

**DOES THE CONSUMER WANT TO BE GREENED?
THE PLACE OF GREEN PACKAGING APPLICATIONS
WITH GREEN SUPPLY CHAIN FUNCTION IN
CONSUMER PERCEPTION**

Adem TÜZEMEN¹

Özgür KURU²

Received: 06.12.2018, Accepted: 24.12.2018

Abstract

The aim of this research is to measure the effects of the packages that are presented as a result of the green packaging applications in food products and to the consumers, taking into consideration the environmental, health, quality, reusability and recycling benefits of consumers. For this purpose, a face to face questionnaire was applied to 371 consumers in Giresun province and the data obtained by using SPSS software, frequency analysis, descriptive factor analysis, independent two-sample t-test and one-way analysis of variance were applied. Research results show that consumers at the lowest level of education and income group are more concerned with what the product is more about than packaging and they are more price-oriented than packaging. It has been determined that consumers with higher education and income levels have more meaning to packaging and have more environmental sensitivities. In the research, two groups of groups emerged at the point of packaging. Those who define their jobs as unemployed, housewives, retired and without a regular job, and those who define their profession as workers, civil servants, private sector employees, and teachers. It was determined that the first group treated the environment and packaging properties by acting as price-benefit oriented, while the second group decided on the opposite direction and shaped the purchasing behaviors.

Keywords: Green Supply Chain, Green Packaging, Green Consumer, Consumer Behavior

Jel Codes: M10, M11, M30, M31

¹ Assist. Prof., Faculty of Economics and Administrative Sciences, Gaziosmanpaşa University, Turkey, e-mail: adem.tuzemen@gop.edu.tr

² Ph.D. Candidate, Graduate School of Social Sciences, Gaziosmanpaşa University, Turkey, e-mail: ozgurce107@gmail.com

1. Introduction

The prerequisite for producing a product is to supply the components that make it up. That is why supply is an activity used since the first production. Issues such as how the product is produced, where the raw material was supplied from, or customer satisfaction have never been considered very important. However, to produce without supply has always been impossible. The increase of the human population and industrialization has forced people and businesses to produce more, always sell more, and in essence to consume more. On the other hand, increased consumption of resources stimulate hedonic consumption and peril the environment, the balance of eco-system and the life capacity of the next generation (Özgül, 2017). Rashly producing and consuming has caused the rashly using of natural resources, the pollution of the sky, the earth and the water more and more and the emergence of the concept of environmental management in the 1960s. Freely using nature and resources to create economic value has led to the deterioration of the ecological balance day by day. As governments bring about not only in their own countries but also on the intercountry platforms. They have taken some measures by law and regulations. Until the 1990s, although studies on environmental awareness and sensitivity were made with these laws and regulations, enterprises have begun to question the effects of their activities on the environment in a more realistic way since the 90s, and they have now realized that it is necessary to develop environmentalist approaches and not to comply with the laws and regulations of the state. Its reason is that environmental consciousness is a phenomenon that has been started to be questioned and followed in the 90s. in order not to be subject to legal sanctions, enterprises had to be greened as a natural result of many reasons such as complying with environmental regulations, addressing environmental sensitive customers, contributing to brand image and minimizing costs by paying attention to waste management and recycling activities (Ergülen and Büyükkelik, 2008: 72-73). In furtherance, Bulut et al. (2017) stated that the concept of consumption has become more important after the World War II and has affected both individuals and enterprises within the context of socio-economic desires. Additionally, the changes in economic and social policies, production systems and technologies also have an impact on the sustainability of consumption in conjunction with the needs of consumers.

This study was carried out on the supply chain which is one of the greening areas of the enterprises. In The study, firstly literature review is done and the green supply chain and green packaging which is one of the main components are explained. Then, in order to explain the place of

green packaging applications in food products in consumer perception and purchasing behavior, an application was carried out in Giresun province by means of face-to-face survey and convenience sampling. Results and suggestions were given by interpreting the results.

2. Green Supply Chain Management

Supply chain management is to manage all products and services that the enterprise will supply in the whole process from purchasing raw material to final consumer access, by the optimum supplier, manufacturer, wholesaler, dealer, and customer coordination. The main purpose of supply chain management is to minimize costs by maximizing company and customer satisfaction. Continuously trying to improve the optimization of this chain is also the most important dynamic of supply chain management (Gürler et. al., 2011; Paksoy, 2005: 436).

Adding a green component to the concept of supply chain management means integrating environmental awareness and sensitivity into supply chain applications and the natural consequence of this is that the concept of supply chain management is intertwined with the concept of environmental management (Srivastava, 2007: 54). Environmental management in terms of enterprises; It is a process that handles the ultimate goals of the enterprise together with the protection of the natural environment. In the short term, although environmental management applications are thought to leave businesses in a difficult situation by bringing an extra cost, In the long term, it is thought that it will turn into a costly cost for both social responsibility and company image and competitive advantage. It should not be forgotten that there are also forces that turn the necessity of environmental management practices into a necessity, in other words, to push enterprises from reactive environmental management to a proactive environmental management approach. These are customers, environmental groups, employees, laws and media groups (Türk and Bekiş, 2011: 70). It is an undeniable fact that these forces have an impact on every unit or activity of the enterprise. Because all these groups are interest groups where businesses are directly or indirectly affected.

At all stages of the supply chain processes, Green supply chain management can be defined as purifying all the negative effects of business activities on the environment. The main idea of supply chain management is to implement the total system approach to manage the flow of information, materials, and services to end customers through raw materials suppliers, factories and warehouses. The result should be lower total system costs (lower inventory, higher quality) and higher service

levels. However, the benefits of these changes need to be shared among the players in the supply chain (Hill, 2003: 46). From this point; We can explain that the purpose of green supply chain management is to give the least damage to nature and not even if possible in the process from the production of the products, from the raw material to the production, production, distribution, use and subsequent use or disposal.

Green supply chain management processes are Green Purchasing, green production, green distribution, green packaging and reverse logistics (Büyükoçkan and Vardaloğlu, 2008: 66-73). However, this study will focus on the consumer perceptions of green packaging and thus a consumer-oriented path will be followed.

3. Green Packaging

It is an activity that involves monitoring the processes that are sensitive to the environment in the whole process from the production of the products until they are packaged and reached to the final consumer and then subjected to recycling processes. Applications such as the use of environmentally friendly packaging materials, the use of reusable packaging tools and avoiding unnecessary packaging can be shown as the sample (Yücel and Ekmekçiler, 2008: 330). Green packaging applications should be examined in terms of both producer and consumer. Because there are an extra cost and benefit for both sides. Since the purpose of this study is to determine the nature of green packaging on consumer perception, a consumer-oriented path will be followed.

It is clear that each green packaging application will lead to different attitudes and behaviors in different consumer groups. For example, there may be consumers who prefer reusable packagings or who are concerned about re-use of the packaging, as well as consumers who pay attention not to damage the nature. The problem is to determine the extent to which the greening practices on packaging activities are evaluated by the consumer or to determine the green packaging activities in the consumer perception. These factors are generally thought to be in the form of not harming the health of the packaging, reusable packaging, not harm to nature, recyclable, not to be the difference between the size of the product and the size of the product, that is, avoiding unnecessary or exaggerated packaging.

4. Literature Review

There are many studies on green supply chain management in domestic and foreign literature. However, domestic and foreign studies in the literature have been mostly focused on applying, explaining and

developing green supply chain management approach. Although there are academic studies focusing on consumer attitudes and behaviors for product packaging, no academic study has been found dealing with consumer attitudes and behaviors focused on green packaging or packaging. Therefore, in the literature review, the findings of some academic studies on green supply chain management, green packaging practices and attitudes and behaviors towards packaging were included.

Büyüközkan and Vardaloğlu (2008) explained the concept of the green supply chain in their studies and gathered the factors that should be considered in order to ensure a successful green supply chain under 3 headings as environmental, economic and operational factors.

Ergülen and Büyükkeklik (2008) evaluated the environmental management practices from a chronological perspective and explained why enterprises should think green. In this context, they aimed to create an infrastructure for green supply chain management.

Mitra and Data (2014) present one of the oldest scales in green supply chain applications in Indian manufacturing firms. The items related to the scale were developed based on the existing literature and the feedback from the companies. With the survey study conducted, it has been determined that the adoption of green supply chain practices in Indian companies is still in its infancy, environmental awareness is very low among consumers and regulatory framework is also deficit to increase environmental sustainability. With their results, they demonstrated that supplier cooperation for environmental sustainability has a positive impact on environmentally sustainable product design and logistics and it is positively related to the company's competitiveness and economic performance.

Dilşad and Demirdöğen (2016) investigated the relationship between green supply chain practices and business performance. They conducted a questionnaire through face-to-face interviews with the managers of 102 companies and tested the developed hypotheses with the structural equation model. As a result, they have determined that green supply chain practices affect operational performance.

Shafique et al. (2017) aimed to examine the organizational processes by focusing on green supply chain management practices with green innovations in their work. They did their work in the electronics industry in Pakistan. The sample size of the studies was 500 by cluster sampling technique, the data were collected by a questionnaire method based on the questions adopted and tested with some statistical tests. With this study, they emphasized that organizations need to implement green supply chain

management approach to take institutional measures, return to green work and improve their economic and environmental performance.

Lewis et al. (2013) examined the emotional and rational evaluations of green packaging by consumers. Hypotheses were tested with Norwegian 312 consumers who evaluated a beverage can containing organic material. As a result of the study, it was revealed that the intention to buy was significantly affected by general environmental concerns rather than rational benefits. In this study, they found that emotions, rather than rational evaluations, were key factors in changing the buying behavior and provided important contributions to the role of stimulated negative emotions through environmentally friendly packaging.

Alagöz and Ekici (2009) discussed the effect of packaging on product marketing and marketing activities in their study. In order to explain the attitudes and behaviors related to the packaging, they made an application in Karaman province and tried to determine the consumer's packaging characteristics preferences according to demographic characteristics by means of statistical analyze.

Ogba and Johnson (2010) conducted a study on the impact of packaging on children's product preferences and on the influence of parents on the purchasing decision in the store. In this study, they benefited from parents rather than children perspective. A quantitative approach is adopted in data collection. A questionnaire with a Likert scale of 28 questions and a response rate of more than 95% was applied to 150 parents. The study revealed that packaging was effective in children's product preferences. In this study, it was found out that there is a relationship between packaging and children's product preferences and the effects of the child on the purchasing decision of parents.

Deliya and Parmar (2012) conducted research on dependent and independent variables on the role of packaging in consumer's buying behavior in the Patan region of India. They stated that packaging and packaging properties are one of the most important factors in purchasing behavior. The color of the package is determined as arbiters of the design of the pictures or patterns on it, material style and design arbiters.

Akpınar et al. (2015) investigated the sensitivity of households to packaging factor in fruit juice products in the sampling of urban areas in Antalya province. In this context, they focused on attitudes and buying behavior towards packaging variables in fruit juices. In this study, primary data obtained from the questionnaires applied to 389 households were used. As a result of the research, it was determined that the glass bottles from the packaging materials used in fruit juices were determined to be preferred as the most healthy fruit juice packaging by 93.7% of the

participants. Within the scope of this study, participants were also asked about their preferences for a different amount of production. According to this, 72% of the participants stated that they demanded fruit juice production in the 3 lt glass bottle, and the percentage of those who found the color red as attractive in fruit juice product packages was determined as 42%.

5. Methodology

The aim of this research is to measure the effects of the packages that are presented as a result of the green packaging applications in food and to customers, by considering the environmental, health, quality, reusability and recycling benefits of consumers. In this way, do green packaging applications create a competitive advantage? What are the effects of green packaging applications on the consumer?, Do the green packaging applications create an advantage in the newly launched products?, answers to these questions will be sought.

This research is a practical study. A quantitative study has not been found in the literature. Therefore, it has been tried to develop a scale in the research. In order to develop the scale, a qualitative study was conducted with 35 people from different income groups. The data obtained in the qualitative study were analyzed and scale expressions were obtained.

The data collection tool consists of two parts. In the first part, there are 15 expressions quintet Likert type compiled from qualitative research findings. The second section includes demographic questions. The main mass of the study is the consumers over the age of 18 living in Giresun. The population of Giresun province is 444,467 according to the data of 31.12.2016 (TUIK, Date of Access: 02.01.2018). Face to face survey application was conducted to 400 people that were determined with the help of convenience sampling of non-random sampling methods in subject populations. The 29 invalid survey data were excluded from the study data and frequency analysis, descriptive factor analysis, independent two-sample t-test and one-way analysis of variance were performed to determine descriptive statistics via SPSS package program with the validated 371 survey data. Because of the time and cost constraint, to be used convenience sampling is the biggest limitation of the study due to the fact that the results cannot be generalized to the universe.

6. Findings

The findings of the study are summarized in this section. First of all, we have displayed demographical characteristics of participants. These are listed in Table 1 below.

Table 1. Demographic characteristics of the participants

V		f	%	V		f	%
Gender	Female	163	43,9	Marital status	Married	203	54,7
	Male	208	56,1		Single	168	45,3
	Total	371	100,0		Total	371	100
Age	18-25	111	29,9	Monthly Food Products Spending	0-250	108	29,1
	26-35	130	35,0		251-500	143	38,5
	36-45	83	22,4		501-750	69	18,6
	46-55	32	8,6		751-1000	31	8,4
	56-65	12	3,2		1001-1250	14	3,8
	66 and above	3	0,8		1251 and above	6	1,6
	Total	371	100,0		Total	371	100
	Job	Unemployed	25		6,7	Education status	Primary school
Housewife		39	10,5	Middle School	29		7,8
Worker		50	13,5	High school	83		22,4
Officer		83	22,4	Undergraduate	198		53,4
Without a Regular Job		18	4,9	Graduate	20		5,4
Student		32	8,6	PhD	7		1,9
Retired		7	1,9	Total	371		100
Private sector worker		46	12,4	Monthly Income	0-1500 TL		73
Academician		16	4,3		1501-3000 TL	129	34,8
Artisan		18	4,9		3001-5000 TL	103	27,8
Teacher		33	8,9		5001-8000 TL	45	12,1
Manufacturers / Merchants		2	0,5		8001 TL and above	21	5,7
Other		2	0,5		Total	371	100
Total		371	100				

When the demographic characteristics of the participants were examined, It is seen that the age range of men in terms of gender, age range of 26-35, marital status in terms of marital status, civil servants in terms of household income, 1501-3000 TL range in terms of household income, the range of 251-500 TL in terms of monthly food products expenditure and university graduates in terms of educational status are in weight. In order to test the structural validity of the scale, exploratory factor analysis was used. The results of the factor analysis are summarized in the table below.

Table 2. Factor Analysis Results

Substances	1	2	3	4
Environmental Sensitivity				
Receiving packaging that does not harm the nature	0,800			
Preferring recyclable packaging	0,777			
Thinking about the idea that packages will be left to nature	0,659			
Receive products that I can reuse packaging	0,664			
Packaging Sensitivity				
The health and environmental characteristics of the packaging are an indicator of quality		0,720		
If the packaging is healthy or natural, the product inside is healthy or natural		0,710		
Getting packaging that doesn't harm the nature		0,628		
Preferring packaging that does not cover the unused portion		0,558		
Insensitivity to Packaging				
I don't care if there's a reusable package			0,749	
I do not look at the properties of the packaging, I get the same brand products			0,729	
I don't care if the packages harm the nature			0,524	
The packaging does not matter			0,520	
Purchasing Power of Packaging				
I can buy the product of a brand I don't know just because I can use it again.				0,783
If the packaging is natural, environmental or healthy, I can buy the product of a brand I don't know.				0,705
If the packaging is healthy, it is enough to buy the product.				0,550
Eigenvalues	3,198	1,932	1,550	1,220
Explaining variance (%)	21,322	12,877	10,331	8,133
Cronbach α	73,6	65,1	57,1	53,5

KMO value obtained from factor analysis is 73.1%, Bartlett's test result is significant ($p \leq 0,0001$). As a result of the analysis, six expressions were excluded from the scale as a reason for alone for factor formation, overlap, and reliability, and the remaining 15 expressions were collected under four factors. Considering the statements gathered under

these factors, environmental sensitivity, sensitivity to packaging, insensitivity to packaging and the capacity of purchasing the packaging were considered appropriate. In the following table, the arithmetic averages of the factors calculated over the answers of the participants are given.

Table 3. Arithmetic Averages of Factors

Factors	Arithmetic Average
Environmental Sensitivity	3,4110
Sensitivity to Packaging	3,3234
Insensitivity to Packaging	2,3854
Insensitivity to Packaging	2,4393

When the results of factor averages and factor analyze is taken into consideration, it is understood that the consumers pay attention to the fact that the packaging of the products should not harm the nature or health when purchasing food products. They characterize the brands of packaged products that do not harm nature as high quality and prefer products that can be reused or recycled. However, it is clear that being middle-income participants of the significant majority of the research population causes this positive outlook for green packaging has been broken in the last two factors. Consumers' price benefits obtained from the products in terms of their income have prevented the environmental or healthy nature of the packaging and it is found that people prefer green packaged products, as prices of products are bearable. This is the reason why they did not participate in the last two factors.

The independent two-sample was examined by t-test, whether consumers' perceptions of green packaging in food products differ in terms of gender and marital status or not. Analyzing the results of gender analysis, it was found that women were more insensitive to packaging than men ($p = 0.005$; $t = -2.781$) and men believed more in purchasing power ($p = 0.006$; $t = 2,855$). This situation explains that women think more flavor-oriented than men, they do not want to give up some brands; on the other hand, men are more visual and result-oriented in shopping. In terms of marital status, no significant difference was found.

It was tested with one-way analysis of variance whether or not the consumer's perception of green packaging differed by age ranges. Significant differences were determined only in the environmental sensitivity factor. The results of the LSD test showing the direction of the difference are summarized in the table below.

Table 4. LSD* Test for the Difference Between the Age Ranges

Variable	I	J	Average Difference	Standard Error	Significance
Environmental Sensitivity	18-25	26-35*	-,26197	,11193	,020
		36-45*	-,29133	,12568	,021
		46-55*	-,41209	,17378	,018
	26-35	18-25*	,26197	,11193	,020
		66 and above*	1,23269	,50577	,015
	36-45	18-25*	,29133	,12568	,021
		66 and above*	1,26205	,50899	,014
	46-55	18-25*	,41209	,17378	,018
		66 and above*	1,38281	,52295	,009
	56-65	66 and above*	1,14583	,55905	,041
	66 and above	26-35*	-1,23269	,50577	,015
		36-45*	-1,26205	,50899	,014
		46-55*	-1,38281	,52295	,009
		56-65*	-1,14583	,55905	,041

* Since Sheffe and Tukey test did not show the direction of difference, LSD test was applied.

According to the results of the LSD test, it is possible to say that the youngest age range of 18-25 and the age range above 66 are less sensitive to the environment than the other age groups. This could be an indication that young people have not yet reached their environmental consciousness and have not yet begun to think about the world they will live in in the future. On the other hand, the reason of the insensitivity of the group over 66 years to the environment can be related to the fact that environmental sensitivity is a phenomenon that has started to develop in our country in recent years.

It was tested with one-way analysis of variance whether the perception of green packaging differed in terms of the educational status of consumers. Significant differences were determined only in the purchasing

power factor of the packaging. The results of the LSD test showing the direction of the difference are summarized in the table below.

Table 5. LSD Test for the Difference Between Educational Status*

Variable	I	J	Average Difference	Standard Error	Significance
Purchasing Power of Packaging	Primary School	High School*	,42818	,15678	,007
		Undergraduate*	,45935	,14294	,001
	High School	Primary School*	-,42818	,15678	,007
	Undergraduate	Primary School*	-,45935	,14294	,001

*** Since Sheffe and Tukey test did not show the direction of difference, LSD test was applied.**

According to the above results, it can be said that the consumers at the lowest level of education are more interested in what the product works than the packaging. Because of the low level of education, it is possible to say that they represent unemployed or low wage workers in the society so that, they prefer to decide on the axis of price-benefit instead of loading meanings into the package or making decisions on the axis of environmental sensitivity. In other words, it is more meaningful to talk about the power of purchase for them. Considering that the increase in the level of education is an indicator of the increase in the level of consciousness and income, the increasing purchasing power of the packaging is a natural result.

It was tested with one-way analysis of variance whether the consumers' perceptions of green packaging differed by their jobs. Significant differences were found only in environmental sensitivity and insensitivity to packaging. The results of the LSD test showing the direction of the difference are summarized in Table 6 and Table 7.

Table 6. LSD Test Related Difference among Jobs (Environmental Sensitivity)

Variable	I	J	Average Difference	Standard Error	Significance
Environmental Sensitivity	Unemployed	Academician*	-,69813	,27615	,012
		Artisan*	-,93944	,26663	,000
	Worker	Artisan*	-,66944	,23709	,005
	Officer	Artisan*	-,68390	,22427	,002
	Without a Regular Job	Academician*	-,61979	,29637	,037
		Artisan*	-,86111	,28752	,003
	Retired	Artisan*	-,85516	,38421	,027
	Student	Academician*	-,74219	,26410	,005
		Artisan*	-,98351	,25413	,000
	Private sector worker	Artisan*	-,52053	,23981	,031
Academician	Unemployed*	,69813	,27615	,012	

According to the above table, it is an expected result that the academicians have high environmental awareness as the instructors of the highest level of education. The reason for the high level of environmental awareness of the artisans is that they continue their business life as an active part of the environment, that is, they may be constantly intertwined with the environment.

As it is understood from the Table 7, it is observed that the participants, who define their job knowledge as unemployed, housewife, retired and without a regular job, form a group in the package insensitivity factor. Because they represent groups of people with low levels of income compared to other professions, it is possible to think that they are insensitive to packaging because they will try to solve their needs with optimum profit-benefit. The participants who defined their professions as workers, civil servants, private sector employees and teachers formed the other group of the same factor. It is thought that the rewarding of tired working hours with attractively packaged food products, the high level of education at the general level and the environmental sensitivity are the factors that make this group sensitive to the packaging.

Table 7. LSD Test Related Difference among Jobs (Insensitivity to Packaging)

Variable	I	J	Average Difference	Standard Error	Significance
Insensitivity to Packaging	Unemployed	Worker*	,44000	,17056	,010
		Officer*	,34072	,15886	,033
		Private sector worker*	,45348	,17302	,009
		Teacher*	,44030	,18463	,018
	House wife	Worker*	,41462	,14876	,006
		Officer*	,31534	,13518	,020
		Private sector Worker*	,42809	,15157	,005
		Teacher *	,41492	,16470	,012
	Worker	Unemployed*	-,44000	,17056	,010
		House wife*	-,41462	,14876	,006
		Without a Regular Job*	-,46056	,19140	,017
		Retired*	-,56571	,28101	,045
	Officer	Unemployed*	-,34072	,15886	,033
		House wife*	-,31534	,13518	,020
		Without a Regular Job*	-,36128	,18105	,047
	Without a Regular Job	Worker*	,46056	,19140	,017
		Officer*	,36128	,18105	,047
		Private sector Worker*	,47403	,19359	,015
		Teacher*	,46086	,20403	,025
	Retired	Worker*	,56571	,28101	,045
		Private sector Worker*	,57919	,28250	,041
	Private sector Worker	Unemployed*	-,45348	,17302	,009
		House wife*	-,42809	,15157	,005
		Without a Regular Job*	-,47403	,19359	,015
		Retired*	-,57919	,28250	,041
	Teacher	Unemployed*	-,44030	,18463	,018
		House wife*	-,41492	,16470	,012
		Without a Regular Job*	-,46086	,20403	,025

* Since Sheffe and Tukey test did not show the direction of difference, LSD test was applied.

Conclusion, Recommendations, and Constraints

Green packaging, which is a component of green supply chain management, has been a compulsory application of the companies as a work of creating a positive impression in consumer perceptions, having both social responsibility and environmental consciousness and being subject to some laws and regulations. In this context, this research focused on how consumers perceive green packaging practices and how they evaluate it in purchasing behavior.

Research results show that consumers at the lowest level of education and income group are interested in what the product does rather than packaging and think about the price rather than packaging. It was determined that consumers with high levels of education and income are more interested in packaging and have more environmental awareness. In the research, two different groups emerged at the packaging point. These are those who define their professional knowledge as unemployed, housewife, retired and without a regular job and who define their profession as workers, civil servants, private sector employees, and teachers. It was determined that the first group acted as price-benefit oriented and put environmentalism and packaging properties into the second plan, while the second group shaped the purchasing behaviors by deciding in the opposite direction.

The results of the study show that the environmental sensitivity is taken to the second plan because of both the level of unconsciousness and the income level even if it is the desired behavior, it emphasizes the need to focus on environmental promotion efforts. The contribution of awareness of the studies should be considered. Studies should be delivered to all segments of the society, especially if they reach lower education and income levels. However, no matter how much these studies are carried out, products with environmentalist packaging will not be included in the purchasing preferences of those segments unless they are more affordable than non-environmentalists. This problem can be solved by allowing manufacturers to take more responsibility and ensure that products for green packaging are more accessible in terms of price, benefit, and quality. Helping manufacturers with government incentives may also contribute to being minimized costs for environmental packaging. Thus, the state and the producer will divide the costs and the adoption of environmentalist practices by all segments of society will be achieved rapidly.

The research was carried out with the consumers living in the province of Giresun. It is thought that doing the study with wider masses will benefit from revealing the differences. Convenience sampling is the

most important limitation of the study due to the fact that the results cannot be generalized. Therefore, it is thought that the samples selected by random sampling will give more explanatory results.

References

- Akpınar M. G., Gül M., Atalay Oral M., Akay A. Ş., Gülcan S., The Journal of Dumlupınar University Social Sciences, Issue: 44, April 2015
- Alagöz S.B. ve Ekici N., Ambalaja İlişkin Tutum Ve Davranışlar: Karaman İli Araştırması, The Journal of Karamanoğlu Mehmetbey University Faculty of Economics and Administrative Sciences, 2009, Volume: 17, P. 84-94
- Bulut, Z.A., Kökalan Çımrın, F., and Doğan, O. Gender, Generation, and Sustainable Consumption: Exploring the Behaviour of Consumers From Izmir, Turkey, International Journal of Consumer Studies, Vol: 41, 2017, 597-604.
- Büyükozkan G. and Vardaloğlu Z., Yeşil Tedarik Zinciri Yönetimi, Journal of Logistic, 2008, Volume: 8, P. 66-73
- Deliya M.M. and Parmar B.J., Role Of Packaging On Consumer Buying Behavior–Patan District, Global Journal Of Management And Business Research, Volume: 12, Issue: 10
- Ergülen A. and Büyükkelik A., Çevre Yönetiminde Yeni Bir Yaklaşım Yeşil Tedarik Zinciri Yönetimi, The Journal of Selçuk University Vocational School of Social Sciences, 2008, Volume: 10, Issue: 1-2, P.33-34
- Gürler, İ., Topoyan, M., and Güler, M. E. 2011. İki Düzeyli Bir Tedarik Sisteminde Satın Alma Ve Dağıtım Kanalı Stratejilerinin Seçimi. Atatürk Üniversitesi İktisadi ve İdari Bilimler Dergisi, 25.
- Güzel D. and Demirdöğen O., Tedarik Zinciri Bütünleşmesi, Yeşil Tedarik Zinciri Uygulamaları Ve İşletme Performansı Arasındaki İlişki Üzerine Bir Araştırma, The Journal of Karabük University Institute of Social Sciences, 2016, Volume 6, Issue 2
- Hill A. V., The Encyclopaedia Of Operations Management, Poms, 2003. www.Poms.Org
- Paksoy T., Tedarik Zinciri Yönetiminde Dağıtım Ağlarının Tasarımı Ve Optimizasyonu: Malzeme İhtiyaç Kısıtı Altında Stratejik Bir Üretim-Dağıtım Modeli, The Journal of Selçuk University Institute of Social Sciences, 2005, Issue: 14, P.436
- Lewis N. K., Palmer A., Dermody J., Urbye A., Consumers' Evaluations Of Ecological Packaging, Rational And Emotional Approaches, 204, Journal Of Environmental Psychology 37 (2014) 94e105

Mitra S. and Data P. P., Adoption Of Green Supply Chain Management Practices And Their Impact On Performance: An Exploratory Study Of Indian Manufacturing Firms, *International Journal Of Production Research*, 2014 Vol. 52, No. 7, 2085–2107

Ogba I-E. and Johnson R., How Packaging Affects The Product Preferences Of Children And The Buyer Behaviour Of Their Parents In The Food Industry, 2010, *Young Consumers*, Volume: 11 Issue: 1, Pp.77-89

Özgül, E. Determinants of Simplicity Behavior: Effects on Sustainable Consumption and Life Satisfaction, *International Journal of Contemporary Economics and Administrative Sciences*, Vol: 7, Issue: 3-4, 2017, 42-79.

Shafique M. N., Asghar M.S., Rahman H. The Impact Of Green Supply Chain Management Practices On Performance: Moderating Role Of Institutional Pressure With Mediating Effect Of Green Innovation, *Business, Management And Education*, 2017, 15(1): 91–108

Srivastava S.K., Green Supply-Chain Management: A State-Of-the-Art Literature Review, *International Journal Of Management Reviews*, 2007, Issue: 9, P.54

Türk M. and Bekiş T., İşletmelerde Rekabetçi Üstünlük Elde Etmede Önleyici (Proaktif) Çevre Yönetimi Yaklaşımı, *The Journal of Çukurova University Faculty of Economics and Administrative Sciences*, June 2011, Volume: 15, Issue: 1, P.70

Yücel M. and Ekmekçiler Ü.S., Çevre Dostu Ürün Kavramına Bütünsel Yaklaşım; Temiz Üretim Sistemi, Eko-Etiket, Yeşil Pazarlama *The Journal of Electronic Social Sciences*, Autumn- 2008, Volume: 7, Issue: 26, P.330

www.Tuik.Gov.Tr%2filgostergeleri%2filler%2fgiresun.Pdf&Usg=Aovvaw2vnesy9yedp1on5g3xypqu (Date accesses: 02.01.2018)