



ENVIRONMENTAL CLAIMS IN THE MAGAZINE ADVERTISEMENTS: A CONTENT ANALYSIS OF EKO IQ MAGAZINE*

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ABSTRACT

Today's increase in environmental problems and their growing presence on our agenda have led to a greater awareness of both consumers and companies. One of the main influences on the purchasing behaviour of both current and potential green consumers', i.e. those who have environmental consciousness is whether or not the product benefits the environment during production, distribution even at the post consumption process. Companies have therefore adopted green promotional activities to present the product or service as meeting the environmental expectations of consumers, in order to achieve a long-term competitive advantage and create, maintain or present image of the company as environmentally sound.

As an element of green marketing communication, green advertising is an important tool for the companies to increase or preserve sales of green goods or services. To achieve these objectives companies mention various messages that contain environmental messages in their advertisements. The subject of this study is "green advertisements." The companies use green advertisements for environmental claims and messages. The purpose of this study is to analyse the relationship between environment and advertisement, based on the notion of the green advertisement, which is one of the elements of green promotional activities; to examine how this relationship is reflected in magazine advertisements, and in this context to present some of the features of green advertising. To this end, 49 samples, which are published in Eko IQ magazine dated March-April 2012 and May-June 2013, have been analysed using the quantitative content analysis method. Within this context, how companies use the level of greenness, green claims and environmental concern as an advertising appeal has been presented.

Key Words: Environment, Environmental Claims in Advertisements, Green Advertising

* Bu çalışma 22-25 Ekim 2013 tarihleri arasında İtalya/ Roma'da düzenlenen International Journal of Arts & Sciences (IJAS) konferansında sunulan sözlü bildirinin genişletilmiş halidir.

Bu makale Crosscheck sistemi tarafından taranmış ve bu sistem sonuçlarına göre orijinal bir makale olduğu tespit edilmiştir.

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DERGİ REKLAMLARINDA ÇEVRECİ İDDİALAR: EKO IQ DERGİSİNE YÖNELİK BİR İÇERİK ANALİZİ

ÖZET

Günümüzde, çevre sorunlarının artması ve daha fazla gündeme gelmesiyle beraber bu sorunlara yönelik hem tüketiciler hem de firmalar açısından bir farkındalık oluşmaya başlamıştır. Çevre duyarlılığına sahip, başka bir deyişle hem mevcut hem de potansiyel yeşil tüketicilerin satın alma davranışlarındaki temel motivasyonlardan biri ürünün, üretim, dağıtım ve hatta tüketim sonrası süreçlerde çevre yararına bir ilişki yaratıp yaratmadığıdır. Dolayısıyla, firmalar yeşil tutundurma faaliyetlerinde ürün ya da hizmeti yeşil olarak sunmak, tüketicilerin çevresel beklentilerini karşılamak, bu sayede uzun vadede rekabet avantajı elde edebilmek ve firmanın çevreci imajını oluşturmak, korumak ya da sunmak amacıyla yeşil tutundurma faaliyetlerine yönelmişlerdir.

Yeşil pazarlama iletişiminin unsurlarından biri olan yeşil reklamcılık yeşil ürün ve hizmetlerin satışlarının artırılması ya da korunmasında önemli bir araçtır. Söz konusu amaçlar için firmalar reklamlarında çeşitli çevreci mesajlara değinmektedirler. Bu çalışmanın konusu firmaların çevreci iddialara ve mesajlara değindikleri “yeşil reklamlardır.” Çalışmanın amacı yeşil tutundurma faaliyetlerinden biri olan yeşil reklamlardan hareketle çevre ile reklam arasındaki ilişkiyi inceleyip bu ilişkinin dergi reklamlarında nasıl yansıtıldığını saptamak ve bu bağlamda yeşil reklamın özelliklerini ortaya çıkarmaktır. Bu amaç doğrultusunda Eko IQ dergisinde Mart-Nisan 2012 sayıları ile Mayıs-Haziran 2013 sayılarında yayınlanan toplam 49 reklam niceliksel içerik analizi yöntemi ile incelenmiş ve bu bağlamda firmaların yeşil seviyeyi, yeşil iddiaları ve bir reklam çekiciliği olarak çevresel kaygıyı nasıl kullandıkları ortaya konulmuştur.

Anahtar Kelimeler: Çevre, Reklamlardaki Çevreci İddialar, Yeşil Reklamcılık

1. Introduction

The impacts of environmental problems can be seen on a global dimension (Karataş, 2014: 856). In addition to this, there has been increasing awareness of environmental problems such as climate change, global warming and destruction of green areas in the recent years. This awareness can emerge at a legal level such as “legal regulations against the carbon emission, climate agreements and compulsory recycling.” As well, the awareness can manifest in the choices, perceptions and expectations of consumers towards “the products that contain less plastic, recyclable, biodegradable, green emphasised, organic and fair trade products.” These consuming practices contribute towards sustainability. In 1987, United Nations, in “Our Common Future Report” described sustainability as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (Brundtland, 1987).

Academic studies in the field of green marketing and green advertising have been increasing. However, most of these studies are Europe or U.S.A based. There is a limited amount of study about green advertising in Turkey. The features, objectives and appeals of green

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advertisements are different in profit-oriented and non-profit organisations. While profit based organisations promote green image and products, non-profit organisations focus on changing consumer behaviour (Banerjee, Gulas and Iyer, 1995: 29). Cox (2008: 39-49) refers to the importance of corporate visual identity for green advertising. According to Cox, purchasing a product from a company that has social responsibility is as important as purchasing a product that has ecological features. There is an association between sustainable consumption and the advertisements which foster environmental awareness. Leonidou et al. (2011: 23) suggest that the companies which are accused of polluting the environment pay attention to advertising in order to develop a “green image.” Green products and green branding have important links with climate change in advertising market (Dande, 2012: 1). Dande also highlights that advertising is a product of its own time; thus, our generation is the first witnesses of “integration of climate change with marketing and advertising strategies” in the history of modern advertising. In Turkey, Özkoçak and Tuna (2011: 11) applied the content analysis to green advertisements in newspapers. Researchers analysed 13511 ads in total but they found only 55 of them could be classified as environmental ads. They suggest that the attention towards green ads is increasing in the West but it is in its first stage in Turkey. Gürbüz, Akin and Karabağ (2012: 61-65) state that Turkish companies do not care enough about environmental protection. However, when the consumers are satisfied that the product is environmentally friendly they will probably use green products rather than using other products.

The purpose of the present study is to analyse how companies build an association with environment in Turkey. From this point of view, the main components of a green advertisement, which are environmental claim, claim types and as an advertising appeal the term of environmental concerns will be analysed. The paper begins with a summary of the literature review. It then describes the research questions and methodology. Finally, results of the research are examined. This is followed by the conclusion of the study.

2. Literature Review

In this part of the study, the concept of green advertising, green advertisement terms, environmental claims in the green ads and green advertisement appeals are defined within a theoretical framework.

2. 1. Green Advertising

According to Demir and Yiğit (2013: 462) as an element of marketing communication, advertisement is essential for both companies and consumers. Zinkhan and Carlson (1995: 1) define green advertising as “promotional messages that may appeal to the needs and desires of environmentally concerned consumers.”

Banerjee et al. (1995: 22) define green advertising as any ad that meets one or more of the following criteria:

- Explicitly or implicitly addresses the relationship between a product/service and the biophysical environment.
- Promotes a green lifestyle with or without highlighting a product/service.
- Presents a corporate image of environmental responsibility.

Green advertisements focus on the following subjects (Testa et al., 2012: 10):

- The environmental performance of a product (e.g. a product that requires little energy during use, or was built using recycled materials).

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- The environmental performance of a company (use of technology or performance standards that focus on reducing the environmental impacts of the production process).
- An event or initiative to which the company participates that has no specific reference to the company's product or process (e.g. support to an environmental initiative).
- Green lifestyle, with statements that promote behaviours that safeguard nature or the importance to preserve it by reducing the impacts generated by human activities.

The emphasizing of environment in the green advertisement focuses on either product, company or both of them. The concept of green advertising is not independent from environmental problems. As the concept of "green" has become more important, advertisers have used the term as a discourse within ads. Iyer, Banerjee and Gulas (1994: 292) identify four purposes of green focused advertisers. These are; positioning a product or service as green, presenting the corporate entity as green, influencing the behaviour, making a donation or support the membership to an environmental organisation.

2. 2. Green Advertisement Terms

Advertisements are the important elements for analysing a society because they shape the public perception in two ways. The first way is that ads affect the attitude of society towards the environmental problems. The second way is that they indicate what types of messages marketers assume to appeal to consumers (Gephart, Emenike and Bretz, 2011: 20). As Çetin (2014: 561) states advertisement have to be based on a message. Therefore, the terms which are used in advertisements have an important function on the message perceived. There is a difference between green terms of early stage advertisements and more contemporary advertisements. Moreover, the content of messages has been changing too. One of the most important reasons of the change might be changes in consumer needs and perceptions. For example, Peattie (1995) argued that early advertisements on the subject used ecological terms such as "disposable", "recyclable" and "pre-packaged"; however, in the more contemporary advertisements words such as "organic", "energy efficient" and "sustainably sourced" have been used (as cited in Leonidou et al., 2011: 9). Terms such as recyclable, environmentally friendly, ozone safe, biodegradable are popular in the green advertisings (D'Souza and Taghian, 2005: 52).

Fletcher and Downing (2011: 12-19) classify the terms in green advertisements as follows;

1. Inferential Terms: These make no explicit link to environmental issues but have the potential to imply one from context in which they are used. Examples include "clean, pure or natural."
2. Flag Terms: These make an explicit link to environmental benefit without picking out a specific issue and so may be used to "flag" a product or claim as having an environmental aspect. Examples include "environmentally-friendly, green or sustainable."
3. Specific terms: These either highlight a specific environmental issue (e.g. "carbon footprint or carbon emissions") or specific steps taken to negate an environmental impact (e.g. "renewable energy or recyclable").

2. 3. Environmental Claims in the Advertisements

Advertising literature highlights a few reasons for emergence of "green ads." First reason is to influence the consumers' behaviour, consciousness and perceptions towards environmental problems and the second reason is to highlight the social responsibility of the companies'. From this point of view it could be said that the most important element of the "green ads" is a specially designed environmental claim.

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Carlson, Grove and Kangun (1993: 31) classified the environmental claims into five categories. These categories are presented below:

1. Product Orientation: The claim focuses on the environmentally friendly attributes that a product possesses.

Example: "This product is biodegradable."

2. Process Orientation: The claim deals with an organization's internal technology, production technique and/or disposal method that yields environmental benefits.

Example: "Twenty per cent of the raw materials used in producing this good are recycled."

3. Image Orientation: The claim associates an organization with an environmental cause or activity for which there is broad-based public support.

Example (a): "We are committed to preserving our forests."

Example (b): "We urge that you support the movement to preserve our wetlands."

4. Environmental Fact: The claim involves an independent statement that is ostensibly factual in nature from an organization about the environment at large, or its condition.

Example: "The world's rain forests are being destroyed at the rate of two acres per second."

5. Combination: The claim appears to have multiple facets, (i.e., it reflects a product orientation, process orientation, image orientation and/or an environmental fact).

Environmental claims provide some benefits to the consumers. These benefits are (Kong and Zhang, 2012: 2-3):

- Experimental Benefit: If the consumer purchases an environmentally sensitive product, she/he feels the emotions such as pride, accomplishment or fulfilment through social benefit of the product.

- Symbolic Benefit: Symbolic benefit is about the external needs. Consumers may consider not purchasing a product that does not reflect their opinions.

- Nature Related Benefits: Sensations and feelings experienced through contact with nature

Various criticisms can be made against green advertisements. The main concern is that the environmental claims are not clear to many consumers, to be unfounded, or both. False and unfounded environmental claims were defined as "greenwashing" (Karna et al., 2001: 60). Greenwashing is a misuse of the principles of environmental marketing, which means that consumers cannot trust the content of advertisements (Ongkrutraksa, 2007: 370). Misleading categories in the environmental advertisements can be defined as follow (Carlson et al., 1993: 31):

- Vague/Ambiguous: The claim is overly vague or ambiguous; it contains a phrase or statement that is too broad to have a clear meaning.

Example: "This product is environmentally friendly."

- Omission: The claim omits important information necessary to evaluate its truthfulness or reasonableness.

Example: "This product contains no CFCs" (when in fact it contains other environmentally harmful chemicals).

- False/Outright Lie: The claim is inaccurate or a fabrication.

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Example: “This product is made from recycled materials” (when in fact it is not).

- Combination: The claim contains more than one misleading/deceptive element.

Scammon and Mayer (1995: 35-36) suggest that an environmental claim indicates the effects of a brand on the natural environment. Environmental claims can include multiple ecological features such as “energy efficiency, degradability and recyclability.”

In the meantime, environmental claims indicate that the brand is ecologically friendly, environmentally responsible or green features of the different stages of product life cycle (product, packaging, distribution, consumption, disposal).

2. 4. Green Advertising Appeals

One of the main elements of creativity in advertising is the appeal. Advertising appeal is defined as any message designed to motivate the consumer to purchase. To motivate consumer action, the statement must be related to the person's interests, wants, goals and/or problems (Mueller, 1986). Stafford, Stafford and Chowdhury (1996: 71) defined following seven environmental concerns as green advertising appeals:

- Concern for Waste: Concern for reducing and managing waste. Examples include waste control, waste disposal/reduction, landfills, recycling and energy conservation/efficiency.
- Concern for Wildlife: Concern for preserving animals and their habitats. Examples include species, preservation, wilderness protection, trade in rare species/poaching and deforestation.
- Concern for Biosphere: Concern for the earth and the air. Examples include ozone depletion and the greenhouse effect.
- Concern for Popular Issues: Concern for popular issues with recent visibility in the popular press. Examples include overpopulation, citizen participation, erosion and climate change.
- Concern for Health: Concern of human survival and quality of life. Examples include human health, water protection and air pollution.
- Energy Awareness: Concern for energy sources and consumption. Examples include clean energy, alternative energy sources, energy conservation and automobiles.
- Concern for Environmental Technology: Concern for technologies that can affect the environment proactively. Examples include biotechnology, safe technology and community economic development.

3. Research Aims and Objectives

The main purpose of this study is to analyse environmental claims, the type of the environmental claims and designing of “concern” as an advertising appeal in printed environmental advertisements. Using above concepts as a base, the following questions are addressed when conducting the study:

- RQ1: How do companies build a relationship with the environment?
- RQ 2: What are the important environmental claims in the green ads?
- RQ 3: What types of environmental claims are used in the green ads?
- RQ 4: What types of environmental concerns are used in the green ads?

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4. Methodology

In this study content analysis method was employed. Kolbe and Burnett (1991) define content analysis as “an observational research method that is used to systematically evaluate the symbolic content of all forms of recorded communication. These communications can also be analysed at many levels (image, word, roles, etc.) thereby creating a realm of research opportunities” (as cited in Lombard, Duch and Bracken, 2002: 588). The universe of the study is any printed magazine in Turkey. To conduct the research we used non- probability purposive sampling method. Sample selected by using the judgement of researchers. The sample of the study is “Green Business and Green Lifestyle Eko IQ” magazine. The aforementioned magazine is published monthly in Turkey. In the magazine’s web page it states that the magazine’s purpose is to become a communication medium towards “ecological intellect” (<http://ekoiq.com/hakkimizda/>). This magazine has been chosen because almost half of the ads in magazine promote environmental products and services. It is also the first carbon neutral magazine in Turkey. Data obtained from March, April 2012 and May, June 2013 in four issues of the magazine. Although, in total there were 100 ads in four issues we only analysed 49 ads, because duplicated, publisher, expo, festival, conference announcements and non- governmental organisations’ ads were excluded. We only focused on ads from commercial companies. Thus, in total 49 ads were selected. Data was analysed using of Statistical Package for the Social Sciences (SPSS) 15.0.

This study consists of five stages:

The First Stage of the Study

Table 1. Classification of the Sample

Issue	Total Number of Advertisements	Total Number of Extracted Ads	Total Number of Sample
EKO IQ March- April 2012 May-June 2013	100	51	49

Table 1 shows the classification of sample. Duplicated, publisher ads, expo, festival, conference announcements ads and non- governmental organisations’ ads, so 51 ads in total, were excluded. The sample is comprised of 49 ads. In total 31 different brands’ ads were found. 18 ads belonged to the same companies but we did not classify these ads as duplicate because these 18 ads were textually and visually designed different from the same companies’ other ads.

The Second Stage of the Study

Based on Wagner and Hansen’s measurement model (2002: 18-19) in the second stage ads were classified in terms of “greenness” (i. e., extra green, green, light green, green brown, brown). The detailed explanation of this stage is presented in Table 2.

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Table 2. Measurement Model

	A Important Environmental Claim	B Execuational Framework (Looks Green)	C Product Life Cycle	D Driving Force and Leverage Points
Extra Green	X	X	X	X
Green	X	X	X	
Green	X	X		X
Light Green	X	X		
Green Brown	X		X	
Green Brown	X			X
Green Brown	X			
Brown				

Reference: Wagner, E.R., Hansen, E.N. (2002). Methodology for Evaluating Green Advertising of Forest Products in the United States: A Content Analysis, *Forests Products Journal*, 52, 17-23. p: 19.

In this stage we used the method adopted by Wagner and Hansen (2002). Researchers used the MECCAS (Means-End Chain Conceptualization of Advertising Strategy) model to apply the content analysis method to the forest products in the six magazines. According to Wagner and Hansen (2002: 18-19) MECCAS model defines the four elements of the advertising. These elements are; message element, consumer benefits, leverage points, the driving forces and the execuational framework.

- Message Element: Green consumer considers all the features of the product including the product life cycle in the purchasing behaviour. Product life cycle includes the following elements: Raw material (allowed species, forbidden species, sustainable forest, no virgin forest cut, no clear cuts, certified woods), production processes (non-polluting, non-emissions, low energy consumption), product packaging, transportation and distribution, consumption and disposal (reusable, recyclable, decomposable).

- Consumer Benefits: Consumer benefits include functional, psychological and social benefits. Perceived risks can classified in this category too.

- Leverage Points: There are four types of leverage points; rational, moral, emotional and zeitgeist. Rational points are about product's rational dimensions. Moral points related with what is wrong and what is right. Emotional points use fear, love, joy and pleasure for communication. Zeitgeist invites the consumer to join the trends.

- Driving Force: Driving force is the main value that environmental advertisements promote. Driving forces related with the environmental concerns such as planet preservation, animal life and personal health.

- Execuational Framework: This element is about the structure, layout, visuals and the logos of the advertisement.

In the measurement model “the green element” is defined in four levels. The first level is A. This level defines whether an ad has any greenness. It is the most important and the minimum criteria in the measurement model. In this level ad must include any green word such as “environment, green and natural.” Commercial ads with an environmental claim hidden within a paragraph can hardly be considered environmental ads; such ads are defined as brown

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advertisements. Ads with a prominent environmental claim are at least green brown ads (Wagner and Hansen, 2002: 19).

The second level is B. Level B defines whether an ad looks green or not. It should include pictures of plant, animals, natural landscapes and children. Intensive use of green characterises this level. In other words, this level is about visual elements. Ads that meets requirement A and B are at least light green (Wagner and Hansen, 2002: 19).

The third level is C. Production, disposability, environmental effect, minimum using of the packaging material and recyclability are the main determinants of the level C. Ads that meets requirement A, B and C are green advertisements (Wagner and Hansen, 2002: 19).

The last level is D. It includes leverage points and driving forces. Ads that meets requirement A, B and D (but not C) are still green advertisements. If advertisements meet all requirements it is called extra green. Driving forces are, preserving planet, animal's life and personal health. Leverage points build an engagement with driving force through concretization the message (Wagner and Hansen, 2002: 19).

The Third Stage of the Study

Again referring to Wagner and Hansen's measurement model (2002: 18-19) in the third stage we classified the relationship between the company and the environment. The main categories are; an important environmental claim, executional framework (looks green), product life cycle and driving force/ leverage points (see Table 2). As an extra category, we added combination. In some ads more than one category are used to build a relationship with environment. Thus, this extra category was included.

The Fourth Stage of the Study

With reference to Carlson, Grove and Kangun (1993: 31) the objective of the fourth stage is to determine the types of environmental claims (product orientation, process orientation, image orientation, environmental fact and combination, explained in section 2. 3.). Therefore we analysed the claim types.

The Fifth Stage of the Study

Based on Stafford, Stafford and Chowdhury's study (1996: 71) in the last stage the concerns of environment were examined (concern for waste, concern for wildlife, concern for biosphere, concern for popular issues, concern for health, energy awareness, concern for environmental technology, explained in section 2. 4.). We added combination as an extra category because in some ads more than one concern category are used as an environmental appeal.

5. Research Findings

The aim of this section is to discuss the frequency tables and comparative tables in terms of the research objectives.

5. 1. Frequency Tables

Table 3. Distribution of Advertisements in Issues

Distribution	Frequency	Percent
March 2012	15	30,6
April 2012	12	24,5
May 2013	13	26,5
June 2013	9	18,4
Total	49	100,0

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Sample distribution is shown in Table 2. 30.6% of ads were published in March 2012 issue, 26.5% in May 2013, 24.5% in April 2012 and 18.4% of them were published in June 2013 issue of Eko IQ.

Table 4. Advertisement Category

Category	Frequency	Percent
Corporate (Institutional)	23	46,9
Product	18	36,7
Service	8	16,3
Total	49	100,0

Table 4 gives the details of advertisements category by reference to ad type and content. 46.9% of the green ads were institutional ad, 36.7% was product ad and 16.3% was service ad.

Table 5. Product and Service Category of Advertisement

Product and Service Category	Frequency	Percent
Energy/Recycling	9	18,4
Appliances	5	10,2
Construction Material	5	10,2
Chemical	5	10,2
Food	4	8,2
Media	4	8,2
Paper/Stationery	3	6,1
Corporate	2	4,1
Education	2	4,1
Construction	2	4,1
Medication	2	4,1
Bank	2	4,1
Logistic	1	2,0
Insulation	1	2,0
Air Conditioner/Cooling and Heating Systems	1	2,0
Consultancy	1	2,0
Total	49	100,0

With regard to the product and service category of advertisements as seen in Table 5 18.4% of the ads were about energy/recycling, 10.2% appliances, 10.2% construction material and 10.2% were in chemical sector. This is followed by 8.2% food, 8.2% media, 6.1% paper/stationery, 4.1% corporate, 4.1% education, 4.1% construction, 4.1% medication, 4.1% bank, 2.0% logistic, 2.0% insulation, 2.0% cooling and heating system and 2.0% consultancy ads.

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Table 6. Green Categories of Advertisements

Green Category	Frequency	Percent
Extra Green	16	32,7
Green	9	18,4
Light Green	8	16,3
Green Brown	7	14,3
Brown	9	18,4
Total	49	100,0

Classification of advertisements in the context of greenness is shown in Table 6. 32.7% of the total ads classified as extra green, followed by, 18.4% green, 16.3% light green and 14.3% green brown. Moreover, 18.4% of the total ads were brown because no evidence of environmental claims in these advertisements.

Table 7. Relationship between Advertisements and Environment

Relationship	Frequency	Percent
Important Environmental Claim	21	42,9
Executional Framework/Looks Green	9	18,4
Combination	5	10,2
Driving Force and Leverage Points	4	8,2
Product Life Cycle	1	2,0
No Relation	9	18,4
Total	49	100,0

Table 7 shows how companies build a relationship with environment. According to these results, important environmental claims comprise 42.9% of all the relationship elements. This was followed by 18.4% executional framework/looks green, 8.2% driving force and leverage points, 2.0% product life cycle and 10.2% combination category which means two or more elements used as a relationship indicator. There was no sign of relationship indicator in 18.4% of all the ads. These ads were clearly in brown category.

Table 8. The Types of Environmental Claims in Advertisements

Environmental Claim	Frequency	Percent
Image Orientation	16	32,7
Product Orientation	13	26,5
Process Orientation	6	12,2
Combination	3	6,1
Environmental Fact	2	4,1
No Claim	9	18,4
Total	49	100,0

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Distribution of environmental claims in advertising is shown in Table 8. Results shows that 32.7% of claims were classified as image orientation, 26.5% product, 12.2% process orientation, 4.1% environmental facts and 6.1% combination. In 18.4% of all the ads no claim was found.

Table 9. The Types of Concern as an Appeal

The Types of Concern	Frequency	Percent
Energy Awareness Concern	9	18,4
Popular Issues Concern	7	14,3
Health Concern	7	14,3
Environmental Technology Concern	6	12,2
Biosphere Concern	5	10,2
Combination	5	10,2
Waste Concern	3	6,1
No Concern	7	14,3
Total	49	100,0

With regard to the type of concern using as an advertisement appeal as seen in Table 5. 18.4% of concern was about energy awareness, 14.3% popular issues concern, 14.3% health concern, 12.2% environmental technology concern, 10.2% biosphere concern, 10.2% combination and 6.1% waste concern, respectively. There was no evidence of any concern in 14.3% of all the ads.

5. 2. Comparative Tables

Table 10. Comparing Green Category of Advertisement and Advertisement Type

Green Category	Type of Advertisement			Total
	Product	Service	Corporate	
Extra Green	8	0	8	16
	44,4%	,0%	34,8%	32,7%
Green	2	3	4	9
	11,1%	37,5%	17,4%	18,4%
Light Green	3	2	3	8
	16,7%	25,0%	13,0%	16,3%
Green Brown	2	2	3	7
	11,1%	25,0%	13,0%	14,3%
Brown	3	1	5	9
	16,7%	12,5%	21,7%	18,4%
Total	18	8	23	49
	100,0%	100,0%	100,0%	100,0%

As seen in Table 10 results shows that 44.4% of product ads consist of extra green, 16.7% light green, 11.1% green, 11.1% green brown and 16.7% brown, respectively. For service sector's ads, 37.5% was green, 25.0% light green, 25.0% green brown and 12.5% brown. Finally, 34.8% of corporate ads consist of extra green, 17.4% green, 13.0% light green, 13.0% green brown and

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21.7% brown. Green category and advertisement type's relationship was not significant ($X^2=7,17$; $df=8$; $p=,518>0,05$).

Table 11. Green Category of Advertisement and Environmental Relationship

Relationship	Green Category of Ad					Total
	Extra Green	Green	Light Green	Green Brown	Brown	
No Relation	0	0	0	0	9	9
	,0%	,0%	,0%	,0%	100,0%	18,4%
Important Environmental Claim	7	6	4	4	0	21
	43,8%	66,7%	50,0%	57,1%	,0%	42,9%
Executional Framework/Looks Green	4	2	3	0	0	9
	25,0%	22,2%	37,5%	,0%	,0%	18,4%
Product Life Cycle	1	0	0	0	0	1
	6,3%	,0%	,0%	,0%	,0%	2,0%
Driving Force and Leverage Points	1	0	1	2	0	4
	6,3%	,0%	12,5%	28,6%	,0%	8,2%
Combination	3	1	0	1	0	5
	18,8%	11,1%	,0%	14,3%	,0%	10,2%
Total	16	9	8	7	9	49
	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

The results in Table 11 indicate the green category of advertisement and environmental relationship. According to this table 43.8% of the extra green ads build a relationship with environment by an important environmental claim this is followed by 25.0% executional framework/looks green, 6.3% product life cycle, again 6.3% driving force/leverage points and 18.8% combination. 66.7% of the green ads build a relationship by an important environmental claim, 22.2% executional framework/looks green and 11.1% combination. 50.0% of the light green ads had a message about an important environmental claim, 37.5% executional framework/looks green and 12.5% driving force/leverage points. For green brown ads, 57.1% feature an important environmental claim, 28.6% driving force/leverage points and 14.3% combination, respectively. Green category of advertisement and environmental relationship's interactivity was significant ($X^2=60,82$; $df=20$; $p=,000<0,05$).

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Table 12. Relationship between Green Category of Advertisement and Environmental Claim Type

Environmental Claim Type	Green Category of Ad					Total
	Extra Green	Green	Light Green	Green Brown	Brown	
No Claim	0	0	0	0	9	9
	,0%	,0%	,0%	,0%	100,0%	18,4%
Product Orientation	8	0	3	2	0	13
	50,0%	,0%	37,5%	28,6%	,0%	26,5%
Process Orientation	2	1	1	2	0	6
	12,5%	11,1%	12,5%	28,6%	,0%	12,2%
Image Orientation	3	6	4	3	0	16
	18,8%	66,7%	50,0%	42,9%	,0%	32,7%
Environmental Fact	1	1	0	0	0	2
	6,3%	11,1%	,0%	,0%	,0%	4,1%
Combination	2	1	0	0	0	3
	12,5%	11,1%	,0%	,0%	,0%	6,1%
Total	16	9	8	7	9	49
	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Relationship between green category of advertisement and environmental claim type results are shown in Table 12. 50.0% of the green ads had a product orientation claim type, 18.8% image orientation, 12.5% process orientation, 12.5% combination and 6.3% environmental fact. For green ads result was 66.7% image orientation, 11.1% process orientation, 11.1% environmental fact and 11.1% combination. 50.0% of light green ads had an image orientation claim type, 37.5% product orientation, 12.5% process orientation, respectively. Claim distribution for green brown ads were 42.9% image orientation, 28.6% product orientation and again 28.6% process orientation. In brown ads no claim type was found. Relationship between green category of advertisement and environmental claim type's was significant ($X^2=64,29$; $df=20$; $p=,000<0,05$).

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Table 13. Relationship between Green Category of Advertisement and the Type of Concern

The Type of Concern	Green Category of Ad					Total
	Extra Green	Green	Light Green	Green Brown	Brown	
No Concern	0	0	0	0	7	7
	,0%	,0%	,0%	,0%	77,8%	14,3%
Waste Concern	2	1	0	0	0	3
	12,5%	11,1%	,0%	,0%	,0%	6,1%
Biosphere Concern	0	3	2	0	0	5
	,0%	33,3%	25,0%	,0%	,0%	10,2%
Popular Issues Concern	4	0	2	1	0	7
	25,0%	,0%	25,0%	14,3%	,0%	14,3%
Health Concern	3	0	1	2	1	7
	18,8%	,0%	12,5%	28,6%	11,1%	14,3%
Energy Awareness Concern	3	3	1	2	0	9
	18,8%	33,3%	12,5%	28,6%	,0%	18,4%
Environmental Technology Concern	2	1	1	1	1	6
	12,5%	11,1%	12,5%	14,3%	11,1%	12,2%
Combination	2	1	1	1	0	5
	12,5%	11,1%	12,5%	14,3%	,0%	10,2%
Total	16	9	8	7	9	49
	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Table 13 gives the details of relationship between green category of advertisement and type of concern. According to results 25.0% of the extra green ads emphasized popular issues concern, followed by 18.8% health concern, 18.8% energy awareness concern, 12.5% environmental technology concern, 12.5% waste concern and 12.5% combination. For green category, the result was 33.3% biosphere concern, 33.3% energy awareness concern, 11.1% waste concern, 11.1% environmental technology concern and 11.1% combination. Concern distribution for light green category were 25.0% biosphere concern, 25.0% popular issues concern, 12.5% health concern, 12.5% energy awareness concern, 12.5% environmental technology concern and 12.5% combination. 28.6% of green brown ads had a health concern, 28.6% energy awareness concern, 14.3% popular issues concern, 14.3% environmental technology concern and 14.3% combination. Finally, for brown ads the results were 11.1% health concern and 11.1% environmental technology concern. Apart from these two concerns no other concern was found in brown ads. Relationship between green category of advertisement and type of concern was significant ($X^2=55,30$; $df=28$; $p=,002<0,05$).

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6. Conclusion

This research examined four components in green advertising such as greenness level of ads, relationship between the ad and environment, types of environmental claims and concern as an environmental advertising appeal, respectively. One of our main aims was to analyse the commercial content of green ads. Thus, we did not focus on non-profitable ads.

General results of the study show that corporate ads had a higher percentage than other categories. To reflect a green image of the company might be one reason for this result. Most companies featured in the energy and recycling categories. This result is in line with a previous research result conducted by Leonidou et al. (2011: 15). Moreover, both energy and recycling are the categories which directly related with environmental problems. With regard to greenness level of ads, extra green category had a higher percentage than other green categories. Important environmental claim is much more significant than other relationship categories. Image orientation is the most visible environmental claim type. Energy awareness concern is higher than other types of concerns because energy is directly related to environmental problems. Consequently, environmental problems should be considered by the companies and marketers in all levels of management including promotional activities such as advertising.

In addition, the research has some limitations. Firstly, we analysed an environmental focused magazine. If a non-environmental magazine were analysed results would be different. Secondly, 49 samples may not be large enough to generalize the results. Future studies might concentrate on the different medium for green advertising or consumer attitudes and perceptions towards the green advertising to provide a better understanding frame of green advertising.

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