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Article

Prospects for the Formation and Development of Green Marketing Under Current Global Environmental Changes

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Abstract: The article investigates the formation of ecological marketing (green marketing) concepts in modern enterprises under conditions of global climate change, resource depletion, and environmental pollution. It analyzes changes in consumer behavior, the growing demand for “green” products, and corporate social responsibility. The article highlights the differences between ecological and traditional marketing, its constituent elements (Green 4P), and strategies for implementing it in the Uzbekistan economy, illustrated with tables and diagrams.

Keywords: Global environmental changes, Green marketing, Green economy, Sustainable development, Green 4Ps, Consumer behavior, Green branding.

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Introduction

In the 21st century, humanity has faced unprecedented global ecological problems. Global warming, pollution of the atmosphere and water resources, the decline of biodiversity, and a sharp increase in waste volume are demanding a re-evaluation of traditional economic models. The Sustainable Development Goals (SDGs) adopted by the United Nations (UN) aim to increase ecological responsibility across all sectors. Under these conditions, business entities are forced to abandon the profit-chasing model and become socially and ecologically responsible.

Methodology

Consumers, in turn, prefer eco-friendly, recyclable, and environmentally harmless products. This has led to the emergence and development of a new direction in economics: the concept of green marketing. [1]

Result and discussion

Table 1. Ecological marketing is an activity aimed at minimizing the negative impact on the environment during the production, packaging, transportation, and consumption of goods and services. It is not just “green advertising,” but rather implies a fundamental change in the company's entire philosophy and production chain. There are aspects in which ecological marketing differs fundamentally from traditional marketing. The following table compares these differences systematically[2]

Table 1. Comparative analysis of traditional and green marketing[3].

№	Analysis criteria	Traditional marketing	Green (Environmental) marketing
1	Main objective	To maximize benefit and increase market share.	To achieve benefit while preserving the ecological environment.
2	Consumer needs	To satisfy personal and short-term needs.	To ensure a healthy lifestyle and the safety of future generations.
3	Product life cycle	The product is discarded after use and when it becomes unnecessary.	The product is utilized or recycled (Zero Waste)
4	Pricing approach	Production and sales costs are the basis for pricing (external environmental damage is not taken into account).	Environmental costs and investments in preserving nature are included in the price.
5	Competitive advantage	Through price, quality, and aggressive advertising.	Through environmental cleanliness, social responsibility, and “green” image (Eco-reputation).
6	Time horizon	Short-term and medium-term results.	Long-term sustain

The “Green 4P” complex of ecological marketing. The traditional marketing complex (Product, Price, Place, Promotion) acquires new content and meaning in the context of ecological marketing:

1. Green Product: Energy-saving technologies are used in the product manufacturing process, raw materials are natural, and packaging materials are biodegradable or recyclable.[4]

2. Green Price: Green products may have a higher price due to additional certification and expensive ecological technologies. However, consumers are willing to pay this "premium" price for the sake of protecting nature and their own health.[5]

3. Green Place: Reducing logistics costs in the product supply chain and the amount of harmful gases emitted into the atmosphere (Carbon Footprint). For example, using electric vehicles or relying on local raw materials.[6]

4. Green Promotion: Advertising calls on consumers to protect the environment, avoids “greenwashing” (fake ecological branding), and displays genuine ecological certifications.[7]

Figure 1. Stages of forming ecological marketing Successful implementation of ecological marketing in enterprises requires a certain sequence. Based on our research, this process can be divided into 4 main stages:

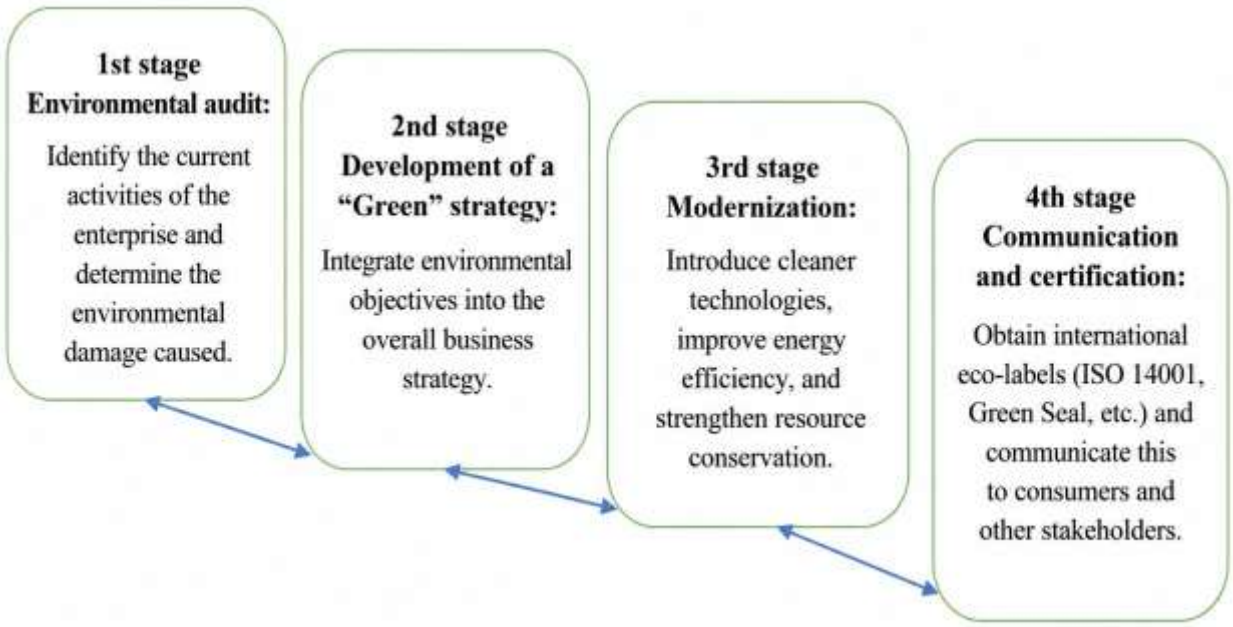


Figure 1. Stages for successful implementation of green marketing in enterprises[8].

Figure 2. Consumer behavior analysis and market segmentation. Under the conditions of global ecological changes, consumers are changing their purchasing habits. Businesses need to correctly analyze these consumers. We can see the international classification model regarding consumers' ecological awareness and their readiness to purchase "green" products in the following diagram.[9]

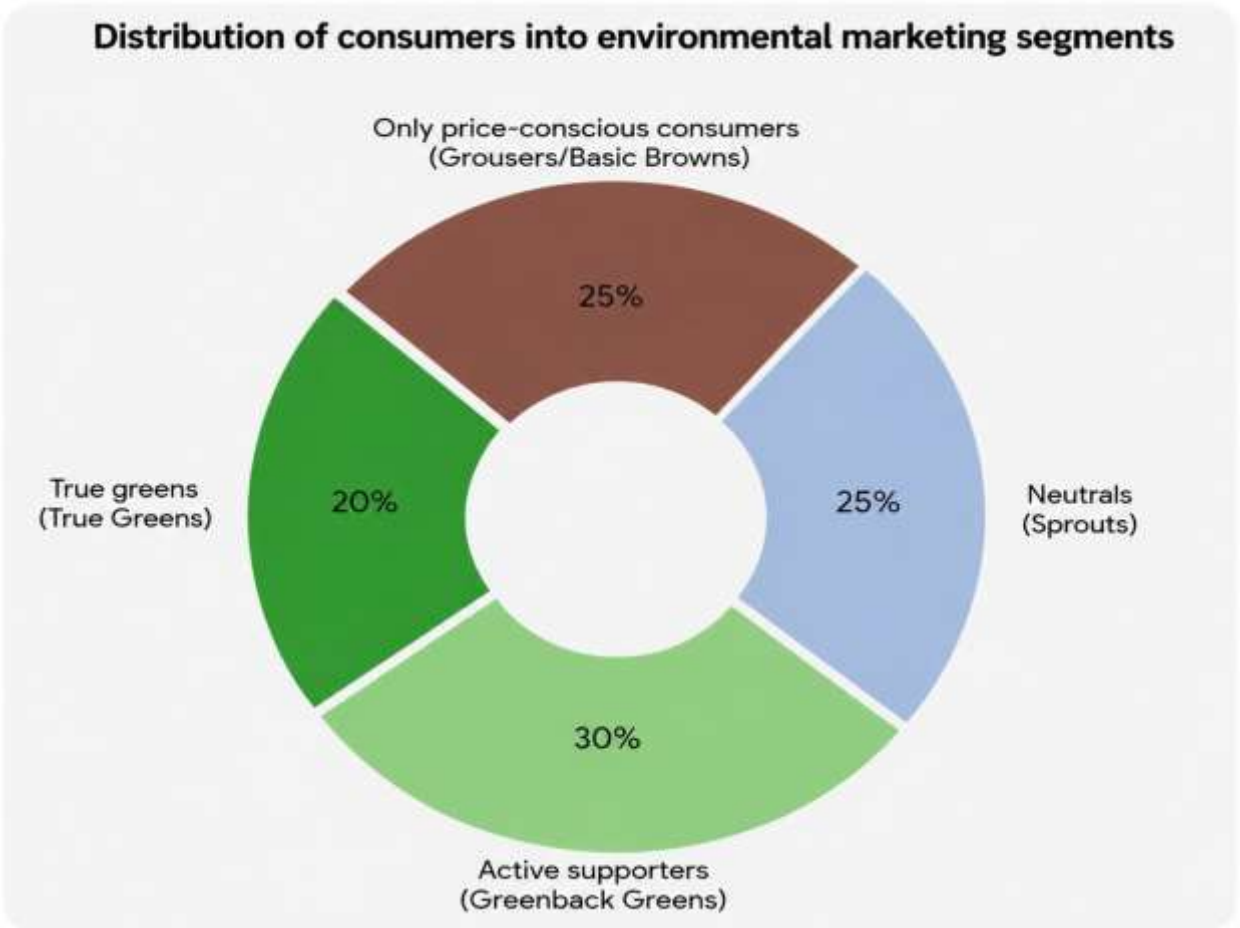


Figure 2. Indicators of the consumer market's attitude towards ecological marketing[10].

This diagram reflects consumers' attitude towards ecological marketing in percentage terms: True Greens (20%): An active layer ready to buy any expensive product and change their lifestyle to protect the environment. Greenback Greens (30%): Support eco-friendly products and are willing to pay higher prices, but do not want to give up personal comfort.[11] Neytrals (Sprouts - 25%): Understand ecological problems, but only choose green products when price and quality match. Skeptics and Passives (Basic Browns / Grousers - 25%): Do not believe in ecological problems or pay attention to them, only buy the cheapest products. This analysis shows that today at least 50% of the market (Dark Greens and Active Supporters) reacts directly to ecological marketing elements.[12]

In recent years, the transition to a "Green Economy" has been elevated to the level of state policy in the Republic of Uzbekistan. The Aral Sea disaster, the dust storms observed in the republic, and the deterioration of air quality (especially in Tashkent) necessitate the urgent formation of ecological marketing.[13]

However, there are several problems in fully implementing this system in our country:

- Level of ecological culture of the population: A large part of consumers still pay more attention to the price of the product than to its ecological purity.

- Financial constraints: It is expensive for small and medium-sized business entities to purchase clean international technologies and implement ISO standards.[14]

- "Greenwashing" problem: There are cases where some companies, without complying with any ecological standards, unjustifiably stick "Bio", "Eco", "Natural" labels on their products and sell them. This creates distrust among consumers.[15]

Conclusions and Recommendations

In the context of global ecological changes, ecological marketing is not merely an optional choice for companies, but the only way to survive in the market in the future. To successfully shape ecological marketing, the following measures must be implemented:

First - State support: Grant tax incentives and allocate green credits to companies producing "green" products and implementing ecological marketing.

Second - Strict control and certification: State standardization agencies must take legal measures against cases of false eco-labeling (greenwashing).

Thirdly - Consumer education: Increasing the population's ecological literacy through mass media and social networks, shaping a culture of supporting eco-brands.

In conclusion, ecological marketing serves to ensure the health of society and the purity of nature, while increasing the company's economic efficiency.

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