

ISSUES OF GREEN MARKETING IN PRODUCTION ENTERPRISES

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Abstract: This article covers the organization and management of marketing activities in manufacturing enterprises, increasing the effectiveness of green marketing strategies, promoting environmentally friendly products, and their impact on sustainable development, analyzing both theoretically and practically.

Keywords: Green marketing, resources, environmentally friendly products, enterprise, marketing, alternative strategies, consumers, innovative business model, strategy,

Today, the declining reserves of natural resources in the world have led to the development of a system for assessing changes in them. The United Nations Convention on Climate Change, the Kyoto Protocol, and the Paris Agreement were adopted. Due to the fact that different countries have different views on the implementation of the principles enshrined in these treaties, difficulties arise on a global scale.

Countries that have committed to treating nature with care on a global scale are now moving towards raising their economies to a new level and building a "green" economy.

The green economy is an economic system, the main goal of which is the ecology of our planet and its preservation, as well as the development of all sectors of the economy. Thus, a green economy is understood as a new direction of economic activity based on the further development of the economy related to the production and service sectors, while preserving the resources necessary for human life and health, the environment and ecology as a whole.

Nature is an incomparable, unparalleled resource that can fully and perfectly provide for all the vital needs of humanity. The existing balance between man and nature is extremely delicate, interconnected at a complex level, absolutely dependent on each other. This equilibrium is extremely fragile and weak in its essence, and the factors negatively affecting it are often complex and not immediately detectable. Therefore, the effective establishment and management of green marketing activities is not only an economic need, but also an important necessity for ensuring environmental sustainability. In today's global economy, businesses must not only generate income but also consider factors such as social responsibility and environmental sustainability. Therefore, the concept of green marketing (Green Marketing) occupies a special place in modern marketing strategies. Green marketing encompasses the principles of sustainable business through the production of environmentally friendly products, the application of environmentally friendly technologies, and the cultivation of environmental awareness among consumers. The widespread use of green marketing technologies at enterprises plays an important role in reducing the negative

impact on the environment, optimizing production costs, and meeting the demand of consumers for environmentally friendly products. The main goal of implementing green marketing strategies is not only to increase the profitability of the enterprise, but also to ensure environmental sustainability, provide quality and environmentally safe service to clients, increase their loyalty, and form the enterprise as a sustainable brand.

Scientific research, theoretical views, and practical experience on green marketing activities clearly demonstrate the global relevance of this area.

Also, the UN Sustainable Development Goals until 2030, the European Union's strategies for the transition to a green economy, and the recommendations of the International Marketing Association are an important theoretical source in the development of green marketing practices. On a global scale, many scientists and practitioners are paying increasing attention to the need to introduce the concept of green marketing at enterprises in economic conditions. In particular, the problems associated with paint products as one of the important sources of environmental pollution have become the focus of attention of the scientific community.

In particular, the article "Paints: A Widespread but Overlooked Source of Microplastic Pollution," written by Zoie T. Diana, a scientist from the Department of Ecology and Evolutionary Biology at the University of Toronto in Canada, provides a deep scientific analysis of paints as a poorly studied, but widespread source of microplastic contamination. In this study, it is shown that one of the main sources of microplastics is dyes used in liquid or solid form. Polymer-based compounds in paints decompose and spread to the environment through air, water, or soil. Zoie T. Diana scientifically substantiated and analyzed the changes in the ecosystem caused by these wastes, the processes of bioaccumulation and their negative impact on the life activity of fauna and flora, as well as the fact that the volume of microplastics dispersed through dyes has not yet been sufficiently taken into account in global politics and environmental strategies.[1]

The processes of production and its application pose serious problems from the point of view of environmental safety. Traditional coating methods - manual spraying and roller painting technologies - lead to poor quality, uneven coating, excessive paint consumption, and the formation of large volumes of waste. In particular, these wastes contain heavy metals such as lead, cadmium, chromium, and volatile organic compounds (VOC), which are extremely hazardous to human health and the environment.[2]

Some paint particles do not reach the surface being painted, but spread through the air, which, in turn, leads to soil and water pollution. At the same time, the composition of dyes contains an average of 37% of plastic polymers, which are recognized as the source of the largest amount of microplastic dispersants in marine and inland water bodies. According to statistics, the volume of microplastic waste from dyes is 1.9 million tons per year. This figure is higher than that of textile fibers and car tire dust.[3]

In addition, the disposal of paint waste by burning is not a safe solution - as a result of this process, harmful gases and particles are released into the atmosphere, which not only exacerbates environmental problems, but also causes respiratory diseases in humans.

Indeed, according to the results of the Legatum Prosperity Index, which is published at the international level, the ecological situation in Uzbekistan is one of the pressing problems. In the index, the country has low indicators of environmental quality, which indicates the presence of systemic problems in environmental protection policy.[4] Unfortunately, some paint manufacturers in Uzbekistan cause significant damage to nature - this is evident in such cases as direct discharge of waste into water resources, air pollution, or accumulation of hazardous substances.

Many enterprises consider paying a fine a cheaper and more convenient way than fulfilling environmental requirements. The reason is simple: the installation of environmentally friendly technologies, filters, and wastewater treatment plants requires significant investment. And fines are set at a one-time and often minimal level - which turns out to be "economically" more profitable for the enterprise.

Another important aspect is the weak activity of regulatory bodies. Organizations engaged in environmental control (for example, the Committee on Ecology and Environmental Protection) sometimes limit themselves to formal inspections or ignore existing problems. This situation leads to a weak sense of responsibility in enterprises and, as a consequence, exacerbates environmental problems.

Based on the foregoing, the implementation of green marketing strategies at enterprises is an important tool not only for making the activities of enterprises environmentally safe, but also for increasing their economic efficiency. The use of environmentally friendly technologies and innovative solutions contributes to the reduction of waste in the processes of dye production and consumption, the formation of environmental awareness among consumers, and the strengthening of trust and loyalty to the brand.

From this point of view, the paint industry of Uzbekistan also needs reforms based on global environmental requirements and the principles of green marketing. To succeed in market competition, enterprises must implement a business model based on the principles of environmental safety of their products, minimizing waste, and sustainability.

The introduction of green marketing principles into the paint industry will serve not only to ensure environmental sustainability, but also to increase the long-term competitiveness of enterprises. In the conditions of Uzbekistan, the negative impact on the environment of industrial waste, in particular, such harmful substances as VOC (volatile organic compounds), heavy metals (lead, cadmium, chromium), and microplastics, released from paint products, is increasing. The fact that paint companies prefer to pay fines rather than properly manage waste, and environmental control bodies limit themselves only to fines, exacerbates the problem.

World experience shows that through proper waste management and the introduction of modern technologies, not only is the environment protected, but the enterprise also benefits economically. For example, automated dyeing robots and sprayer control systems developed by companies such as Qlayers play an important role in reducing excess dye consumption, preventing contamination, and improving quality. Such approaches allow for the recycling and reuse of paint waste.[5]

We offer:

At the enterprise level:

- Implementation of modern equipment for separate collection of paint waste and disposal of hazardous waste.
- Phased implementation of environmentally friendly technologies (paints with low VOC, recyclable materials).
- Implementation of innovative production lines, automated systems (for example, Qlayers robots) to minimize waste generation.

At the level of state and regulatory bodies:

- Strengthening environmental legislation and strict control over its implementation in practice.
- Establishment of tax incentives or grant programs for enterprises to achieve environmental cleanliness.
- Development of incentive mechanisms aimed at reducing waste, in addition to the penalty system.

At the level of society and consumers:

- Increased public awareness and demand for environmentally friendly products.
- Encouraging consumers to make environmentally responsible choices through the promotion of green products.

In conclusion, green marketing is a strategy not for today, but for the future. By systematically implementing this approach in the dye industry of Uzbekistan, it is possible to achieve sustainable industrial development, eliminate environmental problems, and operate in accordance with international standards. Now, enterprises must determine competitiveness not only through price and quality, but also through the level of environmental safety. This is not only an economic need, but also a social responsibility.

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