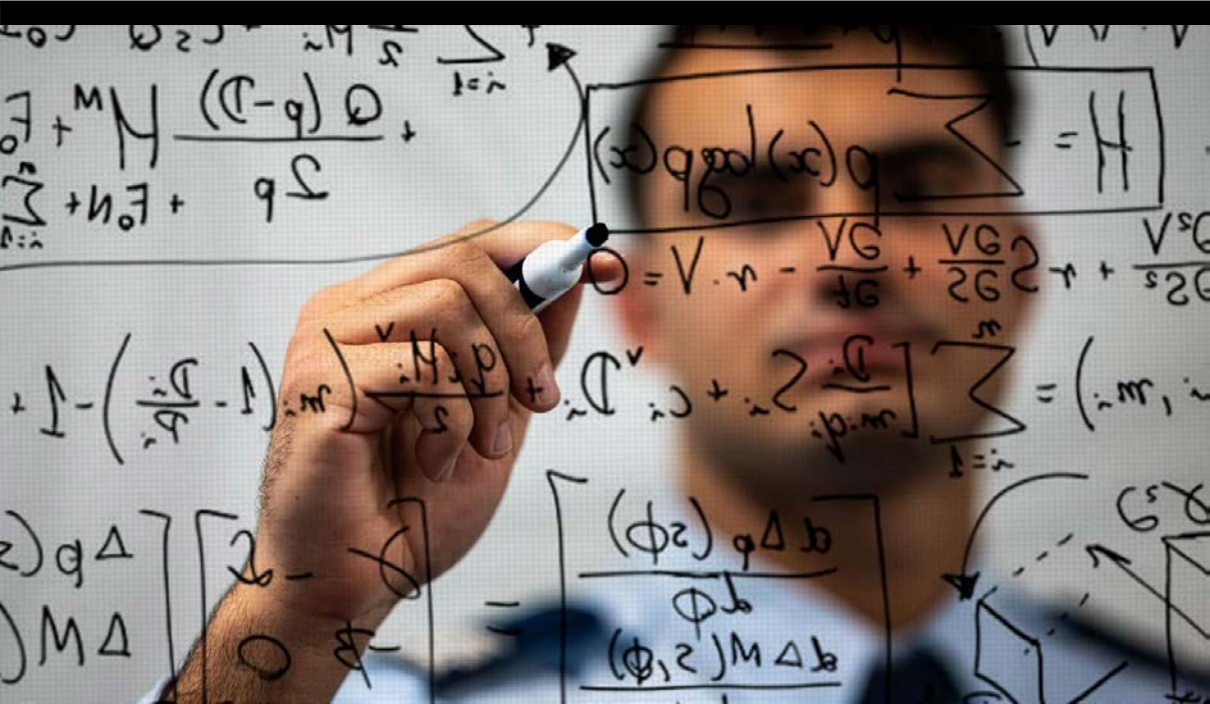


Marketing Debates in Practice and Theory

Editor:

PhD Ahmet TAŞ, Assoc. Prof. Kamil ÇELİK



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Editor: PhD. Ahmet TAŞ

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THE EFFECT OF AUGMENTED REALITY APPLICATIONS ON CONSUMERS' PERCEPTION OF BRAND VALUE

Kader EROL¹

Hatice ER²

1. INTRODUCTION

Augmented Reality (AR) applications, which can be defined as the technology in which real and virtual objects interact with each other and virtual objects are blended with the real world, are used in many fields, especially in art, logistics, tourism, games and marketing. It is the subject of many studies in the field of marketing whether these applications, which have attracted attention as a new digital marketing technique recently, have a positive effect on marketing outputs such as consumer preference, consumer brand value perception, purchasing habits or brand loyalty.

Systems that are developed efficiently and usefully for consumers by understanding their behavior can be a well-designed e-commerce model (Valincius et al., 2013). At this point, AR applications that allow individuals to see products and services through virtual means before experiencing them in real life, provide the opportunity to experience before purchasing. This situation brings with it many positive factors for the consumer, such as being able to compare easily, not being

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indecisive, accelerating the purchasing decision, and being able to buy comfortably and easily.

In world markets where competition is extremely tough, can AR applications make a brand stand out from its peers by making a difference on its marketing and sales strategies? How important or necessary are AR applications for businesses that want to survive in the future? In this study, researches on the positive and negative roles of Augmented Reality applications in the field of marketing were examined and the effect of these applications on consumers' perception of brand value as a new marketing technique was tried to be revealed.

2. THE CONCEPT OF AUGMENTED REALITY

With the development of digital technologies, electronic devices that only have a single function such as communicating, taking pictures, or writing have been replaced by smart devices that can perform many different functions on their own. This process, which brings together different branches of industry, gained momentum with the camera phones that were first offered to users in Japan in 1999, and then accelerated with the emergence of smart devices (Maney, 2007) and spread all over the world. As a result of ongoing research and development studies, these smart devices have almost become an extension of human beings (Pon et al., 2015). Augmented reality applications have been obtained as a result of adding virtual objects to real images through these smart devices (such as computers, smart watches, smart glasses, smart gloves). The essence of augmented reality, which is a combination of the virtual and real world, is the enrichment of the real environment by combining it with virtual objects (Cankül et al., 2018). AR technology enriches the physical environment with digital elements and focuses on providing the user with an experience without disconnecting from the physical environment

(Augment, 2016; Höllerer & Feiner, 2004; Javornik, 2016; Kysela & Starkova, 2015). In other words, augmented reality associates completely virtual environments with completely real environments (Loureiro, et al., 2020). It has even gone beyond virtual reality by providing information about environments in order to strengthen real-world ideas with the addition of digital images and data (Bingöl, 2018).

Augmented reality is not only limited to the engineering, architecture and construction industry, but is also used in parallel with the change in technology in areas such as health, education, aviation, advertising, marketing, travel, real estate, automotive, museums, entertainment and digital games.

Augmented reality applications have become popular primarily in the advertising and marketing fields, which always need to innovate and prepare against ever-changing customer expectations. Some businesses that want to attract the attention and interest of potential customers and raise awareness have shown the courage to implement augmented reality applications and have received very good feedback. Some creatively minded people working in fields such as entertainment, healthcare, aviation and automobile industries are also interested in AR applications. Additionally, the architecture, engineering and construction industries are increasingly adopting computer-based technologies to enhance and visualize project processes. AR applications, which provide the opportunity to make complex information simpler and more understandable, to make a project imaginable by visualizing it, or to experience any product or service before purchasing it, have begun to be used in many fields, from education to architecture, from healthcare to logistics and marketing.

A Deloitte report states that AR “is a new way to interact with products and services, as well as providing companies with

opportunities to raise awareness and stimulate desire for their product lines” (Kunkel et al., 2016). However, it is thought that managers' lack of knowledge about AR in terms of return on investment is a source of concern and that they need information supported by academic studies on how AR creates value for both the consumer and the company. Therefore, how AR applications can be used in the field of marketing in order to establish a more effective bond with customers with the help of high-tech equipment has been the subject of many studies in recent years. The results of many studies conducted in this field reveal that many consumers' purchasing decisions will be affected by augmented reality applications.

3. USE OF AR APPS IN MARKETING

Manufacturers and marketers are constantly striving to improve the interaction between consumers and brands. They constantly work to make consumers prefer them, increase their purchasing frequency, and become more passionate and loyal to their brands. Moreover, they aim to provide sustainable competitive advantages with effective consumer interaction strategies (Kumar and Pansari, 2016; Erol and Güngör, 2022). Technology marketing has become more effective and interesting as it is now accepted and widely used by consumers. The results of a recent study also revealed that technology is useful in increasing consumer participation (Tom Dieck, et al., 2018). According to Forbes, 90% of US consumers obtain information effectively through videos (Templemen, 2017) and visual marketing. Therefore, AR technology has become an important new tool for US-based companies (Craig, 2018).

A significant growth in the use of AR is predicted. Marketers will be able to reach their consumers with a wide variety of AR marketing options in the future. Brand awareness

and brand preference are among the primary goals of AR marketing. So, augmented reality is much more than an innovation in the virtual world. In the coming years, innovations in sales and marketing will make its presence felt even more. Businesses that are open to innovation and want to continue their existence for many years will be able to improve the experience they offer to their customers and increase their market share by using AR.

There are some opportunities that AR applications offer marketers to gain a larger market share. It can be said that augmented reality applications are more respected both in store and online marketing strategies. It can be said that the biggest reason for this is the rapidly changing behavior and endless needs of today's consumers. Some of these are those:

✓ Virtual Showrooms That Allow Customers to Try Before Buying

Virtual showroom AR applications allow customers to try the objects they are considering purchasing. Individuals can see whether the sofas they plan to purchase are suitable for their living rooms without thinking or worrying too much. This helps one of the most important and effective sales strategies by satisfying shoppers' curiosity.

✓ Location based applications

While virtual showroom applications limit AR technology to the indoor environment, location-based applications also provide visibility outdoors. These apps are designed to provide additional information about the world and can be thought of as an AR version of Google Maps. By engaging in a location-based AR application, a business can introduce themselves to consumers as they explore their surroundings. For example, Wikitude World Browser is a location-based augmented reality

app that integrates with sites like Wikipedia, Google Places, and TripAdvisor to find information about nearby places.

✓ **Additional content AR**

They are augmented reality applications that allow users to access additional content and information while interacting with objects in their environment. Additional content AR is the most popular type of AR for marketing. Brands like Maybelline and Argos use it to provide their customers with unforgettable and interactive experiences.

Augmented Reality represents an innovative media format that integrates virtual information into the user's perception of the real world. The 'Pokémon Go' mobile app is a well-known example where users capture virtual creatures projected into the real world as viewed through a smartphone (Rauschnabel et al., 2017). With Pokémon Go, users can catch Pokemon in their neighborhood, street, home and wherever they go, evolve the Pokemon they catch and fight with other users. Virtual mirrors, one of the AR applications in the field of marketing, are screens where consumers can see themselves wearing virtual clothes (Beck and Crié, 2016). Applications such as furniture planners (Rese et al., 2014, 2017), which allow you to see how the furniture you like and intend to buy will look like in your home, and virtual make-up trials in the cosmetics world are examples of AR in marketing applications.

It can be said that the general purpose of augmented reality applications is to concretize abstract concepts in a way that appeals to different senses and to help convey them in a more realistic way, similar to those in experiential marketing applications. In experiential marketing practices, an attempt is made to create a holistic experience in the form of strategically feeling, thinking, taking action and establishing relationships (Schmitt, 1999). The most impressive aspect of AR technology is

that it can provide potential customers with the opportunity to experience the product and service before purchasing it. Especially in the experience with AR applications, more effective information is obtained about the product and service through entertaining content such as designed games and competitions (Küçüksaraç & Sayımer, 2016). Thanks to AR technology, which benefits from the strong impact of the entertainment factor on the decision-making process, it becomes easier to attract customers' attention and establish a bond. The results of the study conducted by Connolly et al. (2010) also confirm this. It was determined that the participant group who was shown the advertisement designed using AR technology wanted to view the manufacturer's website more than the participant group who was shown the 2D advertisement created for the same product. At the same time, it is thought that this technology has the potential to accelerate the next step, the purchasing decision. In other words, improving customer experience increases brand value and therefore sales.

For customers, the most attractive and powerful aspect of AR applications is that they allow customers to virtually experience products and services before purchasing them. Although some studies emphasize the importance of direct product experiences in terms of learning the true benefit of the product and more accurately evaluating its suitability (Bell et al., 2018; Chandukala et al., 2017), it is not always easy, especially in terms of logistics. However, it is revealed that thanks to AR applications, customers experience the products at least virtually, increasing their sense of trust and reinforcing their purchasing decisions (Porker and Heppelmann, 2017). For example, the AR apps that Amazon and IKEA use to help customers determine whether the products or furniture pieces they choose online will match their existing room decor are extremely effective in increasing customer satisfaction and sales. In addition, some cosmetic companies, such as L'Oréal and Sephora, use AR to

introduce their cosmetic products to customers and to show whether they will suit them by experiencing them virtually and to facilitate purchasing decisions.

Marius Bulearca and Daniel Tamarjan (2010) aimed to reveal whether Augmented Reality Experiential Marketing (AREM) will be beneficial for companies and brands in contributing to the investment process not only in the short term but also in the long term. This study investigated whether AR applications are as effective as other forms of experiential marketing that can lead to an increase in customer loyalty, repeat purchase intention, positive word of mouth (WOM) or a larger market share, as well as their impact on increasing customer satisfaction. In the research, the value perceived by customers with AR applications was discussed in three different dimensions: increasing comfort, affecting entertainment and affecting brand attitude. Beyond being a new toy for digital natives, the benefits of AR technology to the marketing industry in the long term and its impact on brand loyalty have been examined.

In another study conducted by Barhorst et al. in 2021, they examined the role of flow in AR experiences. They revealed that features of some AR applications, such as interaction and innovation, trigger flow experiences and increase customer satisfaction. Because, in addition to the benefits perceived by consumers, their learning and entertainment levels also increase (Barhorst et al., 2021). In addition, Sung (2021) tests the effectiveness of AR ads in the context of holiday mobile application marketing. The results show that immersive new brand experiences enabled by AR positively influence consumer responses and increase purchase intentions. The study also points out that AR marketing tools should be integrated with existing marketing approaches and can help marketing campaigns stand out, especially during competitive holiday marketing periods. On the other hand, Javornik et al. (2021), in a qualitative study

conducted with managers of luxury marketing companies, concluded that luxury brands are turning to AR applications in order to improve certain qualities such as originality and premium prices.

4. CONCLUSION

Augmented reality is much more than an innovation that appears periodically in the gaming world. In the coming years, innovations in many other fields, especially marketing and advertising, will make itself felt much more.

Thanks to AR applications that allow personalization of products and services, businesses will be able to expand the experience they offer to their customers and take their brand values and customer satisfaction to much higher levels. This will undoubtedly expand business opportunities, open up to global markets and increase sales. When evaluated in terms of experiential marketing, businesses will turn to more effective marketing strategies by using AR applications that increase consumers' interaction between products or services.

Although there is no doubt that it will be effective in many areas in terms of directing human life, not just the entertainment world, it is still a mystery what the impact of AR will be on consumers' cognitive functions such as rational decision-making and brand perceptions. It's also still unclear how much wider marketing adoption will be encouraged and how long this technology will keep today's digital customers entertained. Considering the point it has reached today, it can be said that augmented reality applications will continue to develop as advances in information processing and display technologies continue. Time will tell what its positive or negative effects will be and how long it will satisfy consumers.

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THE EFFECT OF CONSUMERS' ATTITUDES TOWARDS SOCIAL MEDIA ADS ON IMPULSE BUYING BEHAVIOR: THE MEDIATING ROLE OF BRAND LOYALTY AND PERCEIVED QUALITY¹

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Emir ERDEN³

1. INTRODUCTION

The increasing widespread use of social media networks around the world and the inclusion of consumers in these networks have made social media networks a significant part of the daily lives of consumers and businesses. In addition to being an important tool for individuals to communicate with each other, social media networks also constitute a new e-commerce area called social commerce (Jerome, 2010; Sin & Khalil, 2012; Gironda & Korgaonkar, 2014; Liu et al. 2016). Moreover, this new situation has significantly changed the way firms communicate and interact with consumers through digital media (Lee, & Cho, 2020). Therefore, Businesses have begun to move their marketing communication activities to these new digital media to reach consumers involved in social commerce (Taylor et al. 2011; Arora et al. 2019; Ohajionu & Mathews, 2015; Chen et al. 2014). Advertising is an important element frequently used

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by marketing practitioners in social media networks (Alalwan et al. 2017; Lee & Hong, 2016).

Businesses try to mobilize the purchasing behavior of consumers in both physical and online stores by using the advertising element in marketing communication activities effectively. Advertising is an external stimulus that motivates consumers to buy now or in the future, whether they need it or not (Richards & Curran, 2002). Previous researchers show that external stimuli are effective in the realization of impulse buying behavior (Lee & Yi, 2008; Weinberg & Gottwald, 1982). Therefore, the advertising element, which is an important external stimulus, can stimulate purchasing drives in physical or online stores, encouraging consumers to act on impulse buying behavior (Zhou & Wong, 2004).

Businesses offer many different products or services to consumers in online shopping stores. However, consumers may not find the time necessary to look at the details of all these products or services offered to them. Due to this time constraint, consumers use mental cues or shortcuts to shorten their purchasing decision processes (Leighton et al. 2012). Brand loyalty and perceived quality are some of the important mental clues and shortcuts that help consumers make quick decisions in the purchasing decision process (Holbrook & Corfman, 1985; Assael, 1998). Accordingly, it can be said that the mental clues and shortcuts that consumers frequently use in their purchasing decision processes can also affect their impulse buying behavior.

This paper focused on investigating the correlation between despite the growing prevalence of digital technological developments, social media advertising which has seen little work done in scientific journals (Cho & Park, 2019) the impulse buying behavior that has become a common phenomenon in the purchasing decision process (Amos et al. 2014). In addition, in

this relationship, the role of brand loyalty and perceived quality, which affect the purchasing decision processes of consumers, has been tried to be determined.

In the left-behind parts of the study, initially, we justify the conceptual framework for understanding the variables of the study. We discussed theoretically the relationship of each variable with each other. And then, based on the relevant literature, we tried to present a perspective by trying to reveal the relationships between these variables theoretically. Based on these discussions, hypotheses about the variables were established and the survey was applied to test the hypotheses the data were collected and the hypotheses were tested. Finally, administrative implications, limitations of this paper, and further investigative recommendations have been discussed.

2. LITERATURE REVIEW

2.1. Social Media Advertising

In recent years, developments in internet networks along with digital technology have led to major changes in traditional communication channels. The widespread use of internet networks around the world with the developing technology has contributed to the emergence of many virtual channels where people can easily interact with each other and share. These developments brought about new concepts by changing the existing communication phenomena and habits. Today, the social media phenomenon, where individuals come together socialize, and share their likes, thoughts, and suggestions, is one of the important concepts brought about by these developments. Social media network is the general name for web-based software and services that allow users to meet online and participate in all kinds of social interactions, discussions, and communications (Safko, 2010; Boyd, 2014). Social media marketing is direct and indirect

marketing activities carried out with social tools to create awareness, recognition, remembering, and action about products, brands, people, or ideas (Gunelius, 2011). Social media advertising, on the other hand, can be defined as promotional activities carried out using posters, audio, video, and similar media tools in online environments for products or brands (Ahmed et al. 2018). Social media ads are online advertisements on Facebook, Friendster, Twitter, and similar social network sites (Jothi et al.2011). According to Andrews & Shimp (2017), the fact that it is easy to reach groups that are difficult to reach and the advertising messages to be delivered to the target audience is more economical, causing the advertising and promotion budgets to shift from conventional media to social media networks.

2.2.Impulse Buying Behavior

One of the concepts that tries to explain the purchasing behavior of the consumer by skipping or changing some stages of the purchasing decision process in different situations and conditions is impulse buying behavior. It is among the important research topics that attract the attention of both marketing researchers and researchers from different disciplines, who research consumer behavior today. According to Dittmar et al. (1996), purchasing in modern societies has gone beyond meeting a need and turned into a self-expression by the consumer acquiring an identity. Purchasing has now evolved into an important entertainment and lifestyle action. One aspect of this situation explains the impulse buying behavior. Hausman, (2000), impulse buying behavior has become a common phenomenon in in-store decision-making today, and they constitute a significant part of total purchases. Past research shows that impulsive buying behavior accounts for about 60% of all purchases (Inman & Winer, 1998; Mattila & Wirtz, 2008). Therefore, impulse buying behavior has been studied to date as a phenomenon of interest for more than half a century (Clover, 1950; Stern, 1962; D'antoni &

Shenson, 1973; Rook, 1987; Piron (1991); Verplanken & Herabadi; 2001; Verhagen & Dolen, 2011; Iyer et al. 2020).

Impulse buying behavior is a kind of purchasing behavior in which the consumer makes a purchase decision now by going beyond the purchasing decision process. Stern (1962) defines impulse buying behavior as a reactive purchasing behavior that the consumer has not planned before. D'antoni & Shenson (1973) state that this behavior should be immediate and quick features. Rook (1987) expresses that it is usually a strong and persistent drive to buy something immediately. Piron (1991) states that it is a type of instant buying that occurs because of the cognitive or emotional responses of the consumer to a stimulus. Rook and Gardner (1993) describe a purchasing tendency towards immediate acquisition of the product, while Rook and Fisher (1995) phrase that it occurs spontaneously, without reflection, immediately and kinetically.

2.3. Brand Loyalty

Brand loyalty, despite all the marketing strategies of the competitors, is the regular purchase of the product relating to the same brand by promising to re-buy in the future. (Chaudhuri & Holbrook, 2001; Lin, 2010; Palumbo & Herbig, 2000). Loyalty is a deep commitment and a strategic behavior that causes repetitive buying of a brand (Chitty et al. 2007). Brand loyalty is a major ingredient of brand value which lends to both the persistence of the sales of businesses and the faster conclusion of the purchasing decision processes of consumers (Keller, 2011).

2.4. Perceived Quality

Perceived quality is the sum of all the evaluations in people's consciousness of opinions, attitudes, judgments, and subjective evaluations of a product or brand, beyond the true value. It expresses the difference between consumer expectation and real value (Zeithaml, 1988; Parasuraman et al. 1988; Jacoby

& Olson, 1985). It was kind of the most important factor motivating the consumer to buy, directly affecting purchasing decisions. (Cronin & Taylor, 1992; Zeithaml et al. 1996). Therefore, it has a significant place within the brand equity components (Aaker, 1991).

2.5. Social Media Ads and Impulse Buying

Piron, (1991: 512) defines impulse buying behavior as “an unplanned purchase and a buying resulted from an incentive exposure (stimulant) and decided on the spot”. (stimulant) and decided on the spot”. According to Abratt & Goodey (1990: 120), the advertising element counted among the situational stimuli for the store increases the impulse buying behavior of consumers. Stern (1960) explained that some purchases postponed or forgotten due to various reasons can be bought unplanned by remembering them through the advertising stimulus. Similarly, Youn & Faber (2000) state that consumers remember and buy unplanned products that are not included in the shopping list but are consistently consumed, with the effect of advertisements in the store environment.

Based on this, it can be stated that social media ads can encourage consumers to impulse buying behavior, products that they planned before the purchase, but for some reason, postponed or forgotten, or who do not need purely impulse. Therefore, we can make our first hypothesis as follows:

Hypothesis 1: The effect of consumers' attitudes towards social media ads positively affects impulse buying behavior.

2.6.Social Media Ads and Brand Loyalty

Today, interactive marketing has become a significant marketing strategy for businesses to create brands and attract more customers. Ahmed & Zahid (2014) state that social media networks and similar digital technologies make communication

and interaction between consumers and brands easier. Hanaysha's (2016) study shows that effective advertising applications on social media networks are an important marketing communication activity that positively affects consumers' brand loyalty. Therefore, the effective application of marketing communication activities in social media networks will positively affect brand loyalty (Schivinski & Dabrowski, 2015; Godey et al. 2016). In this step, we can make our third hypothesis as follows:

Hypothesis 2: The effect of consumers' attitudes towards social media ads positively affects brand loyalty.

2.7. Social Media Ads and Perceived Quality

Social media advertising enables two-way communication and interaction between brands and consumers (Tuten, 2008; Hollebeek et al. 2011). Sustained communication and interaction with brands constitute the perception of consumers being familiar with brands and feeling close to those brands. This makes it a significant contribution to a strong connection among consumers and brands (Shanahan, 2019). The communication and interaction maintained between consumers and brands in social media networks positively affect perceived quality, which is one of the components of brand equity (Kavisekera & Abeysekera, 2016). Hence, it can be said that the ad element, which forms one of the important tools of communication and interaction on social media networks, will affect the perceived quality level. Therefore, we can make our second hypothesis as follows:

Hypothesis 3: The effect of consumers' attitudes towards social media ads positively affects the perceived quality.

2.8. Mediating Roles of Brand Loyalty and Perceived Quality

Advertising for products or brands can affect impulse buying behavior during periods when consumers are online on their social media networks. A wide variety of products and brand options are offered to consumers through advertisements in social commerce environments. Often, consumers don't have enough time to look at many products and brands, therefore, they resort to several mental shortcuts to finalize the purchasing decision process quickly. Both variables are part of significant mental shortcuts that affect consumers' purchasing decision processes. Based on this, it can be argued that social media network advertisements that consumers encounter during their online time on social media may affect their impulse buying behavior. Brand loyalty and perceived quality can take place as mediating variables in this effect. Therefore, we can make our fourth and fifth hypotheses as follows:

Hypothesis 4: Brand loyalty has a mediating role in the effect of consumers' attitudes toward social media ads on impulse buying behavior.

Hypothesis 5: Perceived quality has a mediating role in the effect of consumers' attitudes toward social media ads on impulse buying behavior.

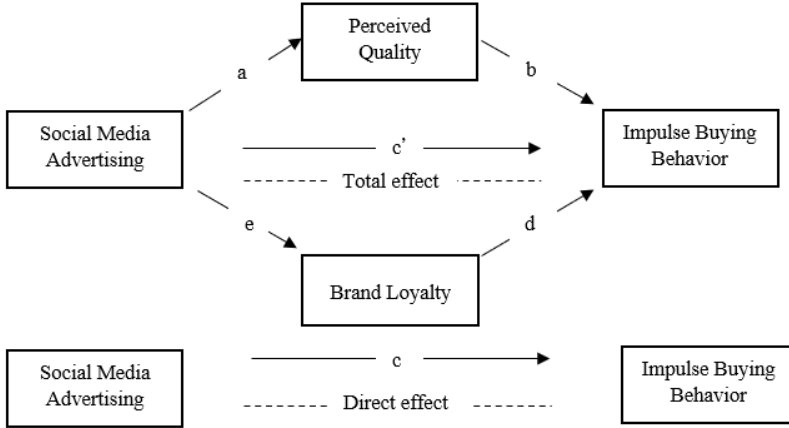
3. RESEARCH METHOD

3.1. Research Model

This study model shows that the effect of consumers' attitudes toward ads directly affects brand loyalty, perceived quality, and impulse buying behavior and mediates the relationship between brand loyalty and perceived quality in the

effect of consumers' attitudes towards ads and impulse buying behavior.

Figure 1. Research Model



3.2. Measures

The statements in the questionnaire application were created by using prior studies in the related literature. The consumers' attitudes towards social media ads scale consists of 16 statements. These statements were created using the studies of Wang et al (2009) and Chu et al (2013). The perceived quality scale consists of 4 statements. These statements were created using the studies of Severi & Ling (2013), Yoo & Donthu (2001), Kim & Kim (2005), and Parasuraman et al. (1985). 6 statements were constructed to measure brand loyalty using the studies of Lau & Lee (1999), Odin et al. (2001) and Severi & Ling (2013), and development according to the model. For impulse buying behavior, the scale development of 9 statements considers the studies of Rook & Fisher (1995).

3.3. Data Collection

We collected data over 1 month using the online survey method. The population of the research consists of adults aged 18 and over living in Turkey. We made the survey available to

everyone online, and respondents were asked to fill out the survey via social networks. We added a brief description of the purpose of the study and added that the data will be used for scientific purposes only. We also emphasized the importance of the answers given being complete and accurate. The survey does not include any questions that would identify the participants. This allowed participants to feel more comfortable and not be influenced by possible manipulations. We did not target a specific region in Turkey while conducting the research. We ensured that participants from all regions randomly participated in the survey. A total of 1103 survey data was obtained.

3.4. Reliability Analysis

Cronbach Alpha reliability analyses were performed to test the internal consistency of the scales used in the analysis. In the literature, it is suggested that the acceptable value of Cronbach Alpha should be a minimum of 0,70. As seen in Table 1, the scales related to the model are above 0.70 Cronbach's alpha value (DeVellis, 2016).

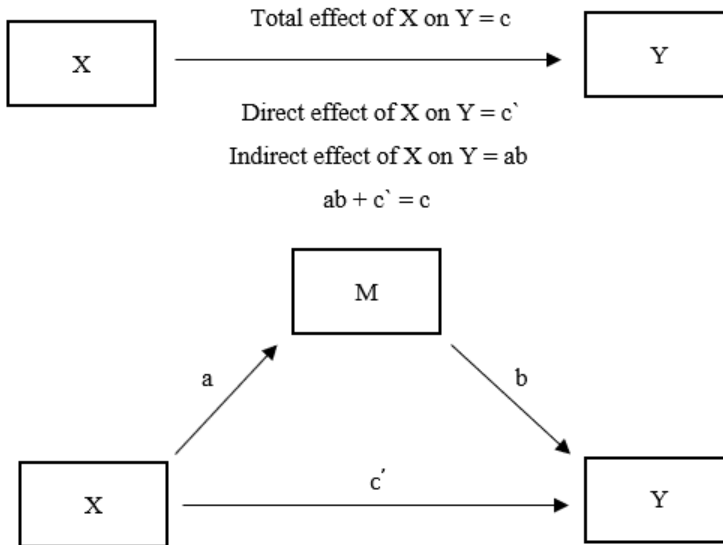
Table 1. Reliability Analysis Results Related to Scales

Scales	Item	N	Cronbach Alpha
Consumers' Attitudes Towards Social Media Ads	16	1103	0,940
Perceived Quality	4	1103	0,846
Brand Loyalty	6	1103	0,774
Impulse Buying Behavior	9	1103	0,902

3.5. Data Analysis

Baron & Kenny's (1986) mediation analysis method was utilized to test the mediation. According to this model, the mediation relationship between variables is tested with a model in Fig 2 shown below.

Figure 2. Mediator Model



According to this model, three basic conditions must be fulfilled to perform mediator variable analysis:

There must be a statistically significant relationship between the dependent variable (X) and the independent variable (Y).

There must be a statistically significant relationship between the independent variable (X) and the mediating variable (M).

When the mediating variable (M) is used with the model together with the X and Y, it must have a statistically significant relationship.

According to this model, when the mediating variable is included in the analysis, there is a 'full mediation' effect if the significant relationship between the X and Y variables completely disappears, and a 'partial mediation' effect if only deterioration in meaning occurs. (Howell, 2012; McKinnon et al. 2010). In addition, it is a requirement to determine whether the indirect

effect (path a-b) of the X variable (via the M) on the Y variable is significant, as well as the conditions to be met for the mediation effect. To determine this, the Z-score of the Sobel test should be performed, and the calculated score should be greater than 1.96 of Z-table statistics. Moreover, the p-value should be meaningful and support the result (Frazier et al. 2004).

4. RESULT

In Table 2, the consumers' attitudes toward social media ads have a significant predictive effect on the brand and the model is meaningful (R^2 : 0,2308, F : 330,3294, $p < 0.05$). The consumers' attitudes towards social media ads can explain 23.08 percent of the brand loyalty variance. The strength of consumers' attitudes toward social media ads to affect brand loyalty is 45.03 percent (β : 0,4503, t : 18,1750, $p < 0.05$). In addition, there is no "0" point in the confidence interval and it has a positive value. These data show that shows that the H2 hypothesis is valid.

Table 2. The Effect of Consumers' Attitudes Towards Social Media Ads on Brand Loyalty

Dependent Variable: Brand Loyalty	β	S.D.	t	p	LLCI	ULCI
Constant	1,9288	0.0685	28,1629	0.000	1,7945	2,0632
Independent variable						
Attitude towards social media ads	0.4503	0.0248	18,175	0.000	0.4017	0.4989
Model Summary	R^2 : 0.2308 S.D: 0.4306 F: 330,3294 p:0.000					

In Table 3, the consumers' attitudes toward social media ads have a significant predictive effect on perceived quality and the model is meaningful (R^2 : 0,4877, F : 1048,344, $p < 0.05$). The consumers' attitudes towards social media ads can be explained by 48.77 percent of the perceived quality variance. The strength of the consumers' attitudes toward social media ads to affect the perceived quality is 69.59 percent (β : 0,6959, t : 32.3780, $p < 0.05$).

In addition, there is no “0” point in the confidence interval and it has a positive value. These data show that the H1 hypothesis is valid.

Table 3. The Effect of Consumers' Attitudes Towards Social Media Ads on Perceived Quality

Dependent Variable: Perceived Quality	β	S.D	t	p	LLCI	ULCI
Constant	0,7182	0,0594	12,0871	0,000	0,6016	0,8347
Independent variable						
Consumers' attitude towards social media ads	0,6959	0,0215	32,378	0,000	0,6537	0,7381
Model Summary	R ² : ,4877 S.D: ,3240 F: 1048,3344 p:,000					

In Table 4, the consumers' attitudes toward social media ads have a significant predictive effect on impulse buying behavior and the model is meaningful (R²: 0,1022, F: 1048,344, p <0.05). The consumers' attitudes towards social media ads can be explained by 10.22 percent of the variance of impulse buying behavior. The strength of the consumers' attitudes toward social media ads to affect impulse buying behavior is 35.05 percent (β : 0,3505, t: 11.1964, p <0.05). In addition, there is no "0" point in the confidence interval and it has a positive value. These data show that the H3 hypothesis is valid.

Tablo 4. The Effect of Consumers' Attitudes Towards Social Media Ads on Impulse Buying Behavior

Dependent Variable: Impulse buying behavior	β	S. D	t	p	LLCI	ULCI
Constant	1,4228	0,0865	16,442	0,000	1,253	1,5926
Independent variable						
Consumers' attitude towards social media ads	0,3505	0,0313	11,1964	0,000	0,2891	0,4119
Model Summary	R ² : ,1022 S.D: ,6874 F: 125,3586 p:,000					

In Table 5, it was concluded that the consumers' attitudes towards social media ads and perceived together explained impulse buying behavior and the model have significant (R²: 0,1364, F: 86,8478, p <, 005). Together, the perceived quality and

the consumers' attitudes toward social media ads can explain 13.64 percent of the impulse buying behavior variance. This result demonstrates that the consumers' attitudes towards social media ads and perceived quality positively affect impulse buying behavior.

Table 5. The Mediating Role of Perceived Quality The Effect of Consumers' Attitudes Towards Social Media Ads on Impulse Buying Behavior

Impulse Buying Behavior (Dependent Variable)	β	S. D	t	p	LLCI	ULCI
Constant	1,2188	0,0904	13,4869	0,000	1,0415	1,3962
Attitude towards social media ads (Independent Variable)	0,1528	0,0429	3,5605	0,004	0,0686	0,237
Perceived Quality (Mediator Variable)	0,2841	0,0431	6,5953	0,000	0,1996	0,3686
Model Summary	R^2 : ,13,64 S. D.: ,6618 F: 86,8478 p:,000					

It is seen that the effect of Table 4 on the consumers' attitudes towards social media ads on impulse buying behavior is 35,05 percent and the significance level is $p = 0.000$ (β : 0,3505, t : 11.1964, $p < 0.05$). As seen in Table 5, when perceived quality is included as a mediating variable in the correlation among the consumers' attitudes towards social media ads and impulse buying behavior, there is a serious decrease in the beta coefficient of the consumers' attitudes toward social media ads (β : 0,1528). There is also a slight deterioration in significance value ($p = 0,004$). In conditions of Baron & Kenny (1986), according to the analysis of the effect of the mediating variable, this result indicates that the perceived quality behavior has a partial mediating effect. This result shows that the H4 hypothesis is valid.

When the Sobel test is analyzed, since the Z value in perceived quality is 6.45 and the p-value is 0,000, the decrease in beta values is significant, so this result confirms that the perceived quality is a partial mediating variable.

Table 6. Mediator Variable Effect of Perceived Quality

The Relationship between Mediator of Perceived Quality.	Total Effect	Direct Effect	Indirect Effect	Bootstrap confidence interval BoLLCI-BoULC	Mediator Effect Type
Attitude towards social media ads Impulse Buying Behavior	0,3505	0,1528	0,1977	0,1330-0,2646	Partial

In Table 7, it is concluded that two independent variables explain the impulse buying behavior and the model is significant (R²: 0,10.82, F: 86.8478, $p < .05$). Brand loyalty and the consumers' attitudes towards social media ads can explain 10.82 percent of the impulse buying behavior variance. This result shows that the consumers' attitudes towards social media ads and brand loyalty have a positive effect on impulse buying behavior.

Table 7. The Mediating Role of Brand Loyalty in The Effect of Consumers' Attitudes Towards Social Media Ads on Impulse Buying Behavior

Impulse Buying Behavior (Dependent Variable)	β	S. D	t	p	LLCI	ULCI
Constant	1,2242	0,1132	10,8165	0,000	1,0021	1,4463
Attitude towards social media ads (Independent Variable)	0,3041	0,0356	8,5451	0,000	0,0686	0,2370
Brand Loyalty (Mediator Variable)	0,1030	0,038	2,7123	0,006	0,0285	0,1775
Model Summary	R ² : ,1082 S. D: ,6618 F: 86,8478 p: ,000					

It is seen that the effect of Table 4 on the consumers' attitudes towards social media ads on impulse buying behavior is 35,05 % and the significance level is $p = 0.000$ (β : 0,3505, t: 11.1964, $p < 0.05$). As seen in Table 7, when brand loyalty is included as a mediating variable in the correlation between the consumers' attitudes toward social media ads and impulse buying behavior, there is a decrease in the beta coefficient of the consumers' attitudes toward social media ads (β : 0,3041). In conditions of Baron and Kenny (1986), according to the analysis of the effect of the mediating variable, this result indicates that brand loyalty behavior has a partial mediating effect. This result indicates that the H5 hypothesis is accepted.

When the Sobel test is analyzed since the brand loyalty Z value is 2.68, the p-value is 0.007, and the decrease in beta values is meaningful, this result confirms that it is a partial mediating of brand loyalty.

Table 8. Mediator Variable Effect of Brand Loyalty

The Relationship between Mediator of Brand Loyalty.	Total Effect	Direct Effect	Indirect Effect	Bootstrap confidence interval BoLLCI-BoULC	Mediator Effect Type
Attitude towards social media ads Impulse buying behavior	0,3505	0,3041	0,0464	0,0840-0,0857	Partial

5. DISCUSSION

This study adds to the online advertising literature, particularly in the rapidly growing but poorly studied and therefore poorly understood field of social media marketing. Therefore, this study is an important attempt to understand the effect of advertising, which is among the marketing communication activities in social media networks, on consumer purchasing behavior. This study aims to examine the consumers' attitudes towards social media ads on impulse buying behavior and whether brand loyalty and perceived quality play a mediating role in this effect. In this context, a questionnaire was applied to test this theoretical model, which was developed based on the relevant literature. We analyzed the data obtained in the survey application and examined whether the results supported our theoretical model. In the analysis, it was concluded that the consumers' attitudes toward social media ads are effective variables in predicting impulse buying behavior. According to Xiang et al. 2016, the visual appeal elements offered to consumers by product or brand advertisements of social media websites can encourage consumers to unplanned buying behavior. The hedonic and utilitarian motivations of consumers with the personalized advertising content provided by social media ads can lead

consumers to unplanned purchasing behavior (Setyani et al.2019). Liu & Li (2019), on the other hand, state that the images or behaviors of idealized users in social media networks can be motivated by making them attractive to consumers through advertising. The advertising fact, which is between the marketing communication applications, is an important stimulus that activates the purchasing impulse of the consumers. In this context, we can specify that effective use of advertising in social media networks will encourage impulse buying behavior of consumers.

Secondly, it has been found that social media ads are effective variables in predicting perceived quality. Social media advertising applications, which are characterized by user control, freedom, and dialogue, have to reveal a new area of interaction with consumers (Tuten, 2008). This interaction contributes significantly to supporting the link between brands and consumers. With the support of the link between consumers and businesses, consumers can easily convey their likes, demands, and opinions to businesses. This convenience can positively affect the perceived quality level by laying the groundwork for the consumers to feel satisfied with that product or brand. Shanahan et al. (2019) it has been concluded that the interaction of brands and consumers on social media positively affects perceived quality. Therefore, it can be resulted that social media ads can positively influence the perceived quality by ensuring that businesses are in constant communication with consumers.

Thirdly, it is resulted that social media ads are an efficient variable in predicting brand loyalty. Ahmed & Zahid (2014) stated that social media networks and web technologies simplify the interaction and communication between brands and customers. Soewandi (2015) stated that social media network has become kind of a new tool for a brand to communicate with customers. Businesses find mutual information exchanges with

consumers to improve their perception of the products or services offered by contacting their loyal customers owing to the advertising element in social media networks. Erdoğan & Çicek (2012) concluded that effective marketing efforts in social media networks affect brand loyalty positively. Hanaysha (2016) stated that consumers tend to develop positive perceptions about marketing activities in social media networks and that consumers who use social media networks evaluate the ads on these networks as more interesting, innovative, informative, and interactive compared to traditional ads. He also states that the effective advertising element applied in social media networks is an important marketing communication element that positively affects the brand loyalty of consumers. Therefore, it can be concluded that the advertising element in social media networks contributes to the continuity of the communication and interaction of consumers with the brand.

Additionally, it has been shown that brand loyalty and perceived quality have partial mediating roles in the correlation between social media ads and impulse buying behavior. In other words, perceived quality and brand loyalty variables partially play a mediating role in the effect of social media ads on impulse buying behavior. Accordingly, it is concluded that strong brand loyalty and perceived quality for the product or brand advertised on social media networks will have a positive effect on the realization of impulse buying behavior.

5.1. Theoretical Implications

The findings obtained in the study provide important contributions to the literature on social media marketing and impulsive buying behavior. The study primarily examines the relationship between social media ads and impulse buying behavior and makes significant contributions to the limited number of previous knowledge in this field. In addition, our

study, which examines the relationship between social media ads, brand loyalty, and perceived quality, both theoretically and empirically, provides important contributions to the relevant literature. Finally, this study makes a unique contribution to the relevant literature in terms of determining how perceived quality and brand loyalty, which affect purchasing behavior, are related to the relationship between social media ads and impulse buying behavior.

5.2. Managerial Implications

Based on these results, it is thought that it is important for businesses to carry out their marketing communication activities effectively in social media networks, which are increasingly becoming a part of consumers' lives and purchasing behavior, to maintain their existence. It can be said that the active and effective use of the advertising element that activates consumers' purchasing impulses in these media will make significant contributions to establishing interactive communication with consumers. Therefore, businesses using the advertising element on their social networks to communicate interactively with consumers, make product and brand definitions, and listen to consumers' demands can have a positive impact on the consumer's perceived quality and brand loyalty levels. For this reason, it is thought that it will be important for businesses to shift some of their advertising expenditures and investments in traditional media to social media networks for the continuity of communication and interaction with consumers.

5.3. Limitations and Future Lines of Research

In addition to making important contributions to both businesses and the related literature, the study also has some limitations. These the sample size and geographic context of consumers. In this study, we examined the relationship between consumers' general attitudes towards social media advertising and

impulsive purchasing, brand loyalty and perceived quality. Our findings are limited as we used a small sample consisting of 1103 people to examine the relationships. To contribute to the generalizability of the study results, it is recommended to apply a larger sample in future studies.

6. CONCLUSIONS

In this study, the relationship between the consumers' attitudes towards social media ads and impulse buying behavior and the mediating roles of brand loyalty and perceived quality variables in this relationship were examined. In the analysis, it was concluded that social media ads have significant and positive effects on impulse buying behavior, brand loyalty, and perceived quality. It was found that the correlation between the consumers' attitudes towards social media ads and impulse buying behavior has partial mediating roles in the variables of brand loyalty and perceived quality. In other words, social media ads more strongly influence impulse buying behavior on brand loyalty and perceived quality.

Appendix Measurement Items Adopted

Scale	Items	Mean	SD
The Consumers' Attitudes Towards Social Media Ads	SMA-1	2,97	1,22
	SMA-2	2,96	1,13
	SMA-3	3,17	1,09
	SMA-4	2,56	1,13
	SMA-5	2,47	1,11
	SMA-6	2,51	1,09
	SMA-7	2,81	1,18
	SMA-8	2,48	1,06
	SMA-9	2,43	0,99
	SMA-10	2,63	1,01
	SMA-11	3,01	1,11
	SMA-12	2,46	1,06
	SMA-13	2,70	1,07
	SMA-14	2,35	1,09
	SMA-15	2,44	1,15

	SMA-16	2,41	1,06
Impulse Buying Behavior	IBB-1	2,63	1,22
	IBB-2	2,52	1,20
	IBB-3	2,12	1,11
	IBB-4	2,06	1,11
	IBB-5	2,55	1,24
	IBB-6	2,28	1,15
	IBB-7	2,59	1,23
	IBB-8	2,29	1,13
	IBB-9	2,11	1,13
Perceived Quality	PQ-1	2,37	0,94
	PQ-2	2,36	0,94
	PQ-3	2,61	0,97
	PQ-4	2,83	0,92
Brand Loyalty	BL-1	3,39	1,07
	BL-2	3,19	1,07
	BL-3	3,33	1,03
	BL-4	2,94	1,07
	BL-5	2,84	1,12
	BL-6	3,05	1,15

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GREEN MARKETING IN THE CONTEXT OF KNOWLEDGE MANAGEMENT

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1. INTRODUCTION

Increasing awareness of environmental issues worldwide and the growing emphasis on nature conservation have led to the emergence of various non-governmental organizations. This trend has also prompted the inclusion of environmental criteria in international quality standards and legal regulations. In response to these developments, companies have begun introducing eco-friendly products, also known as green products or ecological products, into the market. These products aim to prevent environmental pollution, reduce harmful waste, and even eliminate it entirely, taking into account various pressure factors. All these developments have significantly impacted marketing activities, giving rise to an approach known as green marketing, where ecological factors are considered at every stage of marketing design (Armağan and Karatürk, 2014). Green marketing not only aligns with the increasing environmental consciousness but also allows companies to strengthen their eco-friendly image, providing a competitive advantage. Many consumers now desire and purchase products that generate

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minimal pollution, reduce waste, demonstrate environmental respect, use materials more economically in production, and are derived from renewable sources (Karaca, 2013).

The increased attention of print and visual media to environmental issues, the empowerment of various pressure groups, both nationally and internationally, the implementation of legal regulations, and the impressions created by industrial disasters have contributed to consumers having a high level of environmental awareness. As a result, consumer concerns about the environment have peaked periodically, leading them to become more concerned about the environmental impact of daily habits and purchasing behaviors. Examining how environmental issues have been addressed in marketing literature from the 1970s to the present reveals concepts such as environmental or green marketing, sustainable marketing, and ecological marketing (Aslan, 2015). Strategically, green marketing can be seen as a decision that focuses on corporate environmental strategy, representing long-term, high-level management activities and policies that proactively follow environmental strategies along with stakeholders (Papadas et al., 2017).

Focusing on the changing consumer profile and expectations, it is known that brands engage in communication efforts to maintain their existing market and even create new markets. Companies must inform their stakeholders about every aspect of their operations, including product design, supply chain management, waste reduction, system documentation-certification, and others, to continue their commercial existence while using natural resources efficiently. In this context, green marketing minimizes the negative environmental impact of product, price, promotion, and distribution efforts while guiding the understanding of the mutual relationships between planning, implementation, and control policies within the framework of social responsibility (Chamorro and Bañegil, 2006).

Green marketing involves four distinct processes. In the first stage, green products are designed for environmentally conscious consumers, such as cars that operate on alternative fuel technology. This stage is referred to as green targeting. In the second stage, green strategies are developed, such as implementing environmentally friendly measures within the business to reduce waste and increase energy efficiency. In the third stage, the production of non-green, environmentally unfriendly products is discontinued, and only green products are manufactured. In the fourth stage, being green or environmentally friendly is not enough; the business has fully embraced a sense of social responsibility. The development of green marketing awareness in businesses depends on organizational culture and environmental factors (Alagöz, 2007). While consumers generally have a positive attitude towards green brands and products, the realistic reason for inadequate purchases at the point of sale is the higher prices of green products compared to traditional ones. This situation is more pronounced in countries with lower levels of prosperity (Akyüz, 2012).

To sustain their presence in the market and create new markets, commercial brands must consider societal sensitivities. In this process, one important issue is the focus of commercial brands on environmentally friendly production, taking into account societal sensitivities and developing innovative approaches. The application of green labeling emerges at the stage where the product is 'green,' and it meets the target groups that prefer to purchase 'green products' (Boran, 2023). Studies indicate that the green advertising practices of businesses do not always align with their environmental performance in real life. Moreover, green advertising activities are perceived by consumers as having negative traits such as insincerity, opportunism, and selfishness, contrary to expectations. This highlights the need for marketers planning green advertising

initiatives to be more aware of consumer characteristics (Nyilasy et al., 2014). If the attempt to paint a product green is noticed and perceived by consumers, it leads to a decrease in the consumer's trust in the product and the business. The consumer begins to exhibit a negative attitude towards the product and the business, thinking that consuming the product is no longer beneficial (Correa et al., 2017).

2. CONCEPTS RELATED TO GREEN MARKETING

Green Product: Green products are goods and services purchased by environmentally conscious consumers for environmental sustainability and improved living standards. In other words, a green product is defined as a product with environmental sensitivity (Chen and Chai, 2010).

Green Consumer: Also known as an environmentally conscious consumer, a green consumer is defined as an individual who examines the environmental impacts at every step of the purchasing process, acts with environmental awareness, utilizes purchasing power and all consumer rights for the sustainability of environmental conditions, and feels responsible for the living environment of the current society and future generations (Kükrer, 2012).

Green Consumption: Green consumption not only means consuming products without causing harm to the natural environment but also involves purchasing eco-friendly products and engaging in recycling (Eti, 2017).

Sustainability: It can be defined as establishing and maintaining sustainable relationships with the social and natural environment (Kayıkçı et al., 2019).

Clean Technology: Clean technology is a process where companies can reduce their negative impacts on the environment by using renewable energy sources, implementing new recycling methods, or replacing their resources in a sustainable manner (dijitaliyidir.com).

Green Price: Implementing green marketing strategies adds an additional cost factor for businesses. Generally, businesses reflect these costs in the product's price because environmentally conscious businesses believe that consumers are willing to pay more for eco-friendly products. However, this affects consumer preferences negatively. The extra cost incurred by the business in the short term can be reduced as a result of the green policy in the long term (Özcan and Özgül, 2019).

Green Distribution: Green logistics aims to minimize the environmental damage in the logistics process, especially in the transportation stage. Showing sensitivity to natural resource usage and implementing innovative practices with an environmentally friendly approach can be evaluated as part of businesses' green initiatives (Chopra and Meindl, 2017).

Green Packaging: One of the approaches in environmentally friendly packaging is the use of biologically-based materials produced from biomass by manufacturers (Brockbaus et al., 2016). Packaging materials can be produced from a variety of readily available raw materials such as soy, corn, rice, and cassava (Wang and Wang, 2017).

Green Ergonomics: In the field of ergonomics, recommendations have been developed on how ergonomic knowledge can be used to protect and renew natural environments. In this context, the concept of "green ergonomics" has emerged (Thatcher and Milner, 2014).

Green Innovation: Green innovation involves the production and assimilation of a new product, production process,

service, or management (developing) new business method. To determine whether an innovation is green, the criterion is whether its use is less harmful to the environment than the use of alternative options. The term green innovation is largely based on a general assessment of environmental impact and risks (Kemp and Pearson, 2007).

3. BENEFITS OF GREEN MARKETING

The destruction of natural resources in a way that cannot be reversed every day underscores the necessity for businesses to adopt environmentally friendly management practices (Leblebici Kacur, 2008). When developing green products, attention should be paid to the following points: 1) Products should have the required features in a neutral substance. 2) They should be tested for their compatibility with the environment. 3) Priority should be given to reusable products. 4) Consumers should be informed about green products and encouraged to use them. 5) Packaging should be done with consideration for not unnecessarily using natural resources. In the process of developing green products, it is crucial for the product to be environmentally friendly in every aspect, from the raw material of the green product to the energy it consumes throughout its usage. A green product fulfills the function of a product that harms the environment, but it causes less harm to the environment during its use (Ayyıldız and Genç, 2010). The benefits that the concept of green marketing provides to businesses can be summarized with the following points (Özcan and Özgül, 2019):

Reduced Costs: By reducing waste, preventing pollution, and saving energy, businesses increase productivity and reduce costs.

Creativity: Many businesses have compelled their employees and suppliers to bring innovation to the design and

production processes of their products in line with the principle of environmental protection. In some cases, this pressure has led to the emergence of much more effective practices or entirely new products.

Resource Recycling: Many companies, especially those producing heavy industrial products, have developed ways to reuse the materials they use in their products in the production process, leading them to start leasing products instead of selling them to customers.

Quality: With the increase in environmental awareness, employees have become more efficient, and error rates have decreased. For example, General Motors employees developed a project to reduce the probability of errors, which increased product quality and resulted in a cost of two million dollars.

Brand Image: Businesses have used their environmental responsibilities as a tool to increase their reputation and fame, aiming to increase their sales.

4. STUDIES ON GREEN MARKETING

The enacted environmental law aims to comprehensively address the environment, prevent environmental pollution, and ensure the management of natural resources and soil. Subsequently, regulations were introduced in various areas: Air Quality Control and Noise Control in 1986, Water Quality Control in 1988, Solid Waste Control in 1991, Environmental Impact Assessment in 1992, Medical Waste Control, Toxic Chemical Products, and Substance Control Regulations in 1993 (Okumuş, 2002). In the literature, various studies have been conducted as follows:

Akçadağ and Ellibeş (2020) found that store managers' attitudes toward the green marketing mix did not significantly

differ based on gender, age, education, position, and income. Dagher and Itani (2014) observed a positive relationship between green consumer behavior and the perceived seriousness of environmental issues and environmental responsibility perception. Cheah and Phau (2011) concluded that environmentally conscious students have a higher tendency to purchase eco-friendly products compared to other students. Aslan and Çınar (2015) revealed that university students lack sufficient knowledge about green marketing activities and experience indecision when it comes to purchasing green products, Çelik and Taş (2021a) the attitude towards using mobile shopping applications is effective on the desire to continue using marketing applications, Çelik and Taş (2021b) engagement in marketing activities through social media applications, Duru and Şua (2013) found a relationship between environmental product awareness and class level, family occupation, parents' education level, and family income.

5. CONCLUSION

In today's world, environmentally friendly and sustainable lifestyles are gaining increasing importance. In this context, it has become critical for businesses and brands to take responsibility in green marketing to create a positive perception among consumers and minimize environmental impacts. Green marketing goes beyond emphasizing the eco-friendliness of a product; it represents a holistic approach that encompasses all business processes, production methods, and supply chains. This strategy aims for consumers to prefer not only high-quality products but also brands that are environmentally conscious and uphold ethical values.

The principles of green marketing are diverse. Businesses must understand the environmental impacts of their activities and

develop solutions to minimize these effects. Brands should provide consumers with clear and transparent communication regarding the environmental impacts of their products and processes. Green innovations such as the use of sustainable materials, energy efficiency, and recyclable packaging help businesses reduce their environmental impacts.

Effective education and awareness campaigns should be organized to inform consumers about the importance of choosing eco-friendly products and to highlight their environmental responsibilities. Green marketing is critical not only for the environment but also for the long-term success of businesses. In an era where consumers are increasingly sensitive to environmental labels and sustainability efforts, green marketing can increase brand loyalty, provide a competitive advantage, and reflect a commitment to leaving a more livable world for future generations.

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