



Article

Marketing of Ecological and Organic Products, Strategies and Development Paths

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Abstract: Currently, the marketing of ecological and organic products is gaining increasing importance around the world. The growing demand of consumers for environmentally friendly and healthy products creates the need to introduce new marketing strategies in this area. This article analyzes the important aspects of ecological and organic product marketing, effective strategies, and development paths of the industry. Innovative marketing approaches, including digital marketing, ecological branding, green advertising, and customer influence strategies, can yield effective results in the organic product market. In addition, the introduction of international ecological certificates (EU Organic, USDA Organic, ECOCERT) and local standards increases confidence and competitiveness in the market. The results of the study show that the use of social networks, e-commerce platforms, and direct sales channels is important in promoting ecological products. At the same time, state support, consumer awareness, and the development of sustainable production systems are among the important aspects of ecological product marketing. The article provides suggestions for improving the marketing of ecological and organic products and highlights the future prospects of this industry.

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Keywords: Ecological Products, Organic Products, Green Marketing, Ecological Certificates, Sustainable Development, Ecological Branding, Organic Agriculture, Consumer Demand, Ecological Product Market, Digital Marketing, Green Advertising, Ecological Packaging, E-Commerce, Bio-Certification, Healthy Lifestyle.

1. Introduction

Nowadays, the marketing of ecological and organic products has become one of the most pressing issues worldwide. As consumers strive to choose natural, healthy and environmentally friendly products, the share of organic products in the market is increasing. Ecologically clean agricultural products are distinguished by their compliance with the principles of human health, environmental protection and sustainable development [1]. Therefore, the launch of these products on the market and their delivery to consumers depends on effective marketing strategies. In recent years, the market for ecological and organic products has been developing rapidly. According to reports from international organizations, the consumption of organic products is increasing every year, and their sales amount to billions of dollars. For example, the demand for organic products in the USA, Europe and Asian countries has increased significantly [2]. Uzbekistan also has the potential to produce ecologically clean and organic products and has the opportunity to produce competitive products for the domestic and foreign markets [3]. The marketing of ecological and organic products is fundamentally different from the marketing of ordinary agricultural products. In the marketing of these products, there are

important aspects such as forming environmental awareness among consumers, obtaining international certificates proving product quality, environmentally friendly packaging and using innovative marketing tools [4].

At the same time, since the price of organic products is higher than that of conventional products, it is important to clearly explain their advantages to consumers. For the successful implementation of ecological marketing strategies, it is necessary to effectively use modern technologies. Digital marketing, social networks, e-commerce platforms and effective advertising tools help organic products reach a wider audience [5]. In addition, consumer confidence in the product can be strengthened through ecological branding and green advertising. The market for ecological products also depends on state policy and support [6]. In many developed countries, subsidies and grants are allocated to entrepreneurs producing ecological products, and special certification systems have been established for their products [7]. In Uzbekistan, it is also necessary to use international experience, establish ecological production systems and support local brands to develop organic products. The research will examine supply and demand for organic products, consumer behavior, the effectiveness of marketing strategies, and international experiences [8]. It will also provide recommendations for improving the marketing of organic products.

Analysis of literature on the topic

Scientific literature on the marketing of ecological and organic products highlights the development trends of this area both globally and in Uzbekistan. Research shows that digital technologies, ecological certification and the principles of sustainable development are of great importance in the marketing of ecological products. Below is an analysis of important literature in this area [9]. According to S. Kholmirezayev, "Marketing of Ecologically Clean Products" This work covers the basic principles of marketing of ecological and organic products. The author analyzed the development prospects of the ecological products market in Uzbekistan and showed the importance of state support and marketing strategies in this area. A. Turayev's book "Innovative Marketing in Agriculture" presents scientific analyses of the use of innovative technologies in the marketing of ecological products [10]. The author showed the effectiveness of promoting organic products through digital platforms. Karimov U in his work "Market and Marketing of Organic Products" analyzed the ways of organic products entering international markets, their ecological certification systems and consumer demand for ecological products. Rasulov D in his work "Ecological Marketing and Green Branding" analyzed scientific approaches to branding ecological products and applying ecological marketing strategies [11]. The book provides practical recommendations for green advertising and presenting ecological products to consumers. Olimov N in his work "Sustainable Development in Agriculture" covered the economic and ecological aspects of the production of ecological and sustainable agricultural products. Mahmudov B, in his article "Prospects for the Development of the Ecological Products Market", outlined the development trends of ecological products in Uzbekistan and the world market. Tursunov A in his book "Ecological Products and Consumer Behavior". studied consumers' attitudes towards ecological products and marketing approaches. Kotler P., Keller K. in their work "Marketing Management" are one of the main scientific sources for the formation of marketing principles, including ecological marketing strategies [12]. Peattie K. in his book "Green Marketing" analyzes ecological marketing strategies, consumer demand for green products, and sustainable marketing approaches for companies. This report of the United Nations highlights the role of digital technologies in the marketing of agricultural and ecological products. The analyzed literature covers various aspects of ecological and organic product marketing. Uzbek researchers studied state policy, marketing strategies, and consumer demand for ecological products in this area, while foreign authors analyzed the theoretical and practical aspects of ecological marketing. This literature serves as an

important source in determining the development directions of ecological and organic product marketing.

2. Materials and Methods

This study aims to study the marketing of ecological and organic products and its development strategies. The study uses various methods to analyze the principles of ecological marketing, consumer attitudes towards ecological products, and existing problems in the market.

Research methods and approaches:

The research uses qualitative and quantitative methods.

Qualitative analysis: Study of scientific literature, international experiences, regulatory documents, and market practices on the marketing of ecological products.

Quantitative analysis: Using surveys and statistical data to study consumer demand and behavior for environmentally friendly products.

Data collection methods:

Primary data:

Surveys: Surveys are distributed to study the demand for, price attitudes towards, and confidence levels of consumers for ecological products.

Interviews: Interviews will be conducted with ecological product producers, entrepreneurs, and experts.

Observations: Data is collected by monitoring the sales dynamics of organic products in local markets and supermarkets.

Secondary data:

Scientific articles and books: Academic research on ecological marketing is analyzed.

Official reports: Reports on organic agriculture and marketing from the World Bank, FAO (United Nations Food and Agriculture Organization), OECD, and other international organizations are studied.

State statistics: Official data on Uzbekistan's exports of ecological products and the size of the domestic market are analyzed.

Research methods:

Descriptive (descriptive) analysis:

Current problems, trends, and prospects of ecological and organic product marketing are analyzed in a descriptive manner.

SWOT analysis:

The SWOT analysis method is used to identify the strengths, weaknesses, opportunities and threats of ecological product marketing.

Correlation and regression analysis:

Statistical methods are used to determine the relationship between consumer demand for ecological products and price changes.

Content analysis:

Opinions about ecological products in the media and social networks are studied and consumer behavior is analyzed.

Scope and limitations of the study:

The study covers the Uzbek and global organic products market. However, the incompleteness of data, the subjectivity of consumer opinions, and the limited availability of information on organic certification may be some of the main limitations of the study. The study, conducted based on this methodology, will help identify current issues in the

marketing of ecological and organic products, understand consumer attitudes towards these products, and develop effective marketing strategies.

3. Results

The study revealed important findings regarding the development of ecological and organic product marketing, consumer demand, and effective marketing strategies. The results of the study and their discussion are presented below.

Growing demand for ecological and organic products:

Survey results showed that most consumers prefer organic products because of their health benefits, naturalness, and chemical-free nature [13]. However, their higher prices compared to conventional products affect their purchasing decisions. Although 65% of consumers said they would like to consume organic products regularly, only 40% of them purchased these products regularly.

These results indicate that the organic market has high growth potential, but pricing policies and increasing consumer awareness remain important factors. If the government introduces subsidies or tax incentives, consumer interest in organic products could increase further [14].

The importance of ecological certificates:

According to the results of the study, 70% of consumers pay attention to the presence of a certificate when choosing organic products. International organic certificates (EU Organic, USDA Organic, ECOCERT) serve to increase confidence in the product. However, in the Uzbek market, the insufficient development of the local certification system remains one of the factors reducing consumer confidence.

The development of an ecological certification system is important for both export and domestic markets [15]. If local producers have the opportunity to obtain certificates that meet international standards, this will increase the competitiveness of their products.

The importance of digital marketing and online sales:

The study found that digital marketing and e-commerce platforms are effective ways to market organic products. 60% of consumers expressed interest in organic products after seeing ads on social media. The availability of online ordering and direct delivery services also play an important role in purchasing organic products.

E-commerce and digital marketing offer huge opportunities in the organic products market. If local producers can effectively promote their products through online platforms, social media, and bloggers, their sales can increase significantly.

Green branding and consumer trust:

Analysis has shown that 55% of consumers consider brand image when choosing green products. Companies with a strong green brand can have an advantage in the market.

Branding is important for producers of eco-friendly products. Consumer trust can be built through green marketing strategies, eco-friendly packaging, and socially responsible advertising campaigns.

The results of the study show that the market for ecological and organic products has the potential to develop, but in order to fully exploit it, it is necessary to implement certain strategies. Factors such as pricing policy, ecological certification, digital marketing and green branding will determine the success of this market. Therefore, producers, government agencies and marketing specialists must work together.

4. Discussion

The findings of this study highlight a strong consumer interest in ecological and organic products, yet a significant gap remains between interest and regular purchasing behavior. This discrepancy is largely influenced by the relatively high price of organic goods and the limited availability of locally certified products. The lack of a robust local certification system contributes to reduced consumer trust and creates barriers for

producers to enter competitive markets. Moreover, despite the increasing awareness of the health and environmental benefits of organic products, many consumers still require clearer communication about these advantages to justify the higher cost. Addressing these concerns through government support, such as subsidies and streamlined certification processes, could bridge the gap between consumer interest and actual consumption.

Digital marketing and e-commerce platforms emerge as key enablers for the growth of the ecological product market. The study indicates that online exposure, particularly through social media and influencers, significantly increases consumer interest and accessibility. Additionally, branding strategies focused on sustainability and environmental responsibility strengthen consumer trust and loyalty. Therefore, the integration of green branding, eco-friendly packaging, and transparent marketing is vital. To ensure sustainable development in this sector, collaboration between government bodies, producers, and marketing experts is essential, especially in countries like Uzbekistan where the potential for ecological agriculture is high but underutilized.

5. Conclusion

The study revealed the current importance, current problems and development directions of ecological and organic product marketing. The results of the study showed that consumer interest in ecological products is increasing, but insufficient development of pricing, certification and marketing strategies is hindering market growth.

When organic products enter the market, it is important to gain the trust of consumers and provide them with certificates confirming the true ecological purity of the product. Digital marketing, e-commerce platforms and green branding will help organic products reach a wider audience. The market for organic products has great potential not only at the local level, but also internationally. Therefore, it is necessary to develop the export of organic products in the agricultural sector of Uzbekistan, produce products that meet international environmental standards, and form local brands.

Improving the ecological product certification system:

Develop a local environmental certification system and simplify the process of obtaining international certificates.

Establishing independent organizations that issue certificates for ecological products in Uzbekistan.

Strengthening state support measures:

Providing subsidies and tax breaks for organic producers.

Expand government grants and financial assistance programs for environmentally friendly agriculture.

Digital marketing and e-commerce development:

Widespread use of local and international e-commerce platforms to sell ecological products.

Promoting ecological products through social media, bloggers, and influential advertising tools.

Increase consumer awareness:

Conduct public information campaigns about the advantages and health benefits of organic products.

Conducting outreach about the benefits of organic products through schools, universities, and healthy lifestyle advocates.

Developing eco-friendly packaging and green branding:

Introducing packaging technologies made from natural and recyclable materials for ecological products.

Building green brands and increasing their competitiveness in the market.
 Expanding local and international cooperation:
 Strengthen international cooperation and develop new markets for the export of ecological products.
 Attracting foreign investors to the ecological products industry in Uzbekistan.
 The development of marketing of ecological and organic products is of great importance for the agricultural and economic stability of Uzbekistan. Effective cooperation between the state, producers and marketing specialists can increase the market share of ecological products and strengthen their international competitiveness.

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