

GREEN MARKETING PRACTICES IN CONTEXT OF ENVIRONMENTAL SUSTAINABILITY: A CASE STUDY

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ABSTRACT

Purpose- Having started of climate change's impact in 21st century shaped businesses' production process directly. Consumers' attitude and behaviours that affected businesses has started to show in spect of corporate social responsibility. Since 1970s, sustainability has been highlighted as a topic reflected to corporate's politics, as well. Environmental sustainability is an variety of sustainability takes environment on center and keep providing products and services. By green marketing, a lot of brands to get profit target take environment on center. From producing product packet to types of electric energy that use is factory, a lot of affects started turning to metaphors with corporates' environmental sustainability politics. In context of ethical production and environmental sustainability, animal testing is being removed while vegan product production is tried to develop. Aim of this research is to understand how environmental sustainability affects firms'/brands' political process.

Methodology- In this research, case study is applied as a types of qualitative research designs. By Turkey's representative of an eco-friendly cleaning firm that from Denmark, semi-structured in depth interview were conducted. Then, the semi-structure in depth interview transcribed and highlighted to topic which turned into codes. The codes were got together and tied to themes.

Findings- In result of the analysis reveals that 4 main themes which are 1) Scandinavian Moral and Ethical Production; 2) Green Sustainability; 3) Vegan Product; 4) Organic Product. For the analysis, Scandinavian moral has a big impacted to ethical production. Firm's practices is related to green sustainability; almost all production processes become "green". In context of climate change, vegan perspective is rising day by day in the marketplace; producing animal-derived resources evaluate a part of climate change. Organic production is assessing an aspect of ecological life which is related to environmental sustainability.

Conclusion- In green marketing perspective, environmental sustainability is one the most important issue, especially, while climate change gaining visibility. Basic marketing mix turning to "green marketing mix". When brands and firms go green by politically, their production process goes directly green, as well. Climate change could be assessed like ethical issue in marketplace in context of environmental degradation. Firms and brands are interested in green conditions due vegan products and organic products, respectively, are positioned in environmental sustainability.

Keywords: Ethical production, climate change, green sustainability, nordic countries, vegan product

JEL Codes: M31, D21, Q01

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