



Article

Evolution of Different Theoretical Views on The Concept of Ecological Marketing in The Green Economy

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Abstract: This article analyzes the importance of the concept of green marketing in modern market conditions. The study interprets green marketing not only as a means of selling products, but also as a means of instilling in the consumer's mind concepts such as progress, environmental responsibility and social responsibility. The author analyzes the strategic approaches of companies aimed at environmentally conscious consumers. At the same time, the article highlights the obstacles and prospects in implementing green promotion and provides information about the three main segments of green sponsors. The results of the study show that the growth of demand for green products and the increase in competitiveness in the market due to environmentally active consumers.

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1. Introduction

Due to the aggravation of environmental problems in the world market, the criteria for consumers in choosing products are changing significantly. Today, not only the quality or price of the product, but also its impact on the environment is becoming important. In this regard, the concept of green marketing occupies a special place in modern marketing theory and practice [1]. This approach allows companies not only to increase environmental responsibility, but also to ensure competitiveness. The growing number of environmentally conscious consumers is forming new segments in the market. This article analyzes the theoretical foundations of green marketing, its role in practice and success factors. It also examines the obstacles and prospects associated with green advertising [2].

Literature Analysis

Green marketing research has intensified in the last decade, revealing the connection between environmental responsibility and consumer behavior. Polonsky & Rosenberger noted in their research that the level of trust in green advertising plays an important role in the minds of consumers. Peattie explained the three-stage evolution of green marketing, showing that this process has developed from product-centric to strategy-centric [3]. These views were analyzed by Chungukov and Mirsaidov in the local market conditions, noting that the green consumer segment in Uzbekistan has not yet been fully formed. Researcher Kotler considered the principles of greenness as a factor influencing corporate image in his marketing theory [4], [5]. Pakhomova also extensively covered the marketing-related

aspects of the green economy and revealed the role of public policy in this process. These sources, in particular, Islamov and Saydova analyzed green promotion models in Uzbekistan and their results in real practice. Ottman also provides important insights into strong environmental brands and advertising strategies. Also, reports published by international organizations - UNEP and OECD - highlight global trends in the green market. All these analyses strengthen the theoretical foundations used in the article. Currently, the concept of "ecological marketing" is gradually taking shape. As of today, there is no universally accepted definition of this concept. The marketing of ecological tourism inevitably requires environmentally sensitive approaches. According to Yakubjonova, some authors interpret ecological marketing as encompassing environmental policy, corporate environmental responsibility, corporate transparency, and the traceability of production processes - including the application of eco-labels [6], [7]. For instance, Pospelovskiy and Zalyvskiy, when discussing environmental marketing, emphasize the use of environmental management tools. For other scholars, ecological marketing also involves the development of financial mechanisms to support environmental protection initiatives, conducting environmental audits, introducing ecological insurance schemes for corporate actions, transforming producer liability models, adopting new advertising formats, and creating novel sales principles - such as the promotion of green products. Pisarev and Pisarevskiy also underline these aspects in their broader analysis of tourism fundamentals.

2. Materials and Methods

The study scientifically systematized the gradual development of theoretical views, as well as developed conclusions on the new generation of ecological marketing views and their role in the green economy. These results can serve in practice in the development of ecological advertising and priority marketing strategies.

3. Results and Discussion

Today's modern concept of ecotourism, as a result of which attention is focused on achieving sustainability, in many ways forces us to reconsider the traditional ideas about what types of travel should be considered ecotourism. At the same time, the traditional criteria for differentiating types of tourism - the motivation of travelers and the volume of tourist flows - are certainly important, but they themselves do not play a decisive role in distinguishing ecotourism as a separate type. Therefore, ecotourism is a specific type of tourism organized in accordance with the principle of a gentle attitude to the environment and compliance with general cultural norms of tourist behavior in the environment. Tour organizers should ask themselves: what impact do these trips have on the natural and cultural environment, what consequences do they have [8], [9]. From this it follows that absolutely any type of tourism can be ecotourism if the tourist program includes any form of tourist participation in environmental and nature conservation activities (including education) or its organization and conduct are in accordance with environmental management on a large scale. Therefore, in our opinion, it is more correct and methodologically justified to consider ecotourism not as tourism, but as an organizational form of the tourist industry.

Since 1993, the State Committee for Environmental Protection has been operating in the Republic of Uzbekistan, reporting directly to the parliament. Dozens of tourist organizations and hundreds of private households are carrying out their activities. Currently, ecotourism has taken its place as a new scientific direction of tourism [10].

According to their data, there is an opportunity to develop 20 types of ecological tourism in our country, which in turn will have a positive impact on the development of the sectors related to these 20 areas, in particular (agriculture, forestry and fisheries).

Over the past 15-20 years, the science and analysis of ecotourism have been rapidly introduced into international practice. Research is being conducted at the International

Union for Conservation of Nature, as well as in ecocenters of reserves, based on the following principles, see Figure 1.

Analyzing these principles, it should be noted that its full-fledged interpretation complies with all the principles and is taken into account. In particular, rational use of natural resources, nature conservation, support for the economic well-being of the local population, respect and protection of their culture, etc.



Figure 1. Principles of ecotourism.

Today, the population in Uzbekistan has not fully developed the necessary skills to establish ecotourism activities. The reason for this, in our opinion, is probably insufficient promotion. Several Uzbek scientists have conducted research on the development of ecotourism, improving its mechanisms, and enriched its scientific and theoretical foundations. For example, its economic characteristics can be directly seen in the scientific works of N. Tukhliev, A. Taksanov and T. Abdullaeva, A. Kh. Pardaev., B. Berdiyurov, A. N. Norchaev, O. Khamidov, R. Islamova. It would be advisable to study ecological tourism and its regional aspects in Uzbekistan more widely [11], [12].

Here, we will study the scientific sources about the evolution of different theoretical views on the concept of ecological marketing in the context of a green economy:

When analyzing the theories on green marketing, this concept is a phenomenon created especially in the current market conditions. This idea is good for selling and covering products that are already in the market. In addition, its growth has opened doors for companies to sell their products to the division column. This green openness, not to mention others [13], [14]. These types of marketing can be easily described as a direct effect of the development in the consumer mind. These green product enterprises have increased the speed of targeting consumers who are concerned about the environment. In this article, I will present information on how enterprises have increased their speed to environmentally friendly consumers, those who care about the environment. This research paper proposes three detailed segments of green sponsors and explores the barriers and prospects for green advertising sales. It also analyzes the current state of our green advertising.

Eco-marketing is the organization of an organization's or company's activities in the market in such a way that it promotes actions aimed at reducing the level of negative impact on the environment. In this type of marketing strategy, environmentally responsible business is considered a priority [15].

At the same time, there is also the concept of green marketing, which, when promoting goods or services, highlights their environmentally beneficial aspects and commitment to sustainability as a core value. Marketing in this direction offers consumers products that are designed with respect for nature.

Ecological marketing (also called green marketing or eco-marketing) means promoting products, services, or company activities in the market while highlighting their environmentally beneficial aspects. This concept includes the introduction of sustainability principles into various aspects of marketing, such as product appearance, packaging, advertising strategy, logistics, and the supply chain.

Green marketing refers to the practice of developing and promoting products based on their actual or perceived environmental sustainability. The two concepts above are closely related and are summarized in a hierarchical manner in the table 1 below.

Table 1. Hierarchical structure of the green marketing concept.

No.	Author or Source	Year	Definitions
1.	American Marketing Association (AMA)	1975	Focused on the marketing of products that are considered environmentally friendly, this definition encompasses a range of activities including product modifications, changes to the production process, packaging, and advertising strategies.
2.	World Commission on Environment and Development	1987	"Meeting the needs of the present without compromising the ability of future generations to meet their own needs"
3.	Ken Pitti's "Green Marketing"	1992	Another step towards thinking broadly about sustainability in everyday activities.
4.	Jacqueline Ottman "Green Marketing: Challenges and Opportunities for a New Marketing Era"	1993	Strategies, Tools and Inspiration for Sustainable Branding", Environmental concerns must be balanced with the basic needs of customers.
5.	Khachaturov A.E., Ecological Marketing	2000	Atrof-muhit marketingi hisoblanib, atrof-muhitni boshqarish vositalari deya ta'rif berishadi.
6.	Eriashvili N.D., Howard K., Tsypkin Yu.A. Marketing.	2005	For a number of authors, ecological marketing includes the formation of financial structures to support environmental protection efforts, environmental auditing, environmental insurance of company actions, changing the form of producer responsibility, new forms of advertising, the formation of new sales principles (for example, the sale of green products).
7.	Galechyan N.V., Corporate imageology	2008	Ecological marketing is an environmental policy, environmental responsibility of business, openness of the company and transparency of the production process, which means a green label.
8.	Belz F., Peatti K. Sustainability Marketing: A	2009	Green, environmental and eco-marketing are part of the latest marketing approaches that seek not only to reorient, adapt or improve existing marketing thinking and practice, but also to

	Global Perspective.		challenge these approaches and present a significantly different perspective. More specifically, these approaches seek to bridge the gap between currently practiced marketing and the environmental and social realities of the wider marketing environment.
9.	Krishanveer Singh., Green Marketing: A Future	2020	Green marketing is interpreted as not only a means of selling products, but also as a means of instilling concepts such as progress, environmental responsibility, and social responsibility in the consumer's mind.
10.	Pradipta Mukhopadhyay., A case study green marketing: A global emergency in Modern World	2023	Green marketing can be broadly defined as the processes and practices of promoting environmentally friendly and sustainable products, services, strategies, and initiatives. Green marketing or environmental marketing can raise the awareness of customers of various types of organizations about the harmful environmental impacts of their purchasing decisions and encourage prospective customers to make environmentally friendly choices that help reduce waste or pollution that currently have a significant negative impact.

Having analyzed the above theories, we will try to reveal the essence of the analysis of ecological-green marketing theories over the years. The importance of eco-green marketing in ecotourism is evident in the following processes:

1. Increasing environmental awareness among tourists - With the help of green marketing, tourists are encouraged to be careful about nature, use renewable energy sources, and reduce waste.
2. Improve brand image - Organizations operating in the eco-tourism sector gain a positive and responsible image in the public eye through green marketing.
3. Increase competitiveness - Organizations that focus on nature conservation are of particular interest to audiences who need such services. see Figure 2.

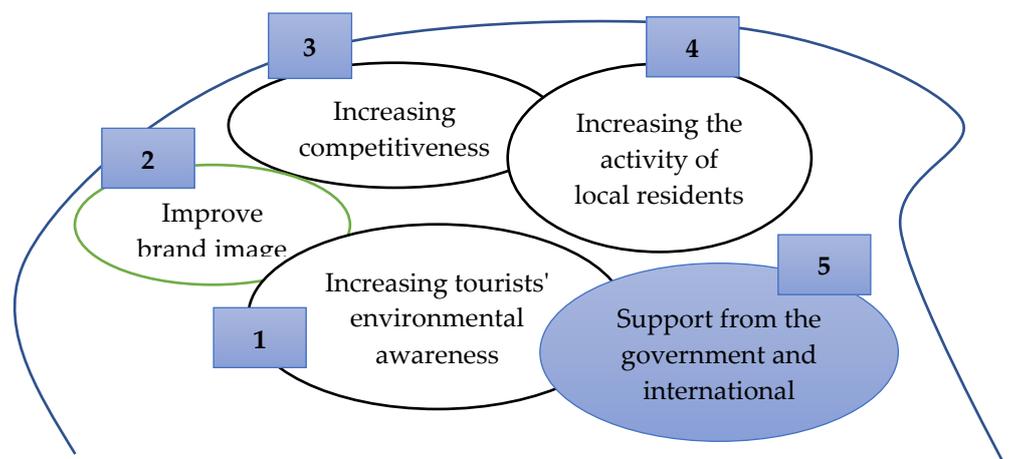


Figure 2. Mechanism for implementing green marketing in ecotourism.

4. Increasing local community engagement - Eco-marketing can help engage local communities in the conservation of resources and the development of eco-services.

5. Support from governments and international organizations - Eco-tourism projects that align with the Sustainable Development Goals (SDGs) often receive financial or institutional support.

4. Conclusion

In the context of a green economy, ecotourism should be seen not only as the use of natural resources, but also as a smartly managed, socially and environmentally responsible business. In this process, eco and green marketing is not only an effective advertising tool, but also a key mechanism for the sustainable development of the tourism industry. In conclusion, it can be said that the importance of ecotourism is not limited only to direct financial income, but its positive impact on the environment is much higher than its economic benefits.

The study scientifically systematized the gradual development of theoretical views, as well as developed conclusions on the new generation of ecological marketing views and their role in the green economy. These results can be used in practice to develop ecological advertising and priority marketing strategies.

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