwithstanding, starting today, green has turned into an overall pattern. Actually, green consumers nowadays are the greatest impacts on acquisition and practices. For example, celebrities and other profoundly respected movements or people who look out towards green items are viewed as trailblazers inside current markets around the world.

3) Green products can equally work or better-and are often worth a premium price

In light of advances in development, we have pushed ahead from days where green things were frequently neglected and were credited to low qualities. Starting today,

the most costly things are those that are separate as organics, half and half, and environmentally warm.

4) Green motivates inventive items and administrations that can bring about better buyer esteem, upgraded mark, and more grounded organization

Chiefs, those from gigantic transnational relationship to exclusive organizations, never again consider nature as a superfluous variable that presents challenges in progressing, advancing and controlling strategies. Nowadays, the earth is the crucial wellspring of high rates of advantages on hypothesis for any affiliate.

5) Qualities control shopper obtaining. Generally, shoppers purchased exclusively on value, execution, and accommodation

Nowadays, premium idea is drawn towards the respect that is related with each bit of getting things. For example, individuals never again essentially consider the regard, quality and accommodation of a thing; rather, they think outside and also consider how these things could affect the earth through their bundling, conveying, and so on (Rizwan, 2013).

6) A life-cycle method is fundamental

A nearness cycle approach, which recommends a system utilized as a bit of investigating the entire arrangement state of a thing, is utilized to evaluate the effects of any given thing on the earth. Thusly, claims, for example, recyclable or reusable are never again enough for purchasers since these materials still make squanders that are viewed as dangerous to the earth (Stavins R. N., 2003)

7) Producer and retailer notoriety check now like never before

Makers and moreover retailers are furthermore thought about toward the start of a purchase. The surroundings wherein things are made and secured are moreover routinely considered by purchasers thusly, fast individual checks on associations are

presently grabbing a specific measure of need as for green utilization (Sirdeshmukh, 2001).

8) Save me

Green consumerism is in like manner insightful, not simply of backings to help nature (Eriksson, 2004). Clients are stressed over saving the planet, and rather, they are substantially more stressed over guaranteeing their prosperity. Consequently, things must consider their necessities concerning prosperity, money and besides to ability.

9) Businesses are their philosophies.

Associations are directly reviewed by what they remain for their measures and values and never again according to how they are amassed (Vaughan, 2010).

10) Sustainability speaks to an imperative buyer require, and is presently an indispensable part of item quality

Green promoting is not only a slant or a point of view – it is the technique for the association. In that limit, it is essential that things must be green and that they should reflect an attention to other's desires towards nature and also towards the overall population.

11) The greenest item speaks to new ideas with plans of action with essentially less effect.

The most creative green things are the most respected. Green things need to progress towards reasonableness and not exclusively be dull of what is beginning at now clear inside the get-together (Zeithaml, 1988). There must be a tenacious exertion restore and renovate old contemplations and customs recalling a definitive target to accomplish powerfully and with a specific genuine goal to have more gigantic effects (Swallow, 2009).

12) Shopper's do not really need to claim items; administrations can address their issues, maybe shockingly better.

Green advertising must not be confined to the amassing of green things, yet should similarly join organizations that are of proportional regard (Akenji L. H., 2011). For example, electronic adjustments of books (eBooks) are exhibited to be an organization that profitably tends to the issues of purchasers (Smart, 2010).

13) The brands customers purchase and trust today instruct and connect with them in an important discussion through an assortment of media, particularly by means of sites and online informal communities

Green Marketing is starting at now extensive of advances in development – standard sorts of correspondence, for instance, print and paid publicizing is not any adequately more in propelling green exhibiting as an approach (O'Cass, 2004).

14) Green consumers are strongly influenced by recommendations of friends and family, and trusted third parties

Because of a ponder noted as green washing, trust is a principal instrument in the achievement of any green publicizing approach (Chen Y. S., 2013). Everything considered, impacts through suggestions by families, mates, and honest to goodness pariahs (NGOs and eco-labelers) are a need inside green progressing.

15) Green buyers trust marks that tell all

Marks or associations that practices "radical straightforwardness" are as often as possible trusted by purchasers the most (Oriesek, 2004). Radical straightforwardness is proficient through uncovering all information to the overall public, paying little heed to whether extraordinary or shocking. The availability of any association to do such qualifies them for true blue decides that are extraordinarily regarded and expanded in an incentive by customers (O'Rourke, 2012).

16) Green buyers do not expect perfection

Purchasers are not scanning for flawless and culminate things and organizations; rather, they are taking a gander at how to institutionalize the measures brought by an association up in achieving their common targets (Finisterra, 2009).

17) Preservationists are never again the adversary

People concerned about the environment must not be seen as savants to any association, but rather, must be considered as accomplices in achieving the goals set by the association. Uniting with natural individuals who can give evident recommendations would make a to a great degree solid green promoting procedure (Sedghi, 2012).

18) About everybody is a corporate partner

Corporate accomplices are never again far reaching of just customers, delegates and monetary experts. As a result of the limit of every individual to have an effect that could directly impact other individual, almost everyone is currently considered as an accomplice (Laroche, 2001).

19) Validity

Securing something new and innovative the market will engage in a thing to create. Everything considered, reusing logos or biodegradability claims are not enough more brands must continue growing new establishments that would mirror their supportable purposes important to the earth and to their purchasers.

20) Keep it simple

Conditioning it down would be perfect. In the help of impelling the earth and particular issues that pressure flourishing and security, it is fundamental that straightforwardness be made as a mirror that would mirror the likelihood of these burdens (Stanton, 1987).

2.5 Who is a Green Consumer?

A green consumer is one who is very concerned about the environment and, therefore, only purchases products that are environmentally-friendly or eco-friendly. Products with little or no packaging, products made from natural ingredients and products that are made without causing pollution are all examples of eco-friendly products (Cherian, 2012). Marketing to the Green Consumer frequently makes buying choices in view of data about the item as opposed to an infectious advertising effort (Brown K. R., 2013). As indicated by Jacquelyn (Ottman J. A., 2001). Consulting, green consumers look at going with when settling on purchasing decisions: Green clients need to know how unrefined materials are secured and where they begin from (Gan, 2008), how sustenance is produced, and what their potential impact is on the earth once they touch base in the garbage container. Green buyers decry makers and retailers they trust and boycott the results of suspected polluters (Gary, 2012). Green customers regularly do not have similar immoderate spending designs as the mass consumer.

2.6 What is Green Consumerism?

According to (Akenji L. , 2014) green consumerism depends on open attention to squeezing environmental issues. Green advertisers would like to gain by this by creating procedures that enable customers to coordinate green items into their ways of life. Numerous such undertakings by green promoters have met with noteworthy accomplishment. The "characteristic" business, for example, which invests critical energy in the offer of earth, based sustenance, and feeding things, and other green way of life things (Krupa, 2013).

2.7 Green Consumer Purchasing Behavior

A Purchaser's lead incorporates the psychological techniques that customer's involvement in seeing needs, finding ways to deal with handle these necessities (Samuelson, 1991), accumulates and deciphers information, make courses of action, and execute these plans (e.g. By taking part in examination shopping of truly purchasing a thing) (Nagle, 2008), settling on purchase decisions (e.g. despite whether to purchase a thing and, accepting this is the situation, which check and where) and post-purchase direct. In direct words, buyer lead can be portrayed as, "Examination of how people or affiliation bear on when securing, using, and disposing of things and organizations". Green Consumer directly incorporates the use and exchange of things and furthermore the examination of how they are acquired (Schiffman, 1997). This infers that understanding the client's directly as a method in getting stock and ventures (Schwartz, 1987). Object usage is frequently of mind blowing excitement to the advertiser, since this may impact how an item is best situated or how we can support expanded green consumption (Connolly, 2008). In some parts of the world such as India even the post-purchase behavior such as, product disposal is a great area of interest in green consumer behavior study, for example second-hand market for car is quite big (Prakash, 2002).

2.8 Green Consumer Conservation Behavior

Limiting use of scarce natural resources for the purposes of environmental conservation can be called as green consumer conservation behavior. When are consumers likely to conserve and how can consumers be motivated to act in more environmentally friendly ways are two big questions in front of marketers. Consumers are most likely to conserve when they accept personal responsibility for the pollution problem (Benn, 2013). For example, consumer who perceive that there

is an energy shortage because of consumption by all consumers (including themselves) are more likely to accept personal responsibility and so do something about it (Gleim, 2013). However, consumers often do not feel accountable for many environmental problems and are not motivated to act. Thus for conservation programs to succeed, messages must make the problem personally relevant. For example, to motivate purchasers to monitor vitality by turning down the indoor regulator, messages could concentrate on how much vitality and cash shoppers will spare every year and over a more drawn out timeframe. Customers are additionally well on the way to monitor when there are no hindrances to doing as such. Another area of concern is a consumer's attitude, since attitudes go a long way in defining a consumer's behavior (Bentler, 1979).

An attitude is a way one thinks, feels, and acts favorably or unfavorably based on learning towards some aspect of market stimuli such as retail store, product, and brand.

Consumer attitudes are a composite of a consumer's (Binninger, 2008), and (Bloch, 1993),

- 1) Beliefs
- 2) Feelings
- 3) And behavioral intentions (Coleman, 2011).

All three are geared toward some "object" within the context of marketing, usually a brand, product category, or retail store (Boztepe, 2012). Thus Attitudes are predispositions towards action, about or towards people and things, evaluating people, objects and ideas, made up of emotional reaction (affective), thoughts and beliefs (cognitive), and actions (behavioral) components (Bukhari, 2013). Attitudes

are often learned from other people and are often a defining characteristic of groups (Chan R. Y., 2001). A strong attitude is very resistant to change. Attitudes are learned from personal experience, information provided by personal sources, and company sources, in particular exposure to broad communications (Hartmann P. , 2005). Disposition is worried about the assessment of the considerable number of articles that are put away in the memory. People do not define states of mind for the articles that are not in the memory. In light of the learning in memory client settle on his buy choices. An advertiser's activity is to influence client to find out about their item (Fishbein, 1980). For instance, Pepsi turned out with an advancement plot at the dispatch of Lehar Pepsi. It gave an advertisement in the daily paper, welcoming pepsi to attempt it basically by tearing the promotion and getting a free Pepsi in return of it (Brennan, 2008). The advancement produced astounding verbal reputation for the brand (Aaker D. A., 1990). In the process customers read the notice and found out about the new item.

1) Attitudes are predisposed:

At the point when client adapts then he defines his state of mind slanted as either positive or negative, which coordinates the client activities. In this manner, states of mind have a motivational quality; that is, they may impel a purchaser toward a specific conduct or repulse the customer far from a specific conduct (Kianpour, 2014).

2) Attitudes are directed towards an object (Inanimate):

Here inanimate things mean anything living or nonliving that implies anything that is put away in the memory of the person. Purchasers can have state of mind towards a substantial, for example, aerating and cooling items, or elusive as Voltas AC mark, is

called a disposition protest. Protests in which advertisers are intrigued to know the disposition of the clients in mark, organization item, ad, cost and so on. In other words an attitude is about evaluating people, objects and issues. For eg. Coca-Cola knew that most of the Indians have positive attitude towards cricket (object). Also color red is associated with youth, energy and passion (positive attitude); Coca-Cola got associated with the cricket fever in India. It said "The word which hits TV Screens was an attempt to show how much both cricket and red objects are linked to the Coca-Cola. This is forming an attitude toward the product with the help of favorable factors.

3) Attitudes are consistent, thus consumer show consistency in behavior:

Attitude once formed is long lasting because it tends to endure over time. But attitudes can change they are not permanent. Hence marketer job is to maintain the positive attitude and change the negative attitude, if any, towards their product.

2.9 Importance of Green or Sustainable Marketing

In view of the definition, Financial aspects is the examination of how people expend constrained assets to satisfy their endless needs (McTaggart, 2012), comes the theme of why green promoting is basic. Fittingly, man has compelled resources on earth, yet in any case man needs to accommodate the boundless needs of the world. "Freedom in choosing a product" for the most part wins in the society of marketing today, people and associations have the privilege to endeavor to have their needs fulfilled and acknowledged. Organizations confront deficient regular assets, yet in any case they should grow new or elective methods for meeting the needs of both, buyers and the business, and in addition to accomplish the offering destinations of the association (Gupta, 2008).

All through the eighties, various movements turned the general public's thoughtfulness regarding the major ecological or environmental issues that the earth faces. Around the world, a few between legislative bodies and the administration communicated their worry seeing issues, for example, contamination of soil, air, water. Moreover, makers of a wide combination of things have purposefully connected push to have their impact in endeavored natural issues as response to the authorization of laws. Firstly, there was tremendous energy as for makers, retailers, and buyers to develop green things, today; it is starting to be seen by everybody that the essential issue is never again in case they are green, however more on the level of their greenness. Advancements in assembling innovation came about to the generation of ecologically cordial items. Automobiles kept running on lead free petroleum and have exhaust systems to diminish contamination (Mintu-Wimsatt, 1996), a case of this is the well-known Toyota Prius; it is likely the best green item in the United States since 2001. It gives customers all they search for.

Besides, the makers of washing cleansers and powders effectively endeavored to adjust their items to make less effect on the surrounding environment; furthermore makers of detergent brands, for example, the Persil and Ariel now embrace their green qualifications on the product packaging and on their advertisement efforts and these two items are commonly recognized names in the clothing units in different homes and laundromats in Northern Cyprus. Green marketing exercises include any number of intended ways to ensure, secure, enhance, or lessen harm to the common habitat and in addition human wellbeing (Dacko, 2008). The fundamental issue is that the world simply has compelled assets with which, we attempt in this way to fulfill the boundless needs of man, however by discretionarily consuming Earth's common resources, we are in reality reprimanding future ages to substandard lives,

for sure an extremely pitiful inheritance. Hence, a need to be proactive on how we produce products.

There is just a couple of who acknowledge that the Earth is not self-sufficient in providing necessary resources which have already been used. Progressively, this goal is being considered by the more dynamic country's populaces and associations as, important. From this view, as customers and associations battle amidst issues on Earth's restricted characteristic resources, more up to date innovations and philosophies of fulfilling their boundless needs are currently being researched, produced and implemented. By and large, the target of the green marketing is to convey this goal and give the way to accomplish this goal. Green marketing conveys and watches out for how associations are resolved to change their inner and outer procedures, supply chains, foundation, frameworks and advancements keeping in mind the end goal to accomplish the above goal.

It is an essential supporter of guarantee that associations flourish in future, not just as a fundamental piece of the Green Supply Chains. According to (Ottman, 2011)the success on green marketing is dependent on some of these factors listed below

- Acknowledging that customers and stakeholders' have values regarding their social and environmental concerns.
- Developing products which satisfy customers in terms of quality, convenience and affordability and the same time which have the smallest impact in the environment.
- Offering products which have benefits that make customers engage in a way they know their actions have impact for the current and future generations
- Assuring that organization practices are legitimate (Namkung, 2013).

- According to the journal of business ethics, finding any competitive advantages when adopting new strategies in a product development
- Focusing on comprehensiveness and satisfying customers and make a statement in terms of corporate environmental issues.

In summary to all these literature, 4 key points stand out as major factors which contribute to green marketing and they include

- Environmental concerns
- Green product purchase intentions on the part of the consumers
- Perceived promotion of the utility (green product) on the part of the marketer to the consumers.
- Availability of the product to be sold

All these factors have been used to model the frame work for the analysis of the questionnaire which would be introduced in the next chapter of the research methodology.

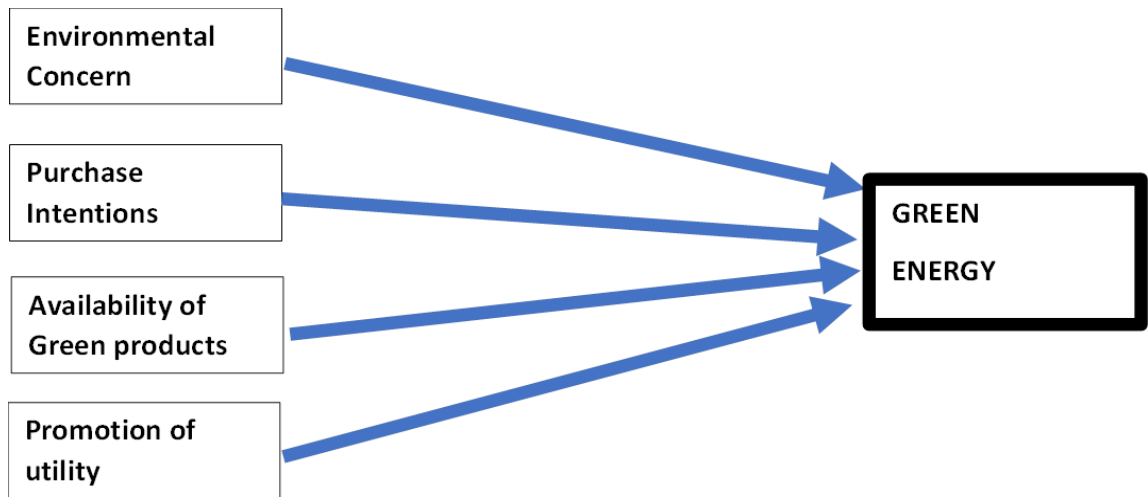


Figure 1. A model displaying the determinants of green energy. Adapted from " The Impact of Environment Concern and Attitude on Green Purchasing Behavior: Gender as The Moderator," By O. S. Itani, 2015, Journal of Marketing. Reprinted with permission.

A model displaying the green marketing factors which influence green energy actualization. Another aspect of consideration on this paper is green energy. Green energy is also known as renewable energy (Doni, 2013). Environmentally friendly power forms originates from regular sources, for example, daylight, wind, rain, tides, plants, green growth and geothermal warmth. These vitality assets are inexhaustible, which means they're normally recharged. Interestingly, petroleum derivatives are a limited asset that takes a huge number of years to create and will keep on diminishing with utilize. Sustainable power sources additionally have a significantly littler effect on nature than petroleum derivatives, which create toxins, for example, ozone depleting substances as a side-effect, adding to environmental change. Accessing non-renewable energy sources ordinarily requires either mining or boring profound into the earth, regularly in naturally touchy areas (Valentine, 2010). Environmentally friendly power vitality, be that as it may, uses energy sources that are promptly accessible everywhere throughout the world, incorporating into country

and remote regions that do not generally approach power. Advances in sustainable power source have brought down the cost of sunlight based boards (Verhoef, 2001), wind turbines and different wellsprings of environmentally friendly power vitality, setting the capacity to create power in the hands of the general population as opposed to those of oil, gas, coal and service organizations (Yang, 2009). Efficient power vitality can supplant petroleum derivatives in every single significant territory of utilization including power for house hold machineries and vehicles (Yunus, 2014).

2.10 Types of Green Energy

Research in sustainable, non-contaminating vitality sources is progressing at such a quick pace; it's difficult to monitor the numerous sorts of efficient power vitality that are currently being developed (Young, 2010). Here are 6 of the most well-known sorts of environmentally friendly power vitality.

Solar Power - The most pervasive sort of sustainable power source, sun oriented power is regularly created utilizing photovoltaic cells, which catch daylight and transform it into power. Sunlight based vitality is likewise used to warm structures and water, give characteristic lighting and cook sustenance. Sun oriented advancements have turned out to be sufficiently reasonable to control everything from little hand-held contraptions to whole neighborhoods.

Wind Power - Wind stream on the world's surface can be utilized to push turbines, with more grounded breezes delivering more vitality. High-elevation locales and territories simply seaward have a tendency to give the best conditions to catching the most grounded breezes. As per a recent report, a system of land-based, 2.5-megawatt

twist turbines in country regions working at only 20% of their evaluated limit could supply 40 times the current overall utilization of vitality.

Hydropower - Likewise called hydroelectric power, hydropower is created by the Earth's water cycle, including vanishing, precipitation, tides and the power of water going through a dam. Hydropower relies upon high precipitation levels to create huge measures of vitality.

Geothermal Energy - Just under the earth's crust are massive amounts of thermal energy, which originates from both the original formation of the planet and the radioactive decay of minerals. Geothermal energy as hot springs has been utilized by people for centuries for showering, and now it's being utilized to create power. In North America alone, there's sufficient vitality put away underground to deliver 10 fold the amount of power as coal as of now does.

Biomass - As of late living characteristic materials like wood waste, sawdust and burnable horticultural squanders can be changed over into vitality with far less ozone depleting substance discharges than oil based fuel sources. That is on account of these materials, known as biomass; contain put away vitality from the sun.

Biofuels - As opposed to consuming biomass to deliver vitality, now and again these sustainable natural materials are changed into fuel. Prominent illustrations incorporate ethanol and biodiesel. Biofuels gave 2.7% of the world's energizes for street transport in 2010, and can possibly meet over 25% of world interest for transportation fills by 2050. For a vitality source to be affirmed green, it ought to fulfill at any rate some of these criteria's which are recorded and clarified underneath.

Clean - Efficient green energy, which incorporates green power, is perfect vitality. This implies it is delivered with practically zero ecological effect and does not apportion ozone depleting substances into the air that add to an unnatural weather change, the way non-renewable energy sources do.

Varied - Environmentally friendly power vitality sources incorporate breeze, geo-warm, hydro, and sunlight based vitality. Wind and hydro sources create vitality through the development of air and water, while geo-warm and sun oriented sources produce vitality through warmth. All, in any case, give dependable vitality and ensure nature.

Stable - Efficient green energy varying structures mean more areas over the planet can possibly gather this sustainable power source. This implies more vitality can be gathered ideal here in the United States, making the nation less subject to vitality from outside nations.

Inexpensive - As the interest for efficient green energy keeps on developing, the value keeps on dropping on account of financial matters of scale. Consider this: between the years 2010 and 2012 the expenses related with delivering vitality from twist dropped by 20 percent, and costs have fallen by more than 80 percent since 1980.

Chapter 3

RESEARCH METHODOLOGY

The point of this examination was to look at the components (factors) which can impact a green market for efficient green energy utilization in Northern Cyprus. The factors included environmental concern, Purchase intentions, Availability of green items and promotion of green utility (Kuada, 2013). We managed a top to bottom investigation of the capability of green marketing in the North Cyprus and its impact on the customers. To build up a strong research for reaching conclusions pertaining to this study, certain means and techniques were considered by me. The accompanying is a given talk of the system attempted in this examination. The following is a given discourse of the system embraced in this examination (Cryer, 2007). This section is reflective on several subjects that describes and access the methods which were utilized chiefly for information (data) gathering and examination inside this research. Research plans, methods, strategies, data sources, tools for information gathering techniques, testing and members, treatment of information, and all other fundamental data concerning how parts were resolved, how information was gathered, and how information was investigated, are displayed inside this part (Haque, 2009). For this investigation, some quantitative examination is connected to look at the determinant of those components which impacts green promoting. (Keyton, 2011), claims that quantitative investigations are a method for estimating and speaking to information in figures. The strategies which were obtained to gauge the investigation are enlightening, and the utilization of recurrence

dissemination, by utilizing IBM SPSS v.22. In this examination, spellbinding investigation will be completed by survey. It ranges from one to six where 1 displays firmly deviate, two means dissent, three speaks to unbiased, 4 implies concur, five for emphatically concur and six not intrigued. Our suppositions which were utilized as a part of investigation process for the examination depend on our first theory (there are issues of natural worries in the brain of buyers with regards to buying an item, in this way green advertising would be significantly affected by environmental issues keeping in mind the end goal to acknowledge any item which would be named as a green ware.) Second speculation (there is have to know why and how customers may buy any green item). Third theory (since there was no critical contrast between low maintenance, full-time and jobless people in their occupation, what at that point could be the most ideal approach to advance the utility i.e. green items with respect to their utilization.). Fourth speculation (There was a statistical huge distinction between monthly income groups in their level of trust in utilizing green items.)

3.1 Research Design

Research questions of the study are constructed as follows. These questions are based on the conceptual model used within this study.

(RQ1): Is there a relationship between green energy and purchase intentions?

(RQ2): Is there a relationship between green energy and environmental concern?

(RQ3): Is there a relationship between green energy and availability of green product?

(RQ4): Is there a relationship between green energy and promotion of utility?

With reference to the idea of the examination, and in addition the targets and objectives looked for in this study, a survey was conducted since the investigation is concerned about customer view of the green market items. This kind of information

gathering strategy is more precise and we will have the capacity to think about and examine the information accumulated with the help of a computing device. Yin (2003) infers detailed analysis built researches on account that it will be helpful to researches which focus on looking at the occurrences of something in context. He likewise supposes that numerous investigations are useful devices in order to gain an exact outcome from researches and moreover, the reactions (responses from respondents) cannot be easily manipulated.

3.2 Research Methods

The research depends strictly on questionnaire technique which plans to examine a given populace's available existing inclination which depends on a given arrangement of inquiries (questions). The investigation points just to analyze purchaser's viewpoint on the determinants of green energy in North Cyprus. The survey strategy that is used is done through a questionnaire method like I earlier pointed out – the utilization of polls to gather data from the example (potential and non-potential shoppers). We utilized a questionnaire to accumulate information precisely with minimal measure of time and bother for the subjects to keep up the openness (flexibility from inclination) of the reactions. The study technique was seen as fitting for the destinations of this investigation as it looks to recognize information inside specific parameters, accordingly making a strong way to deal with the accumulation and get-together of required information. Before the analysis of the questionnaire, the following model with an illustrative representation below was drafted in order to help us understand the factors which affect green energy choices in North Cyprus and by so doing would give us an idea on how best to introduce green marketing into the Northern Cyprus environment to help boost the awareness and acceptance of green energy and its products.

3.3 Sample and Data Collection

Essential data of information are a reflection of the appropriate responses of members used for the information gathering process. Reactions assembled utilizing survey can help address the path for the investigation and the inquiries that were raised from the beginning of this research work. The questionnaire was carried out in Famagusta, North Cyprus and was administered to students in Eastern Mediterranean University, local (Indigenous) people and travelers. Random people were selected as part of the sample for the study because it is believed that different people from varying backgrounds and occupation tend to have different knowledge and opinions on factors that would motivate them in choosing a product or service for personal consumption or uses (Elliott, 2013). The questionnaire was designed based on using a Likert scale and 200 respondents got selected according to being suitable and being near in distance or time to the researcher. It is a basic tool to assemble information, and tool to contrast information which is open with various strategies of examination, a tool to accumulate unprejudiced data with one on one interviews or other study related techniques, and a tool used to draw in respondents' thoughtfulness regarding the investigation. The questionnaire was organized in such a way that the goal to extricate the coveted information can be dealt with conveniently. Participants were assured that through the process they are anonymous and convenience sampling technique was used as sampling approach (Altinay, 2016).

The total numbers of the questionnaire filled are two hundred. The survey contained twenty-five (25) questions, it has two (2) sections; the first section collected demographic information's and the second main section main information. The

questions uses 6 point Likert scale ranging from 1= strongly disagree to 5= strongly agree and to 6=not interested.

3.4 Research Instrument

The Demographic information includes gender, age, and job status, monthly income level (TL), education level, type of energy preference, nationality and occupation. In section 2 the 25 questions which are asked, help in figuring out if consumers are concerned about the environmental impacts of their choices when purchasing a commodity and if green energy can help in solving or mitigating such environmental impacts that may arise from their choice (Mont, 2008). If they are to purchase a commodity, how often do they consider if it is a sustainable product or not and how much do they think it's too much to be placed as a value on green commodities such as green energy in North Cyprus?

3.5 Data Analysis

To examine the determinants of peoples purchasing decisions, acceptance of green energy and their zeal in getting involved to promote green energy consumption, (Agarwal, 2003) book on programmed statistics was used as a guide in understanding IBM SPSS v22 software which was used to carry out the analysis statistically (Foster, 2001). By analyzing the frequencies of each question(s) that relates to the sub-content of the drafted model, we can find out how green marketing can influence the choice for green energy in North Cyprus. As an example, historically, by regulating energy provision, the charges with providing a commodity product to consumers (ratepayers) could be at a reasonable cost. While there is always variance in some product and services, there is typically a limitation to these services if the factors necessitating their demands are not properly addressed. For example, as retail electricity competition is introduced (from renewable energy or non-renewable forms

of energy), electric suppliers are increasingly seeking to add value by further differentiating their products and targeting unique services in order to capture the market and likewise gaining the hearts of consumers. Eventually, utilities will no longer be under monopolistic providers of electric services and this concept can be related to the green marketing concept for Green energy, According to Levitt, 1980 to be successful in a competitive marketplace, product differentiation and a customer orientation are essential. (Baker, 2003) highlight that green marketing takes advantage of customers' willingness to purchase, and sometimes pay a premium for, products that provide private benefits as well as public environmental and other, less tangible, benefits. Attitudinal surveys typically overestimate actual market response and, for a variety of reasons, should not be taken as a true indication of demand on either a collective or individual basis (Rose et al., 1997). Nonetheless, these studies consistently reports that a large number of people (40–60%) express a willingness to pay more for green products if it is introduced to Northern Cyprus and, (50-65)% of individuals consider the environment when choosing a product and believe in a sustainable form of energy for northern cyprus environment. For the achievement of green energy provision and acceptability, differentiation based on environmental attributes will become a key marketing tool (Golubevaite, 2008). Residential customers are expected to provide the largest green power market, though businesses have also expressed interest (Holt, 1997; Wiser and Pickle, 1998).

Chapter 4

ANALYSES AND DISCUSSION OF RESULTS

A total of 200 participants were surveyed with each of them answering 25 different questions, their perceptions on the issues regarding the acceptance, interests, awareness on green energy (sustainable energy) were answered and gathered from a questionnaire. The questionnaire used in the examination was separated into two sections; section one particularly focused on the demographics and little personal information while the second part specifically targeted the participant's environmental awareness in Famagusta such as green product awareness. To provide context for the marketing recommendations and observations, the analysis using IBM SPSS v22 Statistics software was listed and carefully explained. The results of these data collection procedures are presented below:

4.1 Demographic Profile of Respondents

First and foremost a quantitative analysis was used in this research work and as such a questionnaire was prepared and shared amongst 200 participants from the various ethnic backgrounds of students in the Eastern Mediterranean Campus and people outside the school Campus. From the 200 members studied within this examination, demographical information was evaluated keeping in mind the end goal to make a profile of the reviewed populace; demographical parameters are comprehensive of the accompanying characteristics: (1) Gender, (2) Age, (3) Job Status, (4) Monthly income level in Turkish Lira, (5) Educational Level, (6) Preferred Energy Type, (7) Place of origin and (8) Occupation. The vast majority of the respondents had a place

with the age section of 16 to 27 years of age, crediting to the greater part of the aggregate number of respondents, while the other 20% of the reviewed populace fell under the section of 28-37 years of age and 9% were under the ages 38-47 years of age and 1% were under the ages of 48 or more separately. As to sexual orientation, the example populace was uniformly appropriated with 67.5% intelligent of the male populace and 30.1% intelligent of the female populace. A frequency analysis was performed to clarify our sample demographic specification as disclosed on table 1. From the final sample (n = 200), male respondents outweighed female respondents by 67.5% (n = 135 male); nearly half were aged 16 to 27 years (n = 140), followed by those aged 28 to 37 years (n = 41) and the remaining groups (38-47 and 48 and above) n= 16 and 3 respectively. Most of the respondents were unemployed (n = 115, 57.5%) or part time (n = 47, 23.5%), and the remaining consisted of full-time job holders (n= 38). The respondents' monthly income in Turkish Lira (TL) levels ranked orderly from 1,000 with 54%, to 2,000 TL 25% and 4000TL and above been the least with 4%. Also, the educational level of our sample was proportionated as follow: 78% were undertaking a university degree program or had successfully completed a Bachelor degree, 38% were post-graduate students or held a post-graduate degree, and then 5% had a Secondary/High school level while the remaining 1% had at most a primary school level of education. The choice of the type of preferred energy usage amongst participants in the survey was also recorded as most of the participants preferred to use a renewable form of energy with a 51.5% of people who were for green energy as against 48.5% of participants who preferred to use nonrenewable energy. Most of the participants who took part in the survey were from Africa with a percentage of 39% followed by Iranians with a percentage of 22% and the least participants were from the Far East with 2% participation. The

Turkish Cypriot and Turkish participants had an 8% and 11.5% respectively. The middle easterners involved in the survey were ranked as the third highest participants with 17.5% participation. Most of the people who took part in the survey were students since the survey was conducted mainly within the campus of EMU with an 80.5% response, followed by civil servants who had 9% participation, entrepreneurs with a 6% participation, the number of respondents from the private sectors were 4% and random individuals were 0.5% (see Table 1: Demographic Profile).

Table 1. Demographic Profile

Variables		frequency	%
Gender	Male	135	67.5
	Female	65	32.5
Age	16-27	140	70.0
	28-37	41	20.5
	38-47	16	8.0
	48 and above	3	1.5
Job status	Full time	38	19.0
	Part time	47	23.5
	Unemployed	115	57.5
Income	1000	118	54.0
	1001-1999	50	25.0
	2000-2999	23	11.5
	3000-3999	14	7.0
	4000 and above	4	2.0
Education level	Primary school	1	0.5
	Secondary school	5	2.5
	University (BSc)	156	78.0
	Postgraduate (MSc and PhD)	38	19.0
Ethnicity	Turkish Cypriot	16	8.0
	Turkish	23	11.5
	Iranian	44	22
	African	78	39.5
	Middle Eastern	35	17.5
	Far Eastern	4	2.0
Occupation	Students	161	80.5
	Civil Servants	18	9.0
	Entrepreneur	12	6.0
	Private Sectors	9	4.0
	Random Individuals	1	0.5
Energy	Renewable	103	51.5%
	Non renewable	97	48.5%

4.2 Descriptive Statistics

Descriptive statistics in research help summarize information into meaningful data and serves as a useful tool for policy implication and decision making (Sekaran, 2006). Result. 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 (Chan S. P., 1994).

The descriptive statistics table above displays the mean score, the minimum, maximum and standard deviation of each question in the questionnaire. Giving the chart below, the most important question compared to other question is “There is no updated technology for green energy in my environment.” (3.78). While the least score is apportioned to the question “Development of a product that meets the format, size, shape and scope’ with a 3.34 mean score among 200 respondents.

Table 2. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Do you believe in a sustainable form of energy	200	1,00	6,00	36,500	154,903
Do you consider the purchase of greener products	200	1,00	6,00	33,450	143,747
If green energy cost more, are you willing to pay for it	200	1,00	6,00	33,600	137,837
Do you think that greener products and services cost more	200	1,00	6,00	34,400	143,411
Do you think North Cyprus utilizes enough green energy	200	1,00	6,00	37,750	140,150
Do you concern about general environmental problem	200	1,00	6,00	36,500	154,903
Do you concern about global warming problem	200	1,00	6,00	33,450	143,747
Do you concern air/water/soil pollution problem	200	1,00	6,00	33,600	137,837
Do you concern the effect of harmful substances on health	200	1,00	6,00	34,400	143,411
Do you think regular marketing techniques harm the environment?	200	1,00	6,00	33,600	137,837
Low price	200	1,00	6,00	34,400	143,411
Social responsibility	200	1,00	6,00	33,600	137,837
Brand	200	1,00	6,00	34,400	143,411
Service	200	1,00	6,00	33,600	137,837
Warranty	200	1,00	6,00	34,100	147,062
There is no accurate information for green energy in my environment.	200	1,00	6,00	34,400	143,411
There is no updated technology for green energy in my environment.	200	1,00	6,00	37,750	140,150
Development of a product that meets the format, size, shape and scope	200	1,00	6,00	33,400	149,518
Buildings are not convenient for green energy	200	1,00	6,00	33,600	137,837
The government have no such policy	200	1,00	6,00	34,100	147,062

4.3 Reliability Analysis

A reliability test was estimated on all items in the questionnaire whether the questions are reliable or not. The reliability analysis table below indicates that the twenty-five (25) items used for the survey have a high level of reliability of 0.949 which is greater than 0.6. The result of the reliability analysis is in accordance to Nunnally (1978) theory which states that the Cronbach Alpha should be more than 0.6 to be reliable.

Table 3. Reliability Analysis

Cronbach's Alpha	N of Items
,949	25

4.4 Individual Reliability Analysis

This analysis helps with decreasing data to a controllable level and detects a paradigm in data (Field, 2005). The Table exhibits the communalities of each question used in the questionnaire which can be seen in the following chart. Extraction of questions was used based on Kaiser- Meyer Olikim (KMO) and Bartlett 1954 sampling adequacy test measurement. 0.50 And below= reject, 0.50= low, 0.60= average, 0.70= medium, 0.80= very good, 0.90= excellent. Based on this assessment, questions with communalities of approximately 0.50 upward were accepted. Hence all items were used for all analysis for the purpose of this study because literature approves and suggest those factors less than 0.5 should be dropped.

4.5 Correlation Matrix

This is a step that it can be observed the relationship between the variables in advance before regression analysis. The table shows that there is no problem between variables in terms of correlation.

Table 4. Correlation Matrix (Correlation is significant at the 0.01 level (2-tailed))

Dependence	Variable	GENER	ENV	PURIN	AVTY	PRO
Dependent	GENER	1				
Independent	ENV	0.947	1			
	PURIN	0.793	0.855	1		
	AVTY	0.847	0.810	0.953	1	
	PRO	0.838	0.706	0.784	0.917	1

4.6 Regression Analysis

Regression Analysis was conducted to find out whether independent variables (Environmental Concern, Purchase Intentions, Availability of Green products and Promotion of utility) influences the dependent variable (Green Energy) as shown in Table 5. The regression model for the study is:

$$GE = \alpha + \beta_1 EC + \beta_2 PI + \beta_3 AGP + \beta_4 PU + \varepsilon$$

Where :GE= Green Energy, EC= Environmental Concern, PI= Purchase Intentions, AGP= Availability of Green products and PU= Promotion of utility, α = constant term, β_1 , β_2 , β_3 , and β_4 are Predictors coefficients and ε is error term (Chatterjee, 2015).

Table 5. Regression Model Summary

Dependent Variable	Green Energy						
Independent variable		Beta	T- stat	P- value	F-stat	Sig.	R- square
	Environmental Concern	0.579	4.598	0.001	196.59	0.000	0.866
	Purchase Intentions	0.441	2.736	0.007			
	Availability of Green products	0.194	0.753	0.452			
	Promotion of utility	0.595	4.89	0.000			

Except Availability of Green products, Environmental Concern, Purchase Intentions, and Promotion of utility were found statistically significant In other words. The last three variables have positive impact on Green Energy. However, Availability of Green products has no significant positive impact on Green Energy. R^2 gave a ratio of .866 which means that the variation in green energy explains about approximately 87% of the changes in the effect of availability of green products, environmental concern, purchase intentions, and promotion of utility. The result also shows that 13.4 % of the changes in green energy can be explained by other factors not included in the regression equation. In addition, The F-statistics results shows that (F = 196.590, $p < .001$) the model was found to be overall statistically significant for at 1% level.

Chapter 5

CONCLUSION

The main objective of this study is to find out a positive relationship between green energy and its determinants such as environmental concern, purchase intentions, promotion of utility. Therefore, this study gives a chance for the potential readers to understand the importance of using green energy. To my best of knowledge, this study is the first study to examine the determinants and green energy in North Cyprus so that policy makers can use this opportunity to suggest their own policies on this issue.

The study's findings are supported by (Hartmann, 2012). The results from the studies outlined that advertising campaigns directed at increasing consumer demand for green energy should emphasize not only environmental concern and utilitarian benefits, but also psychological brand benefits. These were later used as a strong valid point to strengthen the factors which could influence the utilization of green energy in North Cyprus through assessing consumer perspectives which include people from various demography, age group, and occupation is what has been fully analyzed in this study. The study particularly aims at investigating the relationship between green energy and availability of green products, environmental concern, purchase intentions, and promotion of utility by employing ordinary least square (OLS) method. The empirical results revealed that there is a positive relationship between green energy and, environmental concern, purchase intentions, and

promotion of utility. Results also show that availability of green products has no impact on green energy. Most of the respondents were interested in utilizing green energy as they were 51.5% against 48.5% of people who were less interested in making use of green energy. Most of the male students are interested and knowledgeable in green energy than the female student. Also the majority of younger generation is more knowledgeable in green energy and most of the respondents in the questionnaire are of African origin because they are used to it from home. The policy makers may take some important points into account based on the concepts under inspection. Information and technology for green energy should be considered. Pollution and harmful substances should be reduced whereas low price and social responsibly are initiated. Development of a product that meets the format, size, shape and scope should be introduced to the customers.

Based on the results some conclusions can be drawn. Respondents fully agreed on the determinants of green energy could be environmental concern, purchase intentions, and promotion of utility. This means that they are contributing factors that could encourage green marketing strategy for green energy in North Cyprus. Availability of green products has no impact on green energy whereas most of the respondents seemed to agree less with the factor which could be one of the crucial determinants of green energy.

From the results gathered within this study, it is evident that a level of awareness on the environment with regards to the green energy and availability of green products does exist among the residents in North Cyprus. However, this awareness has not been fully developed and converted into practical applications which could truly verify a successful green marketing energy strategy. Therefore hotels, educational

institutions, restaurants and grocery shops can include products with labels that show the raw materials used in processing a product or processing stages finished goods passed through during production to enlighten more consumers on the usefulness of green energy and green products. Results specifically revealed that participants knew about green products, however, most of them have not recorded any purchases of such products due to their lack of interest on them and monthly income. Additionally, respondents who were in the group of students also agreed that the country should take into consideration the environment for any good marketing strategy for green products, be that as it may, a noteworthy level of this populace were dumbfounded with reference to what items were themed 'Green' which were available in North Cyprus. Be that as it may, when getting some information about their eagerness to buy such items, they decidedly reacted but availability of green products was still not enough contributing factor in promoting green marketing for green energy.

From these assessments, it is necessary that more sensitization and orientation should be spoken about the benefits of having a green energy source or products in North Cyprus firstly through environmental discussions, lectures and orientations for the general public as this would significantly promote any green market potential in North Cyprus. Also the products should be readily available in more quantity than already existing non-green products such as non-green energy because it is clear that citizens in North Cyprus comprehended the significance of green marketing, despite not having an all-encompassing comprehension of the idea. Basically, most of the respondents are willing to be part of a green movement, as their own little effort in adding to the improvement of the environment. In this manner, the exploration correspondingly suggests that a comprehension on the mindfulness of the

environment by the occupants of North Cyprus and the availability of Green items be utilized to the benefit of green marketing financial specialists and speculations, for the sole motivation behind benefit, as well as and also for the environment. From the conclusions, and proposals displayed, infers that a green marketing potential exists in North Cyprus with premise on purchaser points of view.

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APPENDIX

Dear Participant,

You are asked to partake in the study measuring customer's factors for choosing the green energy, precisely green energy is considered an extremely important aspect in protecting the planet as livable for the future generations. Your honest opinions are required, all the information that you provide will be confidential and in no way will you be identified when the results of the study are reported.

Thank you for your participation.

Prof. Dr. Sami Fethi and Elham Karavar korooyeh

Name:.....
Female

Gender: Male

➤ **Age:**

16- 27 () 28-37 () 38-47 () 48 and above ()

➤ **Job Status:**

Full time () Part time () Unemployed ()

➤ **Monthly Income Level (TL):**

1000() 2000 () 2001-2999 () 3000-3999 () 4000 and above ()

➤ **Education Level:**

Primary school () Secondary School () University-Bsc () Post graduate-
Msc/PhD ()

➤ **Which type of energy are you using at your home?**

(Just give the name (renewable energy/non-renewable energy)

Renewable energy: (green energy: solar, wind, water (hydro), biomass, tidal and geothermal)

Non-renewable energy: (fossil fuels: coal, petroleum, nuclear energy and natural gas)

➤ **Place of origin**

- a. Turkish Cypriot b. Turkish c. Iranian d. African
- e. Middle Eastern f. Far Eastern g. European h. American I. Latin American

➤ **Occupation**

- a. Student b. Civil servant c. Entrepreneur d. Private sector e. Freelancer

➤ For each of the statements below, please indicate the extent of your agreement or disagreement by placing a tick in the appropriate box. The response scale is as follows:

- 1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree**
- 5. Strongly Agree 6. Not interested**

Table 6. Questionnaire

(Sources: Rudd Mayer, Eric Blank, Randy Udall and John Nielsen (1997), Junyi Shena and Tatsuyoshi Saijob (2007). (Itani, 2015), (Diglel, 2014), (Dande, 2012), (Jamal, 2016), (Delafrooz, 2014), (Larsson, 2011), (Batool, 2016), (Kumar, 2015).

ID	Measuring customer's factors for choosing the green energy	LIKERT'S SCALE					
Green Energy							
1.	Do you believe in a sustainable form of energy	1	2	3	4	5	6
2.	Do you consider the purchase of greener products	1	2	3	4	5	6
3.	If green energy cost more, are you willing to pay for it	1	2	3	4	5	6
4.	Do you think that greener products and services cost more	1	2	3	4	5	6
5.	Do you think North Cyprus utilizes enough green energy	1	2	3	4	5	6
Environmental Concern							
6.	Do you concern about general environmental problem	1	2	3	4	5	6
7.	Do you concern about global warming problem	1	2	3	4	5	6
8.	Do you concern air/water/soil pollution problem	1	2	3	4	5	6
9.	Do you concern the effect of harmful substances on health	1	2	3	4	5	6
10.	Do you think regular marketing techniques harm the environment?	1	2	3	4	5	6
Purchase Intentions							
11.	Low price	1	2	3	4	5	6
12.	Social responsibility	1	2	3	4	5	6
13.	Brand	1	2	3	4	5	6
14.	Service	1	2	3	4	5	6
15.	Warranty	1	2	3	4	5	6
Availability of Green products							
16.	There is no accurate information for green energy in my environment.	1	2	3	4	5	6
17.	There is no updated technology for green energy in my environment.	1	2	3	4	5	6
18.	There is no infrastructure for green energy in my environment.						
19.	Buildings are not convenient for green energy						
20.	The government have no such policy						
Promotion of utility							
21.	Development of a product that meets the format, size, shape and scope						
22.	Efficiency with which a customer gets to experience a product						
23.	People need convenient access to products						
24.	Taking ownership of a purchased item						
25.	Communication that companies engage in with customers to trigger buying activity						