

THE DIGITAL MARKETING TECHNOLOGIES AND GREEN MARKETING INNOVATIONS WITHIN ENTERPRISES

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Abstract

The current article reviews the aspects of digital marketing technologies as well as the key aspects of green marketing within enterprises. Meanwhile, it reflects vital elements of digital marketing and green marketing used by different types of enterprises, organizations and companies.

Keywords: digital marketing technologies, digital advancement, green marketing, marketing innovations

Annotatsiya

Ushbu maqolada korxonalarda raqamli marketing texnologiyalari va yashil marketingning asosiy jihatlari ko'rib chiqilgan. Shu bilan birga, turli korxonalar, tashkilotlar va kompaniyalar tomonidan qo'llaniladigan raqamli marketing va yashil marketingning muhim elementlari yoritib beriladi.

Kalit so'zlar: raqamli marketing texnologiyalari, raqamli rivojlanish, yashil marketing, marketing innovatsiyalari

Аннотация

В данной статье рассматриваются аспекты цифровых маркетинговых технологий, а также ключевые аспекты зелёного маркетинга на предприятиях. Кроме того, отражаются важные элементы цифрового и зелёного маркетинга, используемые различными типами предприятий, организаций и компаний.

Ключевые слова: цифровые маркетинговые технологии, цифровое развитие, зелёный маркетинг, маркетинговые инновации

Digital advancement has emerged as a powerful asset for organizations, resulting in the rise of digital promotion. Digital marketing is the becoming as growing trend for business growth and expansion. It provides enterprises, organizations with a distinct competitive advantage. Innovations within the digital realm have introduced novel products, concepts, and services for businesses. The approach of digital marketing aims to fulfill the vision, mission, and goals of the enterprises, companies and organizations through digital channels and platforms. The realm of digital marketing has witnessed numerous advancements. With the emergence of artificial intelligence and search engine optimization, companies have sought to integrate these elements into their digital marketing strategies for enhanced organizational growth. User experience has also surfaced as a crucial component of digital marketing, as it significantly improves the quality of an individual's online journey. These emerging trends in digital marketing offer businesses a competitive edge and help in formulating a comprehensive marketing plan that boosts visibility among customers and optimizes revenue for the organizations Sitlani and Agrawal, 2018 [1].

The digital economy's technological transformations, the rapid increase in information volume, the urgency to expedite decision-making, and the enhancement of the information and communication technology culture compel enterprises, organizations and businesses to adopt different kind of innovative tools of digital marketing technologies in their digital marketing strategies. In addition, the rise of more intricate tasks related to analyzing the expanding information volumes fosters the development of such analytical instruments. In the realm of the digital economy, the improvement of employees' productive capabilities primarily arises from technological advancement and the ultimate use of digital marketing technologies. In particular, the five most valuable companies globally such as Apple, Amazon, Facebook but at current known as Meta, Microsoft, and Alphabet to which the search engine Google belongs are considered as frontrunners in the adoption of technological innovations, specifically digital marketing instruments within digital channels and technologies Oklander et al., 2018 [2]. Meanwhile, in the age of Industry 4.0, digital marketing is gaining significant relevance, creating great opportunities for enterprises, businesses particularly small and medium enterprises. Digital marketing presents numerous benefits compared to conventional marketing techniques, including broader reach, cost efficiency, and the capacity to target specific demographics. Enterprises encounter both internal and external pressures to embrace digital marketing, with competitive forces being a key driver. Engagement in digital marketing can be classified by perceived advantages and applications, making it essential for marketers to prioritize relationship-driven interactions with customers to enhance engagement. Also, digital marketing empowers companies to refine their marketing strategies, strengthen their brand presence, boost awareness, and enhance communication channels Nadeak et al., 2024 [3]. At the same time another aspect of marketing is also greatly developing by providing key perspectives to the most of the enterprises, companies and businesses known as 'green marketing', it encompasses a series of initiatives designed to lessen the harm to the environment while addressing the evolving preferences and requirements of consumers. In essence, it represents a marketing strategy aimed at executing actions that will reduce environmental impact to align with the dynamic expectations and desires of environmentally conscious customers. Green marketing introduces a viewpoint that must be acknowledged within the realm of social marketing, which compels companies to prioritize long-term goals that mitigate detrimental outcomes on the ecosystem over immediate gains. In the realm of green marketing, a growing number of enterprises are choosing to distinguish their offerings, mainly by creating environmentally friendly products. To stand out in terms of sustainability, the green product development initiative has been launched in numerous enterprises. In particular, Turkcell, a tech-driven communication provider that executes all its operations with an environmentally conscious, sustainability-focused mindset, continues to deploy cutting-edge technologies aimed at conserving energy. Expanding its partnerships with Huawei, one of its technology collaborators, Turkcell has launched the first instance of an artificial intelligence (AI) powered energy storage system. Through the storage solution, the solar energy received is retained in

lithium batteries utilizing artificial intelligence technology, fulfilling the electricity requirements of the base station from these batteries by ensuring uninterrupted service while lowering carbon emissions through the adoption of renewable energy Akgün, 2024 [4]. Green marketing holds significant importance for enterprises that depend on natural resources or operate within profound environmental fields, such as the fishing, processed food, tourism, and adventure sports sectors. These enterprises and companies have a strong incentive to safeguard the environment and promote sustainable development. By branding their products as eco-friendly, these enterprises can set themselves apart from rivals and attract consumers who prioritize environmental issues. The role of green marketing is mostly to promote products or services that contribute positively to the environment and to establish the enterprises, companies as socially responsible and environmentally aware. Moreover, product modification entails altering the design, makeup, or attributes of a product to enhance its eco-friendliness. For instance, a business might launch a series of eco-conscious cleaning products that utilize natural components and biodegradable packaging. Process changes refer to altering the manner in which products are produced to lessen their environmental influence. For example, an enterprise or a company might implement renewable energy sources, such as solar or wind energy, to fuel its production facilities [5]. At the same time, green marketing encompasses a range of initiatives that extend beyond meeting customers' current requirements and also take into account the satisfaction of customers and public concerns by offering eco-friendly and environmentally responsible business activities. Additionally, green marketing strives to minimize waste through the utilization of environmentally friendly products, the conservation of energy, and the promotion of environmental well-being and sustainability Esa et al., 2024 [6]. Thereby, innovations both in digital marketing and green marketing can contribute to the development of enterprises by creating more opportunities to gain more competitive advantage among enterprises.

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