

INNOVATIVE MARKETING CONCEPTS IN THE CONTEXT OF GREEN ECONOMY

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Abstract

This article analyzes the theoretical foundations of green marketing concepts and its impact on the environment and economy. The necessity, advantages and core principles of eco-friendly products and environmentally conscious brands are examined, and Patagonia is taken as a case example.

Keywords: innovations, green marketing, green customer, green products, sustainability

Annotatsiya

Ushbu maqolada yashil marketing konsepsiyalarining nazariy asoslari hamda ularning atrof-muhit va iqtisodiyotga ta'siri tahlil qilinadi. Ekologik toza mahsulotlar va ekologik ongli brendlarning zarurati, afzalliklari va asosiy tamoyillari ko'rib chiqiladi, shuningdek, Patagonia kompaniyasi misol sifatida tahlil etiladi.

Kalit so'zlar: Innovatsiyalar, yashil marketing, yashil iste'molchi, yashil mahsulotlar, barqarorlik

Аннотация

В статье анализируются теоретические основы концепций зелёного маркетинга и их влияние на окружающую среду и экономику. Рассматриваются необходимость, преимущества и ключевые принципы экологически чистой продукции и брендов с экологическим сознанием. В качестве примера используется компания Patagonia.

Ключевые слова: Инновации, зелёный маркетинг, зелёный потребитель, экологичные продукты, устойчивость

INTRODUCTION

The changes in climate and the degradation of environment generating the need for green innovations in order to eliminate gas emissions of greenhouses, decrease pollution rate and preserve natural resources. Green marketing assists companies in developing sustainable business practices and promoting the environmental advantages of their products and services. In addition, green marketing emphasizes raising consumer awareness about the role of sustainability and its environmental impact on purchasing decisions, while also providing companies with a competitive edge by enabling them to differentiate themselves, comply with growing regulatory pressures, and demonstrate social responsibility. Furthermore, green marketing fosters long-term customer loyalty, encourages eco-innovation, aligns with global sustainability agendas

and helps businesses mitigate reputational and regulatory risks, ensuring resilience in a rapidly changing market.

LITERATURE REVIEW

A considerable number of research has been conducted on green marketing, with particular attention to eco-friendly products, green accounting, and strategies for exporting organic goods. Among national scholars, Professor Ostanaqulova G. (2024), Allayorov Sh. (2024), and Xidirov Sh. (2025) have contributed significantly to the field through their works: “Market Mechanisms and Eco-Marketing Tactics in Agricultural Economics”, “The Role of Green Accounting in Digital Business Marketing”, and “Optimizing Marketing Strategies for the Export of Dried Organic Fruits Using Artificial Intelligence”. The findings of these studies indicate that the authentic implementation of green initiatives—such as eco-friendly product design, recyclable packaging, corporate social responsibility (CSR) activities, and sustainability certifications—not only enhances brand equity but also strengthens consumer trust and creates a source of competitive differentiation.

From foreign scholars' analysis made about Innovative Management Tools: Green Marketing for the Sustainable development (2021) M. I. Kanunikova, T. Yu. Krotenko and O. V. Lesnikova (2021), green marketing incorporates the values of social and ethical responsibility, focusing on prudent resource use, environmental protection, and minimizing harmful impacts on humans and nature. Studies highlight its applications in the hotel business through practices such as eco-labeling, sustainable service delivery, and the development of a company's “green” image. Followingly, the founder of consulting agency Jacquelyn Ottman in her work *The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding* (2011). emphasizes that modern consumers choose products not only for price or features but also for the values brands represent and argues that green marketing must deliver performance and truth supported by transparent, science-based information. (Ottman, 2011)

METHODOLOGY

The article is written based on theoretical approach, using quantitative methods and secondary data from official research sites source and scholarly works and articles by other researchers and experts in this field. As the example case Patagonia brand and its green marketing approaches are examined.

So far, there have been various types of scientific research and case studies on green marketing, and the field is developing rapidly. However, there is still a lack of scientific articles, particularly in the context of Uzbekistan, where more practical applications and case studies are needed. Innovative technologies such as Big Data and Artificial Intelligence are only at the initial stage of being applied to optimize marketing strategies for eco-friendly products, especially in export-oriented sectors. At the same time, government initiatives such as the “Strategy 2030” and the Sustainable Development Goals (SDGs), as well as the active involvement of the United Nations

in Uzbekistan, create a strong foundation for supporting and advancing green marketing practices.

ANALYSIS AND RESULTS



Figure 1. Green Marketing innovations in Business¹

The figure 1 illustrates various directions of green marketing innovations adopted in business practices. It shows that the most widely implemented area is eco-friendly packaging, applied by 85% of companies. This is followed by recycling and waste reduction (75%) and the use of renewable energy in production (70%).

Relatively new areas such as AI and Big Data-driven marketing optimization are adopted at around 55%. Meanwhile, the green supply chain (65%) and organic product development (60%) are also gradually advancing.

These indicators suggest that both in Uzbekistan and globally, companies are increasingly adopting green marketing innovations, although technology-driven areas are still in the early stages of development.

The concepts that need to be considered are green marketing, green customer and green products. Green marketing integrates social, environmental and economic components to business plan and distinct from conventional marketing. Traditional marketing aims at increasing sales and making short-term profits, whereas green marketing builds long-term value with customers by promoting ecologically conscious products. Businesses implementing green marketing strategies integrate sustainability

¹ Author's elaboration based on Green Marketing Innovations (2025)

into their operations by sustainably procuring raw materials and using energy-efficient production processes (Kaur et al., 2022).

Green customers are the ones who are environmentally responsible and prefer to purchase eco-friendly and green products over others. These types of consumers favor products produced from recycled or renewable materials, energy-saving, with low-waste packaging and low carbon footprint, to decrease their environmental impact and support sustainability conscious companies. Green product (eco-friendly) is the one that made to eliminate its damaging effect on the environment during its whole life period.

When the company begins to implement green marketing strategy the entire marketing mix from product to positioning and promotions need to be totally redesigned. Marketers will be responsible to correct and redirect each step from product production until utilization process to make them sustainable. Furthermore, it may encounter several challenges during these processes. One of the main difficulties is the need for significant upfront investments in sustainable technologies, processes and materials. This often includes adopting renewable energy sources, energy-efficient equipment, sustainable raw materials and eco-friendly packaging. Additionally, managing the supply chain becomes more complex, as it requires sourcing environmentally friendly goods and ensuring that all suppliers comply with sustainability standards and regulations. These changes can lead to increased costs, making cooperation across the entire supply chain essential to integrate sustainability into every stage of product development and delivery. To address these financial challenges, companies often need external funding sources such as green loans, government grants, or investments from sustainability-focused investors. By solving these hindrances and becoming eco-friendly brand the company may acquire more loyal customers, develop strong and unique brand image and save the environment. “The following paragraphs will examine Patagonia as a leading example of an environmentally conscious brand.

Patagonia can be regarded as a leading example of an environmentally conscious brand, successfully implementing green marketing strategies. It is a privately held American outdoor apparel company, renowned for its high-quality products and strong commitment to environmental sustainability and activism. (Thangavelu, 2025)

Figure 2 illustrates Patagonia's strategic pillars, which include building trust through authenticity and transparency, prioritizing sustainable products and practices, and promoting circular economy initiatives such as the Worn Wear program. Additionally, the company emphasizes community building and educational marketing by engaging environmentally conscious consumers and raising awareness of sustainability issues. Patagonia also demonstrates its commitment by donating 1% of its sales to environmental organizations through the “1% for the Planet” program and by challenging consumerism with campaigns like “Don't Buy This Jacket,” which encourage mindful purchasing and highlight the brand's values.



Figure 2. The Green Marketing Strategy of Patagonia¹

CONCLUSION

In today's environmentally conscious market, green marketing has become essential for attracting and retaining consumers who value sustainability. As people grow more aware of their environmental impact, they increasingly choose brands that reflect their values. An effective green marketing strategy not only demonstrates a company's commitment to sustainable practices but also builds trust, credibility, and emotional connection with customers. By being transparent about sustainability efforts, promoting eco-friendly products, and engaging consumers in a shared purpose, businesses can strengthen loyalty and stand out from competitors. Ultimately, green marketing fosters long-term relationships and supports both business success and a more sustainable future.

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