

**DEVELOPMENT OF MODERN ECOLOGICAL MARKETING AS A
DETERMINING DEVELOPMENT CONCEPT**

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Abstract

The article presents the concept of ecological marketing activities of an enterprise or production. Today, when new products are released and demand is high or excessive, the concept of improving production at the end of its development period is characterized by a decrease in attention to the production and distribution of products, and the main focus shifts to the products of the enterprise.

The authors believe that the concept of ecological marketing should occupy a dominant position with ecological problems, on the basis of which all management decisions in the field of business activity should be made, which equally applies to decisions in the field of the regulatory framework.

Thus, taking into account the above, the concept of ecological marketing generalizes all the concepts that today are proposed by many researchers in their works, because it is aimed at solving public interests from an ecological point of view, which in modern conditions involves manufacturers focusing on it when applying other marketing concepts.

Keywords: concept, ecological marketing, production, products, enterprise, modern technology.

Introduction

For the first time, marketing concepts begin to take shape in the era of the birth of marketing. These were natural reactions to the market situation. The development of marketing concepts at the initial stage took place during the era of rapid industrial development, which gave rise to mass production of consumer goods and required the improvement of production processes and technical equipment to increase production volumes. Over the past century, five basic principles of marketing activity have been formed, which define the currently existing basic marketing concepts [1].

It should be noted that during the formation of marketing concepts, they overlapped with subsequent concepts, which is explained by the fact that each new concept replaced the other not instantly, but gradually. In addition, the stages of the emergence of marketing concepts reflect the time frame in which a specific marketing concept was decisive, but these concepts are also used



today, when operational decisions are required, although previously they had a more strategic focus. [2].

It should be noted that approaches to the use of these concepts should be radically changed, taking into account the modern realities of the world economy. The concept of production improvement or production marketing concept dates back to the second half of the 19th century and continued until approximately the end of the 20th century. This concept was based on the idea that consumers have a favorable perception of products when two main circumstances are met: the goods are widely distributed and they are spatially and affordable. It should be noted that approaches to the use of these concepts should be radically changed, taking into account the modern realities of the world economy. The concept of production improvement or production marketing concept dates back to the second half of the 19th century and continued until approximately the end of the 20th century. This concept was based on the idea that consumers have a favorable perception of products when two main circumstances are met: the goods are widely distributed and they are spatially and affordable. During the period of validity of this marketing concept, the main issues were reduced to a group of such concepts as demand, supply and sales. The interests and needs of consumers were taken into account very little, because the dominant concept was that a good product will always find its consumer and you can sell as many goods as you like. As a result of this situation, the main source of profit for the enterprise was the increase in production volume. [2,3]. The efforts of enterprise managers were aimed at improving production in order to increase production volumes and reduce costs. This necessitates the automation of production processes, the emergence of scientific approaches to organizing labor processes, and the search for cheap sources of material resources. This period is characterized by narrow specialization; resources are concentrated, as a rule, on the production of one type of product.

Today, this concept is used when new products are released and there is high or excessive demand for it at the initial stage of production. The concept of improving production at the end of its development period is characterized by a decrease in attention to the production and distribution of products, and the main focus shifts to the products of the enterprise, as well as to the enterprise itself.

Main Part

For two decades from 1900 to 1920. There is a change in the processes of improving production by improving the product itself and marketing activities, and in the period 1900-1930 the concept of product improvement was in effect, based on the position that consumers would be most in demand for products with the best quality parameters. [3,4].

This period of development of marketing concepts is characterized by the growing importance of the manufactured product as the main category of marketing. The main tenet of this marketing concept is the continuous improvement of the enterprise's product. A product has no limit to perfection - this is the second fundamental principle of marketing. As a result, the product concept was a logical continuation of the production concept, and development consisted of focusing marketing efforts on improving the manufactured product. [4].

In this case, the problem arose that the manufacturer's excessive focus on the quality of the product led to myopia in understanding real consumer preferences. And although it is accepted as the second fundamental principle of marketing that there is no limit to the perfection of a product, in



fact, the improvement of a product has its own boundaries, the transition through which leads to a modification of the product so much that it is transformed into a completely new type of product. On the other hand, constant improvement of a product can lead to the fact that the costs that accompany this process become ineffective in relation to the benefits received. Another problem with this concept is that the manufacturer's excessive focus on product quality leads to myopia in understanding real consumer preferences. Continuing its evolution, in the 1930s the synthesis of production and product marketing concepts led to a shift in focus to sales management, personal selling, advertising and promotion. As a result, a sales marketing concept arose, the development of which occurred in the years 1930-1960. [5,6].

The sales concept of marketing is concerned with the needs of the seller to convert his goods into cash. As part of the concept of intensifying commercial efforts, one main thesis was formed: consumers will not purchase goods in sufficient quantities unless the manufacturer makes significant efforts to stimulate sales.

Features of the sales marketing concept:

- ❖ sales depend only on sales promotion activities;
- ❖ promotion of a product creates demand for it;
- ❖ focus on sales as a key category of marketing;

refusal to identify the real needs of the buyer in favor of the technique of imposing goods on him. A key tenet of the concept of intensifying commercial efforts is that any product can be sold if enough steps are taken to promote it. This is the third fundamental principle of marketing.

The concept of intensifying commercial efforts has made a huge contribution to the evolution of marketing, also revealing fundamental problems that the manufacturer must solve:

- ❖ if the consumer does not like the product, the chances of a secondary purchase are significantly reduced, no matter what qualities the product has;
- ❖ the increase in labor costs for sales promotion should be compensated by the increase in final profit;
- ❖ when the market is saturated with a narrow product range, the manufacturer finds itself at a disadvantage, since it cannot offer customers new products if it has focused its efforts on sales promotion

The sales marketing concept reigned supreme from the 1930s to the mid-1950s, then enjoyed significant popularity until the late 1960s with a shift in emphasis to consumer needs.

But today, in the era of information technology development, this concept has received a new acceleration. The basis of the concept of traditional marketing, which arose in the 50s of the last century and developed until the 80s, was the orientation of marketing towards consumer needs and their maximum possible satisfaction. This concept combines the achievements of the evolution of previous marketing concepts, eliminating their shortcomings at that time [2,6].

Traditional marketing is the concern of satisfying customer needs through a set of factors, including product, price, promotion, distribution, up to the consumption or operation of the product. The concept of traditional marketing put forward the thesis of consumer priority, according to which an enterprise must produce the product that the consumer needs, while making a profit by maximizing the satisfaction of his needs.



Characteristic features of the traditional marketing concept:

- ❖ constant analysis of target markets;
- ❖ market segmentation;
- ❖ research into the needs and requirements of consumers;
- ❖ developing a product that is better than competitors' offerings;
- ❖ continuous improvement of goods and development of assortment;

taking into account consumer preferences determines the success of an enterprise in the market. The concept of traditional marketing remains relevant today, provided that marketing activities are adapted to the conditions of target markets.

The emergence of the concept of social and ethical marketing has become a challenge to intensify problems associated with the problem of limited non-renewable resources and the sharp increase in their consumption due to growing consumer demand around the world, deteriorating environmental conditions, as well as the need to reduce increasing social tensions in society due to with its uneven development.

At the same time, it is believed that the concept of social and ethical marketing does not solve problems of a technological and economic nature, but only requires the manufacturer of a product or service to demonstrate consideration of the interests of society. The main merit of this concept is the development of provisions on the social responsibility of entrepreneurship to society. Considering this concept from a modern point of view, it should be noted that this development concept should determine the development strategy of any modern organization.

The previous competencies discussed in modern conditions are concepts of a tactical nature, since they are aimed at solving specific time constraints in the activities of an organization, but do not cover the entire range of problems that accompany the development of both the organization itself and its external environment.

It should also be added that the concept of social and ethical marketing also touches on environmental problems, which in the modern world are acquiring global, most pressing significance. The contradiction lies in the fact that the modern economy, the development of which is based on consumer behavior, is aimed at creating the maximum possible consumption of goods and services by consumers, which requires more and more resources to satisfy them.

And although in recent decades serious steps have been taken in the field of energy development using renewable energy sources, as well as in the field of reuse of secondary resources and human waste, in our opinion, without changing consumer attitudes towards the development of the economy in the world community and bringing it to reasonable restrictions, this problem will be difficult, if not impossible, to solve in the near future. tactical strategic concept concept (Figure 1).

The problem is that new technologies that exist today and will appear in the near future, although based on saving resources and energy consumption in a single design, due to their mass nature, cause even greater consumption of resources, especially energy. Energy resources are those fundamental resources without which it is impossible to create anything, but which make it possible, upon achieving certain knowledge and technologies, to create everything from "nothing".

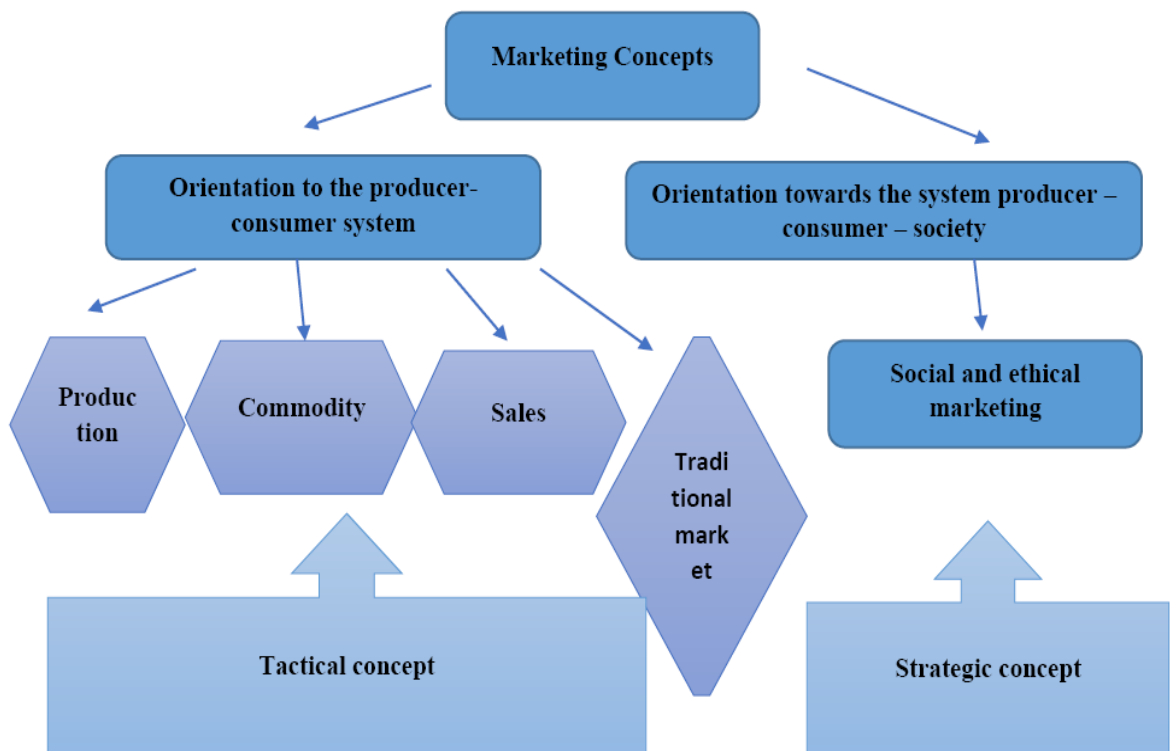


Figure.1. Marketing development concepts.

Modern technologies aimed at creating new consumer goods are so quickly replacing existing products and services that manufacturers began to deliberately limit the service life and use of manufactured products and services, forming certain quality standards for this, in which the service life of the product is not significant [7]. This leads to an increase in consumption, an increase in household and industrial waste, which naturally leads to an increase in environmental pollution.

Conclusion

From this point of view, today the world economy is dominated by the concept of intensifying commercial efforts, in which technologies for influencing consumers have improved so much that now not only demand creates supply, but also consumers, under the pressure of supply, begin to have a demand for goods and services that do not actually have any significant functional significance.

Considering the above, it should be noted about the global concept of marketing, which is considered in the scientific community, but not actively enough. This refers to the concept of ecological marketing, which should act precisely as a global marketing concept, and for individual organizations it is accepted as a strategic one.

Considering the concept of traditional marketing, it should be noted that the guiding role of the concept of ecological marketing in relation to it is to simplify the approach to meeting consumer needs.



The concept of social and ecological marketing has to a certain extent contributed to bringing the interests of society, business, consumer, and environmental protection to a common denominator. But environmental issues still do not find a significant position in it. And in the concept of ecological marketing, environmental problems should occupy a dominant position, on the basis of which all management decisions in the field of business activity should be made, which equally applies to decisions in the field of the regulatory framework.

To summarize, we highlight the main provisions that must be observed from the perspective of decisions based on the concept of ecological marketing:

- 1) In the field of production: production of the product only using environmentally friendly materials using resource-saving technologies, excluding negative impacts on the environment;
- 2) Products: must contain only environmentally friendly materials and components. The manufactured product must not only have consumer properties, but also fulfill its consumer properties for as long as possible. The resources spent on the manufacture of the product should be used to the maximum;
- 3) Sales: compliance with ethical principles in the processes of stimulation and promotion of goods, popularization of ecological produced products, reduction of resource costs when promoting a product;
- 4) In the sphere of consumer orientation: when creating a product, focus on the environmental component of the product, as well as on a rational approach to consumer preferences, excluding the replacement of the essence of the product with a set of additional, non-essential properties, which leads to unreasonable consumption of additional resources.

The concept of ecological marketing generalizes all the concepts that today are proposed by many researchers in their works, because it is aimed at solving public interests from an ecological point of view, which in modern conditions involves manufacturers focusing on it when applying other marketing concepts.

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