

GREEN ADVERTISEMENTS CONTRIBUTING TO THE DEVELOPMENT OF ENVIRONMENTAL AWARENESS AND EXAMPLE COMMERCIAL FILM ANALYSIS

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ÇEVRE BİLİNCİNİN GELİŞMESİNE KATKI SAĞLAYAN YEŞİL REKLAMLAR VE ÖRNEK REKLAM FİLMİ ANALİZİ

Abstract

Our world is changing. Climates are changing. Our world is changing with climate change. With change, the world is becoming an unlivable place day by day. The ecological balance is being disrupted. With the disruption of the ecological balance, the world is getting polluted. The polluted world gives rise to new problems every day. They are losing hope for the future. These are just some of the problems arising from climate change. In order to solve these problems, we need to see the dangers that climate change can cause. We need to be aware of the danger. To be able to see the danger and to be aware of it, important responsibilities fall on states, non-governmental organizations, and institutions. At this point, states and organizations have started to generate ideas and work with a livable world consciousness. This awareness of working with this consciousness has given rise to the longing for a livable world. At this point, it is important for environmental awareness to be sustainable. For the formation of sustainable environmental awareness, important responsibilities fall on governments, non-governmental organizations, and institutions. States and non-governmental organizations are working hard to raise public awareness and provide education on this issue. Profit-oriented organizations, on the other hand, are making great efforts to conduct their commercial activities while fulfilling their social responsibilities. One of the social responsibilities they undertake is to carry out environmentally sensitive marketing activities. For profit-oriented organizations, being environmentally conscious is an important factor in gaining reputation. Nowadays, organizations have started to place importance on "green" communication strategies and activities to develop a business perception that values sustainability and promotes environmentally friendly behaviors. One of the communication activities it values is green advertising. In the study titled "Green Advertisements Contributing to the Development of Environmental Awareness and Analysis of Sample Commercials," the concepts of environment and environmental awareness are explained, along with green marketing, the driving force of sustainability, the elements of the green marketing mix, and green advertisements. The study employed the descriptive analysis method. In the analysis section of the study, individuals, subjects, locations, and texts were analyzed, and the resulting meanings were described. The TEB advertisement film titled "What is Sustainability?" was selected as a purposive sample for the study. As important findings of the study, TEB's motto, "Let's continue our fight with positive impact projects to improve our world not by reducing it but by multiplying it, so that tomorrow is as good as today and even better," summarizes their efforts regarding environmental awareness. In the advertisement film, the development and change of environmental awareness are concluded with the slogan "Keep Going for a Better Future" through education, effort, hope, and faith.

Keywords: Climate Change, Sustainability, Environmental Awareness, Green Marketing, Green Advertising.

Özet

Dünyamız değişiyor. İklimler değişiyor. İklim değişikliği ile dünyamız değişiyor. Değişim ile dünya her geçen gün yaşanılmaz bir yere dönüşüyor. Ekolojik denge bozuluyor. Ekolojik dengenin bozulması ile dünya kirleniyor. Kirlenen dünya her gün yeni sorunları doğuruyor. Geleceğe dönük umutlarını kaybediyor. Bu saydıklarımız iklim değişikliği ile ortaya çıkan sorunlardan sadece bazıları. Bu sorunların çözüme kavuşturulabilmesi için iklim değişikliğinin yol açabileceği tehlikeleri görmek gerek. Tehlikenin farkına varmak gerek. Tehlikeyi görebilmek ve tehlikenin farkına varabilmek için devletlere, sivil toplum örgütlerine, kuruluşlara önemli görevler düşmektedir. Bu noktada devletler ve kuruluşlar fikir üretmeye ve yaşanılır dünya bilinci ile çalışmaya başlamışlardır. Bu bilinç ile çalışma şuru yaşanılır dünya özlemini ortaya çıkarmıştır. Bu noktada çevre bilincinin sürdürülebilir olması önemlidir. Sürdürülebilir çevre bilincinin oluşumu için devletlere, sivil toplum örgütlerine, kuruluşlara önemli görevler düşmektedir. Devleteler ve sivil toplum örgütleri kamuoyunu bilinçlendirmek, halka bu konuda eğitim vermek için yoğun mesai harcamaktadırlar. Kar amacı güden kuruluşlar ise hem ticari faaliyetlerini yürütmek hem de toplumsal sorumluluklarını yerine getirmek için büyük çabalar içerisinde. Giriştiği toplumsal sorumluluklardan birisi de çevreye karşı duyarlı pazarlama faaliyetlerini gerçekleştirmektir. Kar amacı güden kuruluşlar için çevreye duyarlı olmak, itibarın kazanılması için önemli bir faktördür. Günümüzde kuruluşlar sürdürülebilirliğe değer veren ve çevre dostu davranışları teşvik eden işletme algısını geliştirmek için "yeşil" iletişim stratejileri ve faaliyetlerine önem vermeye başlamışlardır. Önem verdiği iletişim faaliyetlerinden birisi de yeşil reklamlardır. Çevre Bilincinin Gelişimine Katkı Sunan Yeşil Reklamlar Ve Örnek Reklam Filmi Çözümlemesi başlıklı çalışmada çevre ve çevre bilincinin ne olduğu açıklanarak, sürdürülebilirliğin lokomotif olan yeşil pazarlama, yeşil pazarlama karması elemanları ve yeşil reklam konuları açıklanmıştır. Çalışmada betimsel analiz yöntemi kullanılmıştır. Çalışmanın analiz kısmında kişiler, konular, mekanlar, metinler analiz edilmiş, ortaya çıkan anlamın betimlemeleri yapılmıştır. Sürdürülebilirlik Nedir? isimli TEB reklam filmi çalışmaya amaçlı örneklem kapsamında seçilmiştir. Çalışmanın önemli bulguları olarak TEB'in yarın bugün kadar ve hatta daha güzel olsun diye, dünyamızı azaltarak değil çoğaltarak iyileştirelim diye pozitif etki projelerimizle mücadelemize devam ediyoruz diyen mottosu, çevre bilinci hakkında çalışmalarının özeti mahiyetindedir. Reklam filminde çevre bilincinin gelişimi ve değişimi eğitimle, emekle, umut ve inançla daha iyi bir gelecek için Hayata Devam Et sloganı ile sonlandırılmıştır.

Anahtar sözcükler: İklim Değişikliği, Sürdürülebilirlik, Çevre Bilinci, Yeşil Pazarlama, Yeşil Reklam.

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Introduction

Every day, in line with the rapidly occurring technological developments, natural resources have started to be consumed both quickly and unconsciously. The negative effects of this rapid and unconscious usage have left adverse impacts on the environment. The recent emergence of global warming and environmental pollution, which have become global threats, has led to significant concerns for the future. The concerns that have arisen in people's perceptions have highlighted the necessity for greater sensitivity towards the environment, resulting in the emergence of environmental awareness. The relationship between people and the nature they live in is of great importance. At the core of this relationship lies the fact that humans are a part of nature in the realm of existence. Humans are a species that live in nature, shape their lives in accordance with nature, and must be in harmony with nature (Önder, 2003: 12). Just like humans, nature is also a living entity, and if the world continues to exist, it will inevitably require being in harmony with humans. The relationship between humans and nature is a necessary one, and without a doubt, it is humans who act recklessly according to their own needs in this relationship. Especially in the period following the Industrial Revolution, intense urbanization has led to the rapid destruction of nature, and we have faced environmental problems that are now quite difficult to repair (Maltaş, 2015: 4).

Humanity has become aware that it needs to protect the air, water, soil, and plants of the world it lives in. In recent years, humanity, acting with this awareness, has developed an environmental consciousness. For humanity, it is valuable for the world they live in to be livable. For this reason, people want the world they live in to be problem-free. They strive to solve environmental issues to live in a world without problems. Solving environmental problems is important for making the world we live in more livable and leaving a more habitable world for future generations. If environmental issues are not resolved or taken seriously today, future generations may find the world unlivable. To make future life possible, the protection and preservation of the environment is desired. Human needs are

increasing, and as a result, the environment is also undergoing changes. Nature's capacity is very forgiving and highly regenerative, but there is a limit to nature's capacity as well. Especially with the increase in population and the growing pressure of technology, the sustainability, protection, and improvement of the changing and fragile environment have become a necessity. Due to this necessity, humanity longs for a greener, bluer, more oxygen-rich, more prosperous, and more comfortable life. Is it possible to offer the longed-for way of life to all the people of the world? It is difficult to answer this question with a yes. People, organizations, and governments are now aware of the need to protect the natural resources of air, water, soil, and plant life that constitute the natural capital upon which humanity depends. At this point, it has long been debated whether decision-makers in profit-oriented organizations need to be concerned with things other than maximizing profit. This issue has given rise to the concept of corporate social responsibility. At the core of the concept of corporate social responsibility lies the idea that businesses are not merely entities chasing after more profit, but that they have social and moral responsibilities towards the natural and social environment they inhabit. Corporate social responsibility is a concept with a very broad scope, and therefore, it is defined in various ways. Social responsibility refers to the legal and moral obligations of businesses or organizations regarding the impact of their actions or activities on society and their compliance with societal norms (Tek, 1999: 31). Social responsibility is the principle that a person or organization can be held accountable for their actions because they affect the interests of others (Mucuk, 2007, 13). Corporate social responsibility, on the other hand, is an obligation undertaken to improve societal welfare through voluntary business practices and contributions of corporate resources (Kotler & Lee, 2008: 2). According to the World Business Council for Sustainable Development (WBCSD), corporate social responsibility is the obligation of businesses to contribute to sustainable economic development by working with employees, their families, the local community, and society at large to improve the quality of life (Kotler &

Lee, 2008: 3). In this context, it is necessary to use the scarce resources in nature and our world efficiently. The healthy and long-lasting use of scarce resources is possible through ensuring their sustainability. In the simplest terms, sustainability is about the world we will leave for our children and grandchildren. Sustainability is the way and method of ensuring a safe and livable future for everyone by conserving resources, reducing energy consumption, promoting a healthy living environment, and creating a positive social impact (Purvis et al., 2019). At the point of sustainability, individuals, institutions, organizations, non-governmental organizations, and governments have important responsibilities. In the construction of a better, more comfortable, and livable world, institutions, organizations, non-governmental organizations, and governments must fulfill their responsibilities, as well as inform, raise awareness, and create public opinion among the people on this matter. The negative impact of human activities on the environment is at alarming levels today. Governments around the world are making efforts to minimize the impact of human activities on the environment. Societies are placing greater importance on the natural environment. Businesses have started to understand the new concerns of society, change their behaviors, and integrate environmental issues into their organizational activities. Academic disciplines have integrated green topics into their literature. This situation is also valid for the subject of marketing, and terms such as "Green Marketing" and "Environmental Marketing" have been included in the curriculum (Surya & Banu, 2014). Green marketing, also referred to by alternative names such as sustainable marketing, environmental marketing, ecological marketing, and organic marketing, points to similar concepts but perhaps more specifically serves as a way to brand the marketing message. It aims to capture a larger market by appealing to people's desire to prefer products and services that are more environmentally friendly. The effort of organizations to enhance the performance of their green marketing strategy is carried out through green advertising. Its findings can be evaluated through green advertising's green impact, green message, green theme,

green emotion, green experience, green interaction, and green claims. Within the scope of green marketing strategy, packaging has been identified as one of the important activities to educate the public about the importance of environmental sensitivity. In principle, green marketing strategies can be implemented by integrating eco-friendly topics into the marketing mix, which includes product, price, distribution, and promotion (Chen & Lin, 2011). For institutions and organizations, there are many ways to market eco-friendly products that provide solutions to consumers' problems. Green marketing can address a wide range of these issues. For example, a product can save water, reduce greenhouse gas emissions, cut toxic pollution, purify indoor air, and/or be easily recycled. When placed alongside competitors, the more environmental marketing claims a product or service can make, the higher the likelihood that consumers will choose it (Surya & Banu, 2014). The advantage of the green marketing strategy for companies is the impact it has on the green brand image. Customers' awareness of the environment can increase. Awareness can be seen in the green consumption movement, which focuses solely on environmentally friendly products. Human activities have led to increasingly serious global environmental issues such as the greenhouse effect, air pollution, water scarcity, and the extinction of rare animals (Dong et al., 2017). The worsening of environmental issues has led people to pay more attention to protecting the environment (Fu et al., 2022). Encouraging consumers to engage in green consumption is a very effective marketing strategy (White et al., 2019). Green products are related to issues such as energy conservation, environmental protection, and health. Researchers state that the shift towards green products will provide long-term environmental benefits (Sachdeva et al., 2015). As consumers become more aware of the potential environmental impacts of the products they purchase, products labeled as "eco-friendly," "organic," or "sustainable" have become more popular than ever (Baum, 2012). In response to the increasing demand for eco-friendly products among consumers, green advertising claims have become an important component in the marketing of

many products (Segev et al., 2016). Within social life and market conditions, environmental awareness has become an important issue in consumer behavior. Green marketing communications represent an increasing trend. Areas that include consumers' environmental knowledge, awareness, and information about the ecological consequences of different actions have developed (Pagialis & Krontalis, 2014). For organizations, being environmentally conscious has become an important factor in gaining reputation. This is why "green" communication strategies and activities are being developed to create the perception that an organization is committed to sustainability and encourages consumers' environmentally friendly behaviors. One of these communication activities is advertisements. Advertisements are one of the most important tools used for informing, raising awareness, and shaping public opinion. The type of advertisements that address environmental issues, inform the public, and contribute to the formation of public opinion are green advertisements. Green advertising aims to promote products that are produced in an environmentally friendly manner or to encourage the advertiser's corporate responsibility towards the environment. Evaluating the effectiveness of green advertising is necessary to encourage consumers' cognitive and emotional responses to green ads and subsequently to promote their environmentally friendly behaviors. Sustainable advertising is a strategic communication approach that promotes transparency, ethical practices, and environmental responsibility. By incorporating sustainability principles into advertising campaigns, companies not only attract environmentally conscious consumers to their side but also promote positive change towards a more sustainable future. Advertising is connected to sustainability and is a topic that is examined from different angles, either as a way for companies to promote their sustainable strategies or as a more sustainable advertising tool. In this context, it is necessary to explain what the environment and environmental awareness are, and to elaborate on the topics of green marketing, the elements of the green marketing mix, and green advertising, which are the locomotive of sustainability.

The Concept of Environment and Environmental Awareness

It is desired to protect and preserve the environment to make future life possible. Human needs are increasing, and as a result, the environment is also undergoing changes. Nature's capacity is very forgiving and highly regenerative, but there is a limit to nature's capacity. Especially as the population increases and the pressure of technology rises, the sustainability, protection, and improvement of the changing and fragile environment becomes a necessity. Due to this necessity, humanity longs for a greener, bluer, more oxygen-rich, more prosperous, and more comfortable life. Is it possible to offer the longed-for way of life to all the people of the world? It is difficult to answer this question with a yes. People are now aware of the need to protect the air, water, soil, and plants that make up the natural capital they depend on, in other words, the natural resources of their lives. For this, it is necessary to use the scarce resources in nature and the world sparingly. The healthy and long-lasting use of scarce resources is possible through ensuring their sustainability. The continuity of something depends on its sustainability. Sustainable practices support ecological, humanitarian, economic, health, and vitality aspects. Sustainability posits that resources are limited and should be used sparingly and wisely, taking into account long-term priorities and the consequences of resource usage. In the simplest terms, sustainability is about the world we leave for our children and grandchildren.

Sustainability is the way and method of ensuring a safe and livable future for everyone by conserving resources, reducing energy consumption, promoting a healthy living environment, and creating a positive societal impact (Purvis et al., 2019). Since the 1960s, rapid population growth, increased consumption of natural resources, rapid urbanization, industrial disasters, and the rise of pressure groups and their activities have brought environmental issues to the forefront in almost every part of the world. The increased media coverage of environmental issues has led to greater awareness of these problems. Every person has the right to live in

a certain environment. In this regard, any initiatives and activities aimed at protecting the environment are, in a sense, initiatives and activities carried out on behalf of humanity. The concept of the environment is defined in the Turkish Dictionary as the setting in which living beings sustain their lives. The environment has been broadly defined as "the biological, physical, social, economic, and cultural setting in which living beings maintain their relationships and interact with each other throughout their lives" (Keleş, 2013: 23). According to another definition, the environment is the entirety of elements that naturally exist in nature, along with all living beings it harbors, and those formed as a result of human intervention. For the construction of a sustainable society, the elimination of environmental issues is of vital importance for both our country and other countries around the world. This is the common view of all parties involved. The environment, being the habitat where all living beings sustain their lives, is in a way a trust that needs to be protected. Seeing the environment as an inheritance from previous generations is one of the biggest mistakes (Uzmen, 2007: 30).

If we were to make a general definition regarding the environment; it can be characterized as all the environments that have social, physical, biological, cultural, and economic qualities where all living beings interact with each other. In recent years, there have been many discussions about the degradation of the natural environment, and numerous activities and initiatives have been undertaken regarding the steps that need to be taken for the future (Uydacı, 2002: 8). The fundamental factor in the emergence of environmental issues has been the intervention of humans in nature, which has led to the depletion of natural resources at a rate faster than they can be replenished, making the relationship between humans and the environment a significant problem. Therefore, environmental issues are seen by many people as a cause of incompatible human behaviors (Milfont & Duckitt, 2004: 289). Basically, the environment is a concept that is somewhat universal in nature. The environment, in addition to being a concept that represents the nature we live in, is also one of the concepts mentioned alongside socialization, which is

indispensable in contemporary life. The environment can also be described as all the factors that have an impact on the actions of all living beings, possessing physical, biological, and social characteristics. The environment is divided into two separate groups: the natural living environment and the artificial environment (Özbirecikli, 2002: 39).

a) Artificial environment: Since the existence of humanity, it generally encompasses the entities and values created by humans with the help of the natural environment. With each passing century, the increase in the human population has accelerated development and rapidly altered the natural environment, leading to the formation of certain artificial environments.

b) Natural Environment: The natural environment is characterized as pristine areas that have not been subjected to any human intervention or have remained unchanged by human intervention to this day. The natural environment encompasses animals, various types of microorganisms, rocks, the atmosphere, and the natural systems that emerge at their boundaries (Uydacı, 2002: 9). Earth is a living planet that, with the help of technological tools, has been discovered among the planets and hosts various species, including humans, and has a rich diversity of life. This system has a functional structure, and the preservation of this ecosystem is one of the most fundamental issues. In recent years, the prominent issues in the context of protecting the natural environment have been climate change, water, air, soil pollution, waste management, and hazardous waste. Additionally, deforestation, desertification, and urban development are also prominent issues (Gündüz, 1998: 69).

Environmental components of the natural environment host both living and non-living entities. Plants, humans, animals, and other smaller organisms are part of the living group. In the non-living group, soils, waters, air, and underground resources are also included. The cultural environment created by humans consists of environmental values formed by human hands. The products of civilizations that have persisted since the existence of humanity are cultural environment entities, and all of these are intertwined with

natural environment values (Aydoğdu & Gezer, 2006: 39). The cultural environment created by humans has a quality that can be lost compared to the natural environment. Cultures from prehistoric times have disappeared today, and a cultural environment suitable for the needs of the era has emerged. In this regard, the urban culture in contemporary life is generally characterized by its identification with urban identity and is generally interchangeable with it. However, at this stage, it is also necessary to consider that the environmental and cultural identity components of the city play a major role in the natural environmental elements during the six stages of the city's development (Devall, 1999: 30). In today's contemporary life, cities are the natural environment, humans, and the settlements created by humans. A city can develop more rapidly depending on the opportunities and resources provided by the existing natural environment.

In simpler terms, depending on the city's location, climate characteristics, geology, water resources, and soil quality, if all the necessary conditions are met, the city can attain a sustainable nature. Environmental awareness, primarily due to global warming, climate change, and various types of pollution, has increasingly been emphasized by different groups every day. This has led to the development of sensitivity towards environmental awareness among people. Environmental awareness is primarily a concept that embodies respect for oneself, the society one lives in, and the right to life of all other living beings (Görmez, 2003: 53). Environmental awareness is also the respect that a person shows towards themselves and the nature they live in. In recent years, many activities have been carried out both in our country and globally to show the necessary sensitivity towards the environment. Public service announcements through the press, environmental conferences, and activities in schools to instill environmental awareness can be cited as examples (Uzmen, 2007: 30). Environmental awareness consists of thoughts that encompass the principles needed for environmental protection and behaviors aimed at realizing these thoughts. In this regard, we can say that environmental awareness has behavioral, cognitive, and emotional dimensions.

Behavioral, cognitive, and emotional dimensions do not always develop at the same rate. For example, there are people who have knowledge about the environment but do not reflect this knowledge in their behaviors in any way, as well as individuals who have deep concerns about environmental pollution but do not exhibit any behaviors to protect the environment. For example, there are people who have knowledge about the environment but do not reflect this knowledge in their behavior, as well as individuals who are deeply concerned about environmental pollution but do not take any actions to protect the environment (Gökdayı, 1996: 51).

About of Sustainability

Droughts, floods, fuel shortages, wood shortages, feed shortages, air pollution, water pollution, hazardous chemicals, radiation issues, depletion of natural resources, extinction of wildlife, etc. In the face of these problems, humanity is becoming more aware and trying to take precautions. In the face of these and similar problems, there are individuals, institutions, organizations, non-governmental organizations, etc., who take responsibility. One of these organizations is the United Nations. In 1983, the United Nations established the World Commission on Environment and Development to examine the connection between ecological health, economic development, and social equity. The Commission published a report in 1987 defining sustainable development. The report defined sustainable development or the plan to achieve sustainability as the ability to meet current needs while ensuring that future generations can meet their own needs without compromising them (Grant, 2025). The concept of sustainability is based on the Brundtland Report published in 1987. The Brundtland Report, also known as "Our Common Future," was published by the United Nations in 1987. It is named after former Norwegian Prime Minister Gro Harlem Brundtland, who was the chair of the World Commission on Environment and Development (WCED) at the time. The term sustainable development was first defined in the Brundtland Report. In this report, sustainable development is defined as development that meets today's needs without compromising

the ability of future generations to meet their own needs (Carbondeck, 2025).

Sustainable development refers to acting in a way that secures the development of both today and the future. This is only possible without consuming natural resources and without harming the ability to meet the needs of future generations. Sustainable development is evaluated within the context of the connection between economic growth and social and environmental values. In other words, it can be argued that economic development is incomplete and unsustainable when social and environmental development are not achieved (Carbondeck, 2025). Grant (2025) states that sustainable development is a form of development that aims for sustainable consumption and sustainable economic growth while trying to protect the environment. In other words, this is a type of development that satisfies the needs of the current generation without compromising the ability of future generations to meet their own needs. Sustainability is important for companies because it improves economic outcomes, provides brand differentiation, and enhances competitive advantages (Nosratabadi, 2019). It is possible to say that sustainability initiatives reduce costs, provide efficiency, increase productivity, and ultimately enhance business sustainability (Achillas et al., 2018). Sustainability enables companies to achieve long-term success. In the business sector, sustainable entrepreneurship and innovation are necessary to ensure sustainability innovation and achieve positive environmental and social outcomes. Sustainable marketing strategies are vital for meeting current needs without compromising the ability of future generations to meet their own needs. All these business strategies can only be successful when communicated correctly to the public and consumers. Consumers' beliefs and activism regarding environmental sustainability play a critical role in guiding sustainable practices and behaviors. Being sustainable can enable companies to achieve long-term success (Dyllick & Rost, 2017).

In the business sector, sustainable entrepreneurship and innovation are necessary to ensure sustainability innovation and achieve

positive environmental and social outcomes (Rantala et al., 2019). Sustainable marketing strategies are vital for meeting current needs without compromising the ability of future generations to meet their own needs (Risitano et al., 2021). All these business strategies can be successful when communicated correctly to the public and consumers. Consumers' beliefs and activism regarding environmental sustainability play a critical role in driving sustainable practices and behaviors (Leonidou et al., 2022). Governments around the world are striving to minimize the impact of human activities on the environment. Societies are placing greater importance on the natural environment. Businesses have begun to understand society's new concerns, change their behaviors, and integrate environmental issues into their organizational activities. Academic disciplines have integrated green topics into their literature. This situation is also applicable to the field of marketing, and terms such as "Green Marketing" and "Environmental Marketing" have been included in the curriculum (Surya & Banu, 2014).

"Sustainable Marketing", "Environmental Marketing", "Ecological Marketing", "Organic Marketing" gibi alternatif isimlerle de anılan green marketing, benzer kavramlara işaret etse de belki daha spesifik bir şekilde marketing mesajını markalaştırmanın bir yoludur ve insanların çevreye daha duyarlı ürün ve hizmetleri tercih etme arzusuna hitap ederek daha fazla pazarı yakalamayı amaçlamaktadır.

Green Marketing

With the process of ecological balance being disrupted, it has become increasingly common today to turn the changing perceptions of society and individuals who are anxious about nature into an aspect of marketing. Green marketing is an approach that has come to the forefront by adding a social dimension to marketing and bringing the impacts of environmental problems in the world more into focus. For this reason, it is possible to say that the practice of green marketing emerged as a result of a concern. There are several factors that contribute to the emergence and growth of this concern. These factors include global warming, clima-

te change, deforestation, overpopulation, and perhaps most importantly, pollution. Many authors have been examining environmental issues since the 1970s. The high sensitivity and awareness level of consumers have begun to highlight the necessity for businesses and brands to adopt and implement sustainable marketing strategies. This necessity has prompted businesses and brands to think about how they will promote and develop sustainable practices and actions in their marketing strategies. Sustainable marketing, in this context, emerges as an innovative approach to marketing practices by creating a response to new consumer demands. Sustainable marketing; it includes long-term, sustainable strategies and adds value to society, companies, and the environment (Nogueria, 2020).

Both social and economic life are significantly influenced by one of the most important factors, which is the natural environment we live in. The environment can be defined as a social and physical system consisting of humans, other living beings, natural structures, and elements added by humans to these structures, and in which these elements are constantly interacting with each other (Uydacı, 2002: 18). Environment; is a system composed of air, water, and soil necessary for life, which can affect all living beings directly or indirectly in the present time or within a specific period, and has physical, chemical, biological, and social impacts (Nakiboğlu, 2003: 5). Humans and societies' ability to sustain their existence in a healthy manner is closely tied to the livability of the natural environment they inhabit, so any degradation in the natural environment directly affects human life and all activities. In the last few hundred years, the cost of technological developments and industrialization that have facilitated human life can be summarized as global warming, thinning of the ozone layer, air and water pollution, soil erosion, and depletion of natural resources. The concept of Green Marketing is an extension of the social marketing approach (Kotler, 1972) that began to develop in the 1970s, based on the idea of corporate social responsibility. Instead of green marketing, terms such as ecological marketing, sustainable marketing, and environmentally conscious marketing are

sometimes used. Due to the expectation that businesses should act sensitively towards the natural environment as part of their social responsibility, eco-friendly marketing has been used synonymously with social responsibility and sometimes even social marketing. The first wave began in the late 1980s and continued until the mid-1990s. The second major wave, on the other hand, began after the year 2000 and continues to have an impact. The adoption of environmental awareness, referred to as the "Green Movement," by a significant portion of society has led businesses to consider this sensitivity and develop programs that cause minimal harm to the environment in their practices and strategies, as well as to make the necessary regulations (Odabaşı, 1992: 4).

The effects of global warming, which have become more palpable in daily life, now constantly occupy the forefront of news bulletins; melting glaciers, drying dams, and diminishing water resources have become the most effective images in conveying the seriousness of the issue to large segments of the public. Recently, many people have stated that we have reached the "last straw" in terms of awareness, concern, and potential for change regarding green issues, especially global warming (Grant, 2008, 36). Customers are aware of what they consume. Therefore, they demand eco-friendly products, and organizations must meet these requirements to survive in today's competitive market. Since environmental concerns are an important issue today, companies view green initiatives as an opportunity and use green initiatives in their marketing efforts. Shearer (1990) states that the main driving force behind green marketing practices is that some organizations see it as an opportunity to achieve their goals. Other driving forces of sustainable marketing include a company's moral obligation, pressures from competitors, the potential to increase revenues, opportunities to reduce costs, and efforts to create a positive image, among others (Saha & Darnton, 2005). Companies interested in green marketing can make decisions related to the entire process of their products, such as processing, packaging, and distribution. Green marketing refers to the process of selling products and/or services based on their environmental

benefits. The product or service itself may be environmentally friendly or produced and/or packaged in an environmentally friendly manner. It should be noted that the foundation of green marketing is the idea that potential consumers will see the "greenness" of a product or service as a benefit and will make their purchasing decisions accordingly.

Green Marketing Mix

The green marketing mix generally aims to develop green products and requires the implementation of pricing, distribution, and promotion tactics. Generally resembling the traditional marketing mix, the difference lies in aiming to meet societal needs with an environmentally friendly approach (Davari & Strutton, 2014: 566). As is known, the controllable variables that a marketing manager has to decide on during the execution of marketing activities are called marketing components or the marketing mix.

In traditional marketing, there are four basic components: product, price, distribution, and promotion. When it comes to green marketing, traditional product decisions (design, development, branding, labeling, packaging) may need to be modified by considering environmental issues. In pricing decisions, there may be differences compared to other product decisions due to changes in the costs of eco-friendly product design and production. In distribution decisions, the length of the channel and the methods used in physical distribution can be replanned according to environmental sensitivities. In the green marketing mix, perhaps the component that requires the most attention is the decisions regarding promotion (advertising, public relations, personal selling, sales promotion).

Green Product

With the process of industrialization, the rapid pollution of the environment has led to a serious backlash against products that harm the environment. Since one of the factors influencing consumers' purchasing decisions is whether products harm the environment, companies have had to develop policies to introduce green products (Uydacı, 2002: 113). Green/environmentally friendly products, that is, eco-friendly products or products

with environmental awareness, are referred to as products designed to reduce the consumption of natural resources and minimize their negative impact on the environment throughout their entire life cycle (Albino et al., 2009). Products that do not cause any harm to the environment, are provided through the recycling process, use natural resources in a very limited way, do not contain any harmful substances, and are both durable and eco-friendly are defined as green products (Gedik, 2020). Green/eco-friendly product; without any loss of expected functionality, in its design, production, use, and disposal at the end of its life cycle in terms of resource consumption, usage safety, waste and emissions, recycling, and reusability minimizes its negative impact on the environment or improves the environment (Polonsky et al., 1998: 24). A green product is one that, at the end of its life cycle, is disassembled and enters the recycling process as reusable materials. However, there is no product that can be considered completely green. Since all products consume energy and other resources during production, they generate residual emissions during the manufacturing process, and therefore, they cannot be completely green products. The main factor determining the green characteristic of a product depends on where, when, for what purpose, and how frequently it will be used by the consumer. In short, a green product is a high-performance product that does not harm living beings and nature, does not pollute the environment, and protects natural resources by consuming them less through recycling options. At the same time, green products are an element that companies intensively and distinctly prefer and use within their green marketing activities (Erhan, 2012: 88). Ecological goals are at the forefront in the planning of products. Among these goals are reducing resource consumption and pollution, and increasing the conservation of scarce resources. The marketer's role in product management involves providing market-focused trends and customer demands for green product features such as energy savings, organic materials, green chemicals, and the use of local resources to product designers.

Green Price

Price is a critical and important factor in the green marketing mix. Most consumers are willing to pay an extra value if they perceive additional product value. This value can be improved performance, functionality, design, visual appeal, or taste. The implementation of eco-friendly strategies during the research and development phase, production, and marketing process of green products can impose additional costs on businesses. The general tendency of business managers is to reflect these costs in the product price and expect support from consumers (Marangoz, 2003, 131). Some consumers perceive "environmental friendliness" as an additional benefit and believe that green products may be more expensive than their counterparts (Alkibay, 2000, 4). The price of green products is generally high at first but decreases over time (Polonsky & Rosenberger, 2000, 24). Investments made to develop green products generally increase the product price. At this point, the price sensitivity can be eliminated by explaining to people the contributions of green products to themselves, the environment, and future generations. However, for price-sensitive consumers, high prices always have a negative impact. Therefore, messages should first be directed towards environmentally conscious consumers, and this consumer group should be persuaded first (Özcan & Özgül, 2019: 8). If consumers compare the green product with past products and believe it brings them more positive value, they will not hesitate to pay more for green products. The key point here is to differentiate from other products. The points where green products differentiate from other products should be emphasized, such as product performance, superior design features, functionality, and eco-friendliness (Davari & Strutton, 2014: 566).

The investments being made to develop environmentally friendly products are reflected in the prices as costs. If people can be made to understand that protecting the environment is costly but that this cost is extremely insignificant compared to the irreversible problems, consumers will accept these price increases (Aslan, 2007: 38). Price is a highly effective factor in providing firms with a

competitive advantage. In market conditions where green products are more expensive and demand for the product is price-dependent, keeping the price lower will increase the company's sales. When the price remains at the same level, the product's environmentally friendly features will create a competitive advantage.

Green Distribution

Distribution is a component that encompasses the people, institutions, organizations, places, vehicles, and activities both within and outside the business related to delivering and handing over the appropriate products at the appropriate times and places to the buyers (Tek, 1999: 519). In the traditional distribution channel approach, the most important considerations are distribution policy, the length of the distribution channel, relationships among channel members, and fast and timely delivery. In green marketing, in addition to all these factors, the environmental impact of distribution activities is also taken into account. Distribution is primarily a transportation process, and factors such as fuel consumption, exhaust emissions, noise pollution, and contribution to traffic congestion of the vehicles used during transportation should be carefully evaluated in green marketing. Distribution is generally described as the path a produced product follows from the producer to the consumer, and it is a process used alongside other elements of green marketing (Erhan, 2012: 103). Distribution is generally described as the path a product takes from the producer to the consumer, and it is a process used in conjunction with other elements of green marketing (Erhan, 2012: 103). In terms of environmental protection, green approaches that can be implemented in the distribution process include consuming less fuel during product distribution and designing sales points to require less time and energy from consumers. In terms of environmental protection, green approaches that can be implemented during the distribution process include consuming less fuel during product distribution and designing sales points to require less time and energy from consumers. When making decisions such as the type of vehicle used during distribution, the

type of fuel, and the frequency of product transportation, the environmental impact should be taken into consideration. (Özcan & Özgül, 2019: 9).

Green Promotion

Promotion is a communication process consisting of many elements that convey information about a business, an institution, or an individual and their products to businesses, audiences, target groups, or individuals in the desired manner. Promotion activities are carried out using four groups of tools: advertising, personal selling, public relations, and sales promotion (Tek, 1999: 709). In green marketing, there are some differences in the use of these four basic promotional tools. Green promotion should convey concrete environmental information to consumers that has meaningful connections to corporate activities. Therefore, it is unlikely to be an effective strategic tool unless supported by other corporate activities. Therefore, promoting a product's or company's genuine environmental attribute requires a change in product, process, or corporate focus. Such changes do not need to be of a strategic nature. Environmental communication can be used to convey tactical activities such as relevant environmental sponsorships or minor product changes. The goals of such activities should be clear, and the company should avoid making exaggerated claims (Solaiman et al., 2015).

In green marketing, personal selling is another important promotional tool that allows the consumer and the seller to meet face-to-face and engage in in-depth communication. Eco-conscious consumers have a high need for control and information regarding the environmental impacts of the products they purchase. Therefore, personal salespeople should have sufficient information about the company's environmental activities, its strategy in this regard, and the environmental performance of the products, and they should convey this to consumers when necessary. Additionally, personal salespeople should engage in symbolic behaviors that demonstrate how much they themselves embrace the environmental philosophy during their interactions with customers, and they should reflect this in their appearance as well.

Additionally, personal salespeople should engage in symbolic behaviors that demonstrate the extent to which they embrace an environmental philosophy in their interactions with customers, and they should reflect this in their appearance. The sales promotion efforts in green marketing are not only aimed at increasing product sales but also at enhancing consumers' environmental awareness and motivation (Kılıç, 1999: 101). The sales promotion efforts implemented in green marketing are not solely aimed at increasing product sales; they also aim to enhance consumers' environmental awareness and motivation (Kılıç, 1999: 101). With the sample products to be distributed, consumers should be given the opportunity to try the eco-friendly product and its performance, and the message that they can make a positive difference for the environment by being selective in their purchasing behavior should be conveyed through giveaways, etc. In public relations efforts, topics such as the company's environmental philosophy and socially and environmentally responsible behaviors should be communicated to both potential buyers and the entire society. Marketing activities aimed at environmental purposes, conducted in collaboration with various non-governmental organizations, can also provide significant contributions to public relations. In addition to these, organizing educational programs in environments such as television and radio, and offering customer consultation services through free telephone lines are other public relations methods that can be used. There are those who include topics such as human resources and business policy in the green marketing mix (Nakiboğlu, 2003: 38).

Promotion is the most important element within the green marketing mix that provides returns to companies (Erhan, 2012: 106). The most preferred element of the green marketing mix by firms is promotion. The purpose of promotion is to ensure that the company is remembered as environmentally friendly in the minds of consumers. To achieve this, it is very important that the discourse and claims related to products and services are credible and free from exaggeration. While companies strive to create a green image, it is also important to ensure that the promotional

onal activities used are consistent with each other (Özcan & Özgül, 2019: 9). In a good promotion activity, the right choices should be made to ensure consumers use the product, and consumers should be informed with accurate information (Özkaya, 2010: 251).

Companies that have adopted green marketing should be extremely careful in the preparation phase of their promotional mix and should develop the most effective program possible. These promotional activities should not be misleading or deceptive. The information used should be accurate and convincing. Eco-friendly promotion must progress alongside eco-friendly products. The most important and challenging aspect of these promotional efforts is gaining the consumer's trust (Kılıç, 1999: 98).

Promotional activities include advertising as an important tool. To achieve strategic goals, it is necessary to highlight advertising, which is an important tool for promotion within the elements of the green marketing mix. Creating green advertisements may be a way to reduce the environmental knowledge gap, but Ottman (2011) has suggested another green promotion strategy: educating consumers about the environmental issues a green product solves; empowering consumers with solutions by showing how eco-friendly products and services can help protect their health and the environment for future generations; and ensuring the performance of green-based products, as many consumers perceive them to be of lower quality compared to traditional ones.

Green Advertising

To address environmental issues, green consumption has become the focal point for consumers and businesses. Aslında birçok tüketici, tüketim kararlarını verirken çevresel faktörleri göz önünde bulundurmaktadır. It is observed that businesses that consider consumer preferences are willing to promote green products. Green advertising practices began in the 1990s (D'Souza & Taghian, 2005). This concept aims to create a positive image for both the product and the company. Green advertisements encourage individual consumer preferences towards products and services that cause less harm to the environ-

ment. Green advertisements are considered a response to consumers' requests for information about products that do not harm the environment and are nurtured by a sense of responsibility towards the environment (Holder, 1991: 323). In a different definition, green advertising is described as advertisements containing environmental messages aimed at meeting the desires and needs of individuals who are concerned about environmental protection and sustainability. Green advertising aims to inform consumers about green products or services and their environmentally friendly aspects through messages that promote the protection of people, animals, and the planet, thereby encouraging them to prefer products from companies that define themselves as environmentally friendly.

According to Banerjee and colleagues (1995), green advertising is defined as advertisements that meet one or more of the following criteria:

1. Green advertising explicitly or implicitly addresses the relationship between the product/service and the physical environment.
2. Green advertising promotes a green lifestyle. It can do this by emphasizing or not emphasizing the product/service.
3. Green advertising creates and presents a corporate image about environmental responsibility.

This definition applies to green advertisements found in both television and print media. In this context, eco-friendly or green advertisements are an important factor in creating environmental awareness, managing consumer perception, and influencing the brand's image and purchase decision. However, despite all this, the environmental claims in these advertisements are not found to be convincing by consumers. Therefore, it is very important for brands to use statements that will build consumer trust in environmental issues (Şahin & Chilashvili, 2023: 290). For this, it is essential to convey to consumers that there is a positive relationship between the environment and the product in green advertisements. Environmental responsibility should be presented as a corporate image of the business, and the green lifestyle should be effectively commu-

icated by showing its relationship with certain services or products of the company.

To emphasize that the product and business are environmentally friendly, advertisements may prefer to highlight elements such as recycling, eco-friendly production processes, ecological packaging, labels, nature, and the color green (Elden, 2009: 575). Generally, green advertising aims to promote products that are produced in an environmentally friendly manner or to encourage the advertiser's corporate responsibility towards the environment. The evaluation of the effectiveness of green advertising is necessary to encourage consumers' cognitive and emotional responses to green ads and then to ensure they exhibit environmentally friendly behaviors. Various media advertisements play an important role in communicating and raising awareness about environmental issues in the general public and encourage demand for green products in the market (Grillo et al., 2008). These types of advertisements are generally referred to as green advertising and represent communication about products produced in an environmentally friendly manner (made from recycled and recyclable components or produced more energy-efficiently) or the general commitment of certain brands to sustainability (Reich & Soule, 2016). Fowler and Close (2012) define green advertising as "a type of advertising that explicitly or implicitly creates awareness of environmental issues and/or suggests beneficial behaviors to minimize or rectify these environmental issues."

Method

In this study titled "Green Advertisements Contributing to the Development of Environmental Awareness and Analysis of Sample Commercials," the descriptive analysis method has been used. Descriptive analysis method is a type of qualitative data analysis that involves summarizing and interpreting data obtained through different data collection techniques according to predetermined themes. In this type of analysis, the main aim is to present the obtained findings to the reader in a summarized and interpreted form

(Yıldırım & Şimşek, 2003). In the study conducted using the descriptive analysis method, general description, what is narrated in the script, and the methods applied to make the script attractive have been addressed. The analyses conducted and the findings reached have been presented in the analysis section of the study. In this study titled "Green Advertisements Contributing to the Development of Environmental Awareness and Analysis of Example Commercials," individuals, subjects, locations, and texts have been analyzed, the emerging meanings have been described, and the findings have been presented in the analysis section of the study. The problem statement of the study has been formed by the inadequacies in education regarding sustainability against the polluted world, the diminishing greenery, the decreasing food, and the scarce water. In this study titled "Green Advertisements Contributing to the Development of Environmental Awareness and Analysis of Sample Commercials" the primary goals are for people to be able to see the sunrise, to know that life continues, to live in a world rich in greenery, and to leave a better world for future generations. Additionally, in this study titled "Green Advertisements Contributing to the Development of Environmental Awareness and Example Commercial Film Analysis," are the messages intended to be conveyed to society understandable? In this study titled "Analysis of Green Advertisements Contributing to the Development of Environmental Awareness and Sample Advertisement Film Analysis," is it possible to inform, educate, and create attitude and behavior changes in the public? The answers to the questions have been sought. The answers sought for the questions have been determined as the objectives of the study. The universe of the study was formed by sustainability-themed commercials broadcast on television after 2022. The TEB advertisement film titled "What is Sustainability?" has been included in the study as a purposive sample. It seems that your message is empty. Could you please provide the text you'd like me to translate?

Green Advertisements Contributing to the Development of Environmental Awareness and Example Commercial Film Analysis

TEB asked children, who have a say in the future, about sustainability in its advertisement film titled "Sustainability." In the advertisement film titled "TEB Sustainability," TEB explains that it supports renewable energy, organic farming, women entrepreneurs, and sustainability initiatives, accompanied by unique responses from children. In the advertising campaign, which emphasizes that support for good or a small action not only affects today but also positively impacts the future, TEB's support for sustainable agriculture, renewable energy investments, consultancy and financial support for women entrepreneurs, eco-friendly vehicle loans, and environmental and climate literacy training offered at the TEB Family Academy are highlighted. In the advertisement film, attention is drawn to the positive impacts created by TEB's financial support and non-financial products and services for those who think about the future today, briefly referred to as the "TEB Effect." A forested area with trees and slopes comes into view. In the background of the image, there are mountains. The screen changes with the camera's general shot approaching the mountains. A shot of trees appears on the screen. On the right side of the screen, within a green square-shaped frame, the text "What is Sustainability?" is written in white. As soon as the text appears on the screen, the audience hears a male voice from outside saying, "What is sustainability?" The screen changes. Two boys, around seven or eight years old, appear on screen among the greenery. The child in the front of the image says, "It is knowing that the sun will rise, that life will continue," while the second child completes the answer to the question by saying, "It is knowing that life will continue." In fact, this is an allusion to ensuring the continuity of our zest for life within the ordinary flow of life. The screen changes. On the screen, six children are seen running in an area with trees and slopes in different shades of green. In the direction the children are running, two cows are grazing. The background music is playing in a very soft tone. On the right side of the image, within a green frame,

the text "Financial Support for Renewable Energy" appears in white. The image changes. A child's hand is picking a strawberry. With a quick transition, the audience sees in the background the enchanting beauty of grass and trees in all shades of green, and in the foreground, a girl and a boy around 11 to 12 years old sitting on a bench. The boy says over the music coming from the background, "Today and tomorrow and long after, even five hundred years later, it is the ability for children to eat strawberries." While the boy says this, they see that the girl has strawberries in both hands and in the next scene, she is eating a strawberry. This scene is actually a moment that emphasizes how support for good or a small gesture can positively impact not just today, but also the future. The screen changes. The feet of two running children are visible on the screen. The leaves have covered everything. Among the leaves, there is a green plastic bottle. A hand reaches out and picks up the plastic bottle from the ground. A girl's voice from outside says, "It's not littering," and the scene changes. Yellow, green, and blue recycling bins appear on the screen. At one end of the boxes, there is a boy, and at the other end, there is a girl. The girl has a certain number of plastic bottles in her hand that she will throw into the recycling bin. The voices of the girl and boy children can be heard. He says it is about sorting waste. This scene refers to the existence of a world that is cleaner, more livable, with abundant oxygen, clear and pure blue, plenty of green, where every living being can live securely in its own home, and where nature is not polluted, threatening living beings. At that moment, the image quickly transitions to a girl throwing plastic bottles into a recycling bin. The image changes. The viewers see an area resembling a large storage space. In the storage area, there are boxes similar to the carrying boxes used by market vendors. In front of the boxes, a fourteen or fifteen-year-old boy comes onto the screen with a box. The child says it is for reuse. The image changes. Trees and grass appear on the screen. With a slight upward tilt of the camera, the audience sees the blueness of the sky. With a quick transition, the branch of the tree and the cherries on it fill the screen. The screen changes very quickly. The laboratory comes into view. In the

laboratory, there are teachers and students. The teacher has a notebook in hand. The notebook explains what can be done to reduce the harm caused by plastics thrown into nature. A female student says, "Sustainability is about recognizing the value women add to the economy, but more importantly, recognizing the value of women themselves." With the increasing felt impacts of the climate crisis, the concept of sustainability has begun to occupy a larger place in life. This impact is being felt across all segments of society. In the context of climate action, women are the leading group in the distribution of responsibilities across all segments of society.

At the end of the advertisement, it is narrated by a voice-over that the environment enabling TEB's aforementioned supports to achieve their purpose will be through education, earned through effort, and achieved through faith. And the last word of the slogan, which has turned into a manifesto, "continue living," forms the philosophy of TEB employees and their work. So that tomorrow is as good as today, or even better, we continue our fight with positive impact projects to improve our world not by reducing it, but by multiplying it. Continue Life for a Better Future with Education, Effort, Hope, and Faith. TEB draws attention to the positive impacts it creates through its financial support and non-financial products and services aimed at those who act with a forward-thinking mindset, in short, the "TEB Effect." This impact aims to embrace all segments of society with the slogan "Continuing Life."

Conclusion

The problems arising from climate change have become a threat to our world. Thinking that it is under threat, humanity has begun to seek solutions. Droughts, floods, fuel shortages, wood shortages, feed shortages, air pollution, water pollution, hazardous chemicals, radiation issues, depletion of natural resources, extinction of wildlife, etc. In the face of these problems, humanity is becoming more aware and trying to take precautions. In taking measures, governments have a very significant role and responsibility. It is not only the state that ta-

kes responsibility; all organizations, whether profit-oriented or non-profit, have started to take responsibility against climate change. Although the content of the responsibilities undertaken may differ, their common goal is to create an image of a company that is perceived positively by consumers and the public, fulfilling its responsibilities to society. One of the most important tools in gaining this image is marketing activities. With the process of ecological balance being disrupted, it has become increasingly common today to turn the changing perceptions of society and individuals who are concerned about nature into a dimension of marketing. Green marketing is an approach that has come to the forefront by adding a social dimension to marketing and bringing the impacts of environmental problems in the world more into focus. The green marketing activities carried out by organizations operating within this approach are accepted and appreciated by the public. One of the elements of the promotion mix within green marketing is advertisements. Generally, green advertising aims to promote environmentally friendly products or to encourage the advertiser's corporate responsibility towards the environment. In the study titled "Green Advertisements Contributing to the Development of Environmental Awareness and Analysis of Sample Commercials," the concepts of environment and environmental awareness were explained, along with green marketing, the driving force of sustainability, the elements of the green marketing mix, and the topic of green advertising. As a result of the analysis, it was observed that TEB's support for sustainable agriculture, its support for renewable energy investments, the consultancy and financial support provided to women entrepreneurs, eco-friendly vehicle loans, and the environmental and climate literacy training offered at the TEB Family Academy were featured in the advertisement. The inclusion of these themes in the advertisement, which are necessary for permanent sustainability as well as measures to be taken against climate change, is valuable in terms of institutional image and public support. It is seen that the slogan "Continuing Life" aims to embrace all segments of society and emphasizes sustainability. It should not be for-

gotten that businesses that are in harmony with their environment and think about the future are known to have a more lasting and positively perceived business image in the long term. It should not be forgotten that businesses that are at peace with their surroundings and think about the future are known to have a more lasting and positively perceived business image in the long run.

Geniştirilmiş Türkçe Özet

Son yıllarda bir tehdit unsuru haline gelen iklim değişikliği, küresel ısınma ve çevre kirliliği, geleceğe dönük büyük kaygıların ortaya çıkmasına neden olmaya başlamıştır. Ekolojik denge bozulmaktadır. Ekolojik dengenin bozulmasıyla dünya kirlenmekte, kirlenen dünyada her gün yeni sorunlar ortaya çıkmaktadır. Kuraklıklar, seller, yakıt kıtlığı, odun kıtlığı, yem kıtlığı, hava kirliliği, su kirliliği, zararlı kimyasallar, radyasyon sorunları, doğal kaynakların tükenmesi, yaban hayatının yok olması, vb. bu sorunlardan bazılarıdır. Bu sorunları çözmek için, iklim değişikliği, küresel ısınma ve çevre kirliliğinin neden olabileceği tehlikeleri görmek gerekir. Tehlikenin farkında olmak gerekir. Çevre sorunlarının çözümü, hem daha yaşanılır bir dünya için hem de gelecek nesillere daha yaşanılabilir bir dünya bırakmak için önemlidir. Bugün çevresel sorunlar çözülmez veya önemsenmezse, gelecek nesiller dünyayı yaşanmaz halde bulabilir. Gelecekte yaşamın sürdürülebilir olması, doğada ve dünyada kıt olan kaynakların tasarruflu kullanılması ile mümkündür. Sürdürülebilirlik; kaynakları koruyarak, enerji kullanımını azaltarak, sağlıklı bir yaşam alanını teşvik ederek, olumlu bir toplumsal etki yaratarak herkes için güvenli ve yaşanabilir bir gelecek sağlamanın yolu ve yöntemidir. Sürdürülebilirlik noktasında kişilere, kurumlara, kuruluşlara, sivil toplum örgütlerine, devletlere önemli görevler düşmektedir. Gelecek adına, devletler ve kuruluşlar yaşanabilir bir dünya bilinciyle fikirler üretmek ve projeler geliştirmek zorundadır. Daha iyi, konforlu, yaşanabilir bir dünyanın inşa edilmesi konusunda kurumların, kuruluşların, sivil toplum örgütlerinin ve devletlerin kendi üzerlerine düşen görevi yerine getirmeleri gerektiği gibi, halkı da bu konuda bilgilendirmeleri, bilinçlendirmeleri

ve kamuoyu oluşturmaları gerekmektedir. İnsan faaliyetlerinin çevre üzerindeki olumsuz etkileri günümüzde endişe verici boyutlardadır. Dünya üzerindeki devletlerin pek çoğu, insan faaliyetlerinin çevre üzerindeki etkisini en aza indirmek için çaba göstermektedir. Toplumlar doğal çevreye daha fazla önem vermektedirler. İşletmeler toplumun ortaya çıkan yeni endişelerini anlayarak, davranışlarını değiştirmeye ve çevresel konuları örgütsel faaliyetlerine monte etmeye başlamışlardır. Tehlikeyi gören ve tehlikenin farkına varan devletler, kişiler ve kuruluşlar fikirler üretmeye ve yaşanılabilir dünya bilinci ile çalışmaya başlamışlardır. Devletler ve sivil toplum örgütleri kamuoyunu bilinçlendirmek, halka bu konuda eğitim vermek için yoğun mesai harcamaktadır. Kar amacı güden kuruluşlar ise hem ticari faaliyetlerini yürütmek, hem de toplumsal sorumluluklarını yerine getirmek için çaba harcamaktadır. Kar amacı güden kuruluşların üstlendikleri sorumluluklarından bir tanesi de çevreye duyarlı pazarlama faaliyetleri yürütmektir. Kar amacı güden kuruluşlar için çevre bilincine sahip olmak, itibar kazanmanın önemli bir yoludur. Günümüzde, kurum ve kuruluşlar sürdürülebilirliği sağlamak ve çevre dostu davranışları teşvik eden bir iş algısı geliştirmek için "yeşil" iletişim stratejilerine ve faaliyetlerine önem vermeye başlamıştır.

Ekolojik dengenin bozulma süreci ile birlikte doğa ile ilgili tedirginlik yaşayan toplum ve bireylerin değişen algılarını pazarlamanın bir boyutu haline getirmek günümüzde yaygınlaşmaya başlamıştır. Yeşil pazarlama, pazarlamaya toplumsal bir boyut getirilmesi ve dünyadaki çevre problemlerinin etkilerinin daha fazla göz önüne getirilmesi ile ön plana çıkmış bir yaklaşımdır. Yeşil pazarlama, pazarlama mesajını markalaştırmanın bir yoludur. Yeşil pazarlama; insanların çevreye karşı daha duyarlı ürün ve hizmetleri tercih etme arzusuna hitap ederek daha fazla pazarı yakalamayı amaçlamaktadır. Yeşil pazarlama, pazarlamaya sosyal bir boyut ekleyerek ve dünya üzerindeki çevresel sorunların etkilerini daha fazla ön plana çıkararak öne çıkan bir yaklaşımdır. Günümüzde kuruluşlar sürdürülebilirliğe değer veren ve çevre dostu davranışları teşvik eden işletme algısını geliştirmek için "yeşil" iletişim stratejilerine önem vermeye başlamışlardır. Önem verdiği iletişim

faaliyetlerinden birisi de yeşil reklamlardır. Yeşil reklamlar çevre dostu ürünleri tanıtmayı veya reklam verenin çevreye karşı kurumsal sorumluluğunu teşvik etmeyi amaçlar. Yeşil reklam, çevrenin korunması ve sürdürülebilirliğin sağlanmasından endişe duyan bireylerin istek ve ihtiyaçlarını karşılamak amacıyla, çevreci mesajlar içeren reklamlar olarak bilinmektedir. Yeşil reklam, insanları, hayvanları ve gezegeni korumaya yönelik mesajlar aracılığıyla tüketicilerin yeşil ürün veya hizmetler hakkında bilgilendirilmesini sağlayarak, çevre dostu olarak kendilerini tanımlayan firmaların ürünlerini tercih etmelerini sağlamak amacıyla hazırlanmaktadır. Kuruluşların yeşil pazarlama stratejisinin performansını artırma çabası, yeşil reklamcılık yoluyla gerçekleştirilmektedir. Yeşil reklamcılığın, yeşil etki, yeşil mesaj, yeşil tema, yeşil duygu, yeşil deneyim, yeşil etkileşim ve yeşil iddialar ile tüketicilere yönelik bir anlatım dilini kullandığı görülmektedir. Tüketiciler, satın aldıkları ürünlerin potansiyel çevresel etkilerinin farkına vardıkça, “eko-dostu,” “organik” veya “sürdürülebilir” olarak pazara sunulan ürünler her zamankinden daha fazla tercih edilir hale gelmiştir. Yeşil reklam, çevre dostu bir şekilde üretilen ürünleri tanıtmayı veya reklam verenin çevreye karşı kurumsal sorumluluğunu teşvik etmeyi amaçlamaktadır. Yeşil reklamcılığın etkinliğinin değerlendirilmesi, tüketicilerin yeşil reklamlara yönelik bilişsel ve duygusal tepkilerini teşvik etmek ve ardından çevre dostu davranışlarını sergilemelerini sağlamak için gereklidir. Çevre ve çevre bilinci konuları yeşil reklam, sürdürülebilirlik ve çevre bilinci konuları içinde çok önemli temalar olarak karşımıza çıkmaktadır. Çevre bilincinin gelişimine katkı sunan yeşil reklamlar daha yaşanabilir, daha konforlu, daha mutlu bir dünya ve daha yaşanabilir bir geleceğin oluşumuna katkı sunmak için yürütülmektedir. Green Advertisements Contributing To The Development Of Environmental Awareness And Example Commercial Film Analysis başlıklı çalışmada çevre ve çevre bilinci kavramları, sürdürülebilirliğin itici gücü olan yeşil pazarlama, yeşil pazarlama karmaşı elemanları ve yeşil reklamcılık temelinde ele alınmıştır. Çalışmada betimsel analiz yöntemi kullanılmıştır. Çalışmanın analiz kısmında kişiler, konular, mekanlar, metinler analiz edilmiş, ortaya çıkan anlamın betimlemeleri yapılmış-

tır. Sürdürülebilirlik Nedir? isimli TEB reklam filmi çalışmaya amaçlı örneklem kapsamında seçilmiştir. Çalışmanın önemli bulguları olarak TEB’in yarın bugün kadar ve hatta daha güzel olsun diye, dünyamızı azaltarak değil çoğaltarak iyileştirelim diye pozitif etki projelerimizle mücadelemize devam ediyoruz diyen sloganı, çevre bilinci hakkında TEB’in çalışmalarının özeti mahiyetindedir. Reklam filminde çevre bilincinin gelişimi ve değişimi eğitimle, emekle, umut ve inançla daha iyi bir gelecek için Hayata Devam Et sloganı ile verilmiştir. Slogan çevrenin korunmasına dönük olarak gerçekleştirilecek her türlü girişim ve yapılacak tüm faaliyetlerde bir nevi insanlığı, çevreyi korumaya çağırır bir yapıda kurgulanmıştır. Kurgunun içinde eğitimle, emekle, umutla ve inançla elde edilecek kazanımlar betimlenmiştir.

Anahtar Kelimeler: İklim Değişikliği, Sürdürülebilirlik, Çevre Bilinci, Yeşil Pazarlama, Yeşil Reklam.

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