

THE PLACE AND ROLE OF ENVIRONMENTAL MARKETING IN THE IMPLEMENTATION OF THE PRINCIPLES OF A "GREEN" ECONOMY

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Abstract: The essence of environmental marketing is considered as one of the tools for implementing the principles of a "green" economy. The need for the transition of the national economy to a "green" economy is associated with a prolonged economic crisis and the need to increase the competitiveness of Uzbek enterprises and products not only in domestic but also in foreign markets. The solution to this problem is directly related to the implementation of market expansion and diversification strategies. Entering new markets with existing and new products means its mandatory compliance with the standards of the country entering the market. One of their trends, reflected in quality standards, is the "environmental cleanliness" of consumer culture.

Keywords: environmental marketing, "green" economy, competitive strategy, marketing strategy, enterprise.

Today, when global environmental changes are taking place in the countries of the world, one of the main tasks facing any economic entities, regardless of the form of ownership, is the production of competitive goods (services) capable of satisfying human needs, ensuring harmlessness to the human body and environment, as well as the intended profit.

In this regard, on November 20, President Shavkat Mirziyoyev, after announcing the priority tasks for the long term at a meeting of the Legislative Chamber of the Oliy Majlis, recommended calling 2025 the "Year of Environmental Protection and Green Economy." "Would you support declaring 2025 the Year of Environmental Protection and Green Economy? I have thought a lot about how we named the year this way, there is a great thing in the phrase "protecting nature," - said the President. Shavkat Mirziyoyev said that if every legal document is brought to the green zone, its results will be good. "Why, we will dedicate a year to this, we will sharpen our laws and put our affairs in order. No one believed us: that Uzbekistan would do the same with wind, solar, and hydroelectric power. In the Year of the Green Economy, we will learn from experience. I think it would be good if we bring every decision, law, and decree to green space." Regarding the green economy, we sell our textile products to European countries. It takes no more than 4 years. They will tell us what kind of energy you generated, and we need to be prepared for this. Wherever I go, I ask them what kind of energy they use. Smart people are getting a lot of energy by installing solar panels.

Entrepreneurs are also a huge power of the country. Their number has reached 1.5 million, and by 2030 it is planned to increase their number to 3 million. If they also demonstrate their potential and take the initiative to enter the green economy, the large milestones we have mentioned will undoubtedly be the result. From a healthcare perspective, this name is also an ease for people. The water shortage reminded that it is necessary to have a negative impact on food security in the future.

In his speech, he also mentioned the nationwide "Yashil Makon" program, which is widely implemented in the country, and spoke about the main shortcoming that has been allowed in the system so far. When we first started "green spaces," we planted (trees) but didn't know how to

care for them. Now, before planting, let's think about care and watering. If necessary, let's find a tree that someone interested in this has privately planted. We must create an environment for our people in homes, streets, neighborhoods, cities, provinces, schools, universities, and businesses."^[1]

The essence of environmental marketing is considered as one of the tools for implementing the principles of a "green" economy. The need for the transition of the national economy to a "green" economy is associated with a prolonged economic crisis and the need to increase the competitiveness of Uzbek enterprises and products not only in domestic but also in foreign markets. The solution to this problem is directly related to the implementation of market expansion and diversification strategies. Entering new markets with existing and new products means its mandatory compliance with the standards of the country entering the market. One of their trends, reflected in quality standards, is the "environmental cleanliness" of consumer culture.

As a result, for successful entry into the markets of economically developed countries, it is necessary to take into account macroeconomic factors, including the environment.

With the development of a "green" economy in Uzbekistan, this obstacle can be overcome. The theory of the "green" economy, based on three principles (the inability to infinitely expand the sphere of influence in a limited space; the inability to demand the satisfaction of infinitely growing needs in conditions of limited resources; the interdependence of everything on earth), is manifested in the competitive strategy of any enterprise and helps to satisfy "green" needs through environmental marketing. As a result, increasing the competitiveness of products contributes to entering foreign markets.

In the current economic situation, where global environmental changes are taking place, one of the priority tasks for our country is to enter the foreign market with a wide range of goods.

The Republic of Uzbekistan is located in the center of the Central Asian region, where 45% of the region's population lives. Uzbekistan is the only country with common borders with other countries of the region (Kazakhstan, Tajikistan, Turkmenistan, Kyrgyzstan), which is an important transport and telecommunications corridor connecting Europe with the countries of the Asia-Pacific region, as well as South Asia, the Middle and Near East. Uzbekistan is an equal member of international organizations (UN, UNESCO, FAO, UNCTAD) that play an important role in the world economy and international economic relations, maintaining friendly relations with dozens of countries (more than 160), cooperating with major international banking and financial organizations (IMF, WB, EBRD, ADB, IDB), as well as non-governmental and non-profit organizations. In the world economy, Uzbekistan, participating in various levels of global and regional integration processes (CIS, Shanghai Group), adheres to an important principle: rapprochement with one state should not be at the expense of distancing from another.

The successful entry of Uzbek products into the markets of Europe and Asia is ensured by being among the mandatory criteria that determine its environmental safety. Thus, the choice of goods produced in our country is based, among other things, on environmental values. For example, whether the purchased product can be destroyed and reused for the production of another product, whether the used product is environmentally and biologically safe, whether production causes environmental pollution, and so on.

As a result, such problems of promising markets for Uzbekistan stimulate the development of a "green" economy, which has already begun in Uzbekistan, and its involvement in the implementation of environmental marketing principles.

Green economy (Eng. "green" - "green," "economics" - "economics," "ecological economics" - "ecological economy") is a temporary approach to the study of economic sciences,

the goal of which is the sustainable development of humanity, and its necessary condition is the preservation of the natural environment.

A "green" economy is an economy that leads to an increase in human well-being and ensures social justice while significantly reducing environmental risks.

The most important of the necessary conditions for a "green" economy is the systematic and regular prevention of environmental degradation by every person throughout the human world, that is, regardless of race, nationality, origin, age, or gender.

General problems of green economy development:

- quality of life of the population;
- increasing human capital;
- increase in natural capital;
- socio-economic and political protection of environmental quality;
- high labor intensity, material intensity, natural intensity, and ecological intensity of the national economy;
- involvement of local and renewable and non-renewable energy sources (economic) in economic turnover.

Green economy theory is based on three principles:

1. It is impossible to infinitely expand the sphere of influence in a limited space.
2. In conditions of limited resources, it is illogical to demand the satisfaction of endlessly growing needs.
3. Everything on Earth is interconnected.

However, the implementation of these principles is impossible without changing the behavior of a person as a buyer and consumer. And despite the fact that there is an inverse relationship between the level of income of a person and the need for environmental goods (with the growth of the former, the latter decreases), in the context of the integration of Uzbekistan's production and service sectors at the international level, it is necessary to act simultaneously on two vectors - both environmental and economic. Behavioral marketing, such as cognitive[4] and environmental marketing, the use of tools for forming a consumer culture - marketing, helps to implement the principles of the "green" economy and implement a diversification strategy at the micro and macro levels. However, here it is necessary to agree on the necessity of developing the country's innovative and investment potential as a mandatory condition for implementing environmental marketing.

If we talk about the essence of environmental marketing, then there is currently no clear definition. Some scholars propose to consider environmental marketing as a type of environmental policy and company responsibility, as the openness of production and environmental labeling of goods [5]. Others see environmental marketing as a means of managing the environment[6]. A number of other specialists consider it a new form of environmental audit, environmental insurance, changes in reporting forms, and promotion of goods [7].

In the transition to new economic conditions, the definition of environmental marketing should be based on the principles of the "green" economy, as well as based on the classical definition of marketing given by Philip Kotler, marketing is a type of human activity aimed at satisfying needs, needs, and demand through exchange. [8], Based on the foregoing, environmental marketing can be considered as a type of human activity, which should be understood as the satisfaction of needs and demand through environmentally friendly exchange systematically at all stages of the product life cycle.

The origin of environmental marketing should be sought as one of the components of socio-ethical marketing at the end of the twentieth century. The task of the organization is to determine the needs, needs, and interests of target markets and, while preserving or strengthening the well-being of the consumer and society as a whole, to ensure the necessary satisfaction in more effective and efficient ways (compared to competitors). The emergence of the concept of socio-ethical marketing stems from the deterioration of the environment, the growth of the world's population, and the shortage of natural resources.

According to the concept of socio-ethical marketing, the company should build relationships with the consumer not only on the basis of instantaneous benefits, but also taking into account the creation of long-term value for both the individual and society as a whole. The emergence of sustainable motivation for environmental consumption at the end of the second millennium should be considered the next stage in the formation of environmental marketing. Environmental consumption is when preference is given to goods and services that cause minimal harm to the environment at all stages of life, regardless of its purpose - to take care of one's health, financial motivation, fashion, or dealing with real environmental problems.

Let's refer again to the definition of environmental marketing - a type of human activity aimed at systematically satisfying needs and demand through environmentally friendly exchange at all stages of the product life cycle. In fact, environmental marketing differs from classical marketing in the presence of a limitation that "does not harm the environment," that is. any company that adheres to the principles of a "green" economy should not harm the environment. To determine the role and functions of environmental marketing at the enterprise, it is recommended to pay attention to the process of creating a competitive strategy.

Here, M. Porter's approach can be taken as a basis - the development of a competitive strategy using the positioning method. Thus, one of the stages of forming a competitive strategy is the identification of the company's business and the formation of strategic constraints.

Thus, a company that adheres to the principles of a "green" economy automatically limits the use of "dirty" resources, technologies, production, and the production of "dirty" goods (Fig. 1).

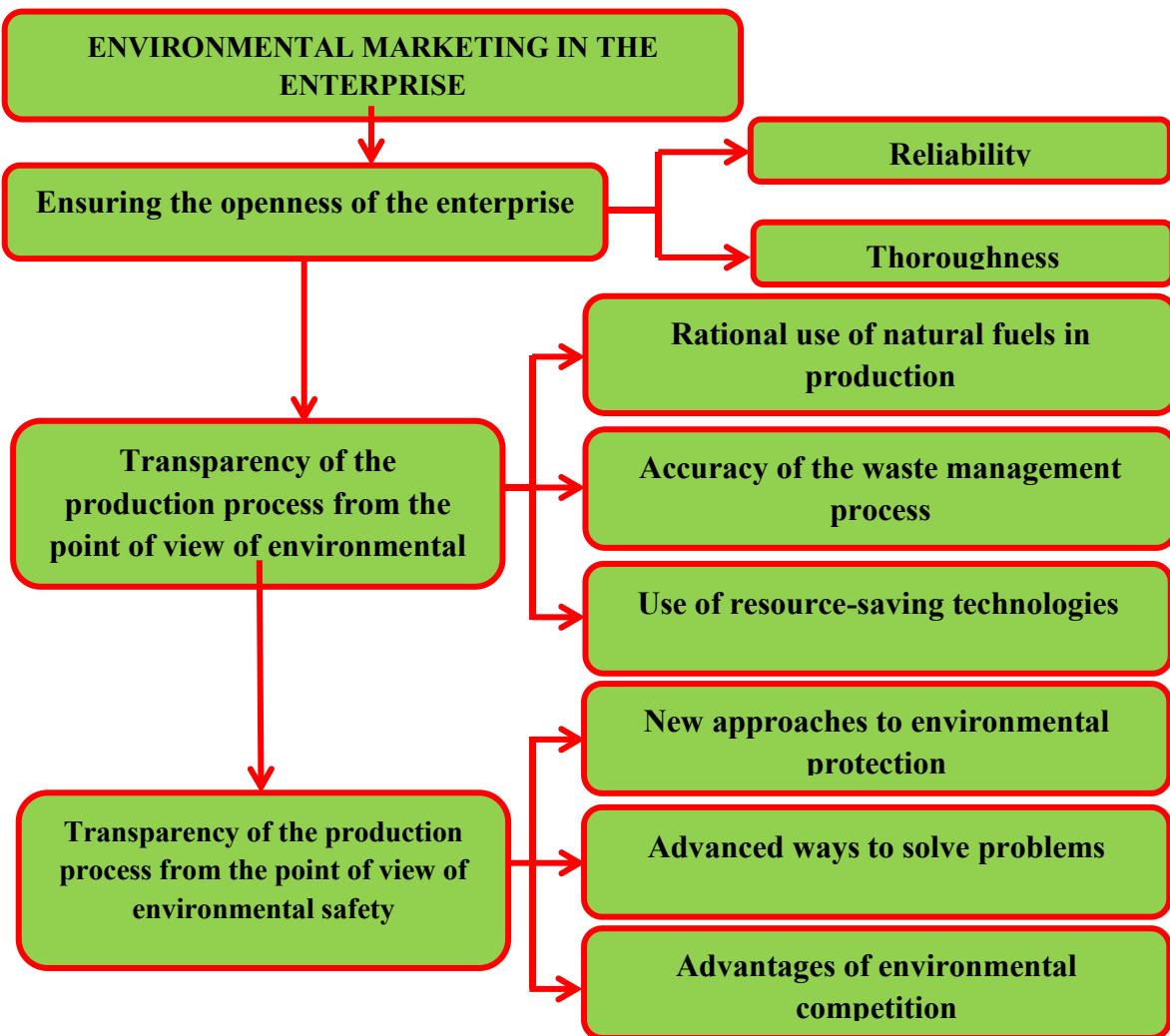


Figure 1. Functions of environmental marketing at the enterprise

The relationship between environmental marketing and a competitive strategy should be sought in the strategic process of determining the marketing strategy, where a competitive strategy is used for its development.

Thus, the creation of a marketing strategy involves an analysis of the environment (internal and external) of the enterprise's activities, taking into account the tools of marketing analysis, which include a component that assesses the environmental factor. Thus, the enterprise confirms that consumers, in the process of satisfying their needs, strive not only for the abundance and availability of necessary goods and services, but also for the preservation and improvement of their living space.

As a result, new patterns of environmental safety, characteristic of the competitive strategy, confirmed by the analysis of the external environment of the enterprise's activities, become goals and objectives in its marketing strategy. Thus, the tactical component of strategic environmental marketing is the implementation of specific "green" tasks:

- studying the "green" needs of buyers;

- formation of ecologically competitive advantages;
- "Green" resources, goods, processes, waste, etc., used by the company.

However, it should be noted that to comply with the principles of a "green" economy and thereby ensure a high level of competitiveness in foreign markets, the enterprise must apply these principles not only to marketing, but also to all functional strategies.

Environmental marketing is one of the mandatory tools for ensuring the implementation of the principles of a "green" economy; the formation of a qualitatively new image of Uzbek products in domestic and foreign markets; the formation of competitive production. The Republic of Uzbekistan, without revisiting old approaches and methods of solving economic, political, social, and environmental problems, can change itself and consistently improve in the direction of global development.

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