

Green Logistics and Green Marketing Practices within the Scope of Sustainability

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Abstract

With the increasing population and welfare level, the needs of the society have also increased, and this situation has increased the production and therefore the use of resources. On the one hand, natural resources are consumed rapidly, on the other hand, pollution due to energy use and waste has begun to negatively affect the natural balance. Both the manifestation of the problems caused by the deterioration of the natural balance and the results of the studies of scientists have shown that the negative effects of human activities on the natural balance should be controlled for a sustainable life. In this context, green logistics and green marketing strategies have started to be implemented by businesses in recent years. The increase in logistics activities creates a negative impact on the environment with the increase in greenhouse gas and carbon dioxide emissions. It is aimed to establish a sustainable balance between green logistics, which was created in order to reduce the negative impact of logistics activities, and environmental, social and economic goals. Changing and developing environmental conditions lead businesses to different marketing approaches. In particular, the increase in the awareness of customers and the development of their questioning parties have led to the emergence of a sustainable marketing approach. Global brands do not remain indifferent to this transformation in marketing and logistics, and they determine their strategies accordingly. Within the scope of the study, green logistics and marketing practices and literature are included.

Keywords: business, environment; natural balance, sustainable logistics, sustainable marketing