

**METHODS OF PROMOTING AND STIMULATING THE SALE OF ECOLOGICAL
PRODUCTS IN COMMERCIAL ENTERPRISES**

Jalalova Dildora Jamolovna

Professor of the Department of Trade Business, TSUE, Tashkent, Uzbekistan

Email: d.djalolova@mail.ru ORCID: 0000-0002-6779-3303

Tashkent State University of Economics,
Professor of the Department of Trade Business

Abstract-This article analyzes modern methods of promoting and stimulating the sale of ecological products in commercial enterprises. In the context of the green economy, the growing demand for environmentally friendly products encourages businesses to implement new marketing strategies. The study explores the main challenges encountered in the process of selling eco-friendly products, identifies their possible solutions, and evaluates effective promotion mechanisms. Additionally, the strategic role of marketing in delivering ecological products to consumers is examined and compared with international practices. The research results are aimed at developing practical recommendations to increase the efficiency of delivering eco-friendly products to consumers.

Keywords: Ecological products, marketing, commercial enterprise, green economy, promotion, strategy.

Introduction

Today, the principles of the green economy are increasingly being implemented worldwide. Issues such as environmental protection, rational use of natural resources, and waste reduction remain globally urgent. At the same time, due to the rising ecological awareness among consumers, demand for environmentally friendly products is increasing. This requires fundamental changes in the activities of commercial enterprises.

One of the main tasks of commercial enterprises is to provide consumers with high-quality and ecologically safe products. However, promoting ecological products is a much more complex process than advertising ordinary goods because the market for eco-products is not yet fully developed, and consumers lack sufficient knowledge about these products.

According to statistics, in recent years, the sales of ecological products worldwide have increased by an average of 10-15% annually. Positive changes are also observed in Uzbekistan in this area. However, there is no unified strategy to stimulate the sale of ecological products in the market. Therefore, it remains an important task for commercial enterprises to implement new marketing approaches and create mechanisms encouraging consumers to purchase ecological products.

This article aims to analyze marketing strategies that can be applied to promote ecological products, develop effective methods to stimulate sales in commercial enterprises, and provide practical recommendations.

Literature Review

1. Analysis of scientific literature — international and local scientific articles on ecological marketing and the green economy were studied.
2. Statistical analysis — the state of the ecological product market was analyzed based on data from the National Statistical Committee of Uzbekistan and the World Bank.

3. Surveys and interviews — discussions with consumers and commercial enterprise managers were conducted to determine demand and interest in ecological products.
4. Comparative method — experiences of Uzbekistan and developed countries were compared to identify effective mechanisms for stimulating ecological product sales.
5. Analytical model — a strategic model for promoting ecological product sales was developed.

Research Methodology

The study was conducted using scientific and methodological approaches. Research was carried out on the example of major trade networks in Uzbekistan. The collected data were summarized, and practical recommendations were developed.

Analysis and Results

The results showed that demand for ecological products is increasing. According to surveys, although 68% of consumers aim to buy eco-friendly products, they face several barriers:

- **High price** — ecological products are 20-30% more expensive than ordinary goods, making them unaffordable for some population segments.
- **Lack of information** — 45% of consumers do not have enough knowledge about the benefits of ecological products.
- **Lack of certification** — some products sold as "eco" may not actually be environmentally friendly.

Table 1.

Promotion of Ecological Products in Retail Businesses: Problems, Analysis, and Strategies

N	Direction	Identified Problems	Recommended Strategies
1.	Consumer demand	Interest exists but is unstable	Information campaigns, eco-education projects
2.	Pricing policy	Prices are 20–30% higher	Discounts, bonus programs, government subsidies
3.	Information deficit	Consumers lack sufficient knowledge about ecological goods	Mobile apps, information stands, social media promotion
4.	Trust issues	Low trust due to lack of certification	Implement certification systems and strengthen control
5.	Marketing strategies	Traditional marketing does not fit ecological products	Eco-marketing, aligning brand image with ecological values
6.	Foreign experience	Local approaches are limited	Study the experience of Germany, Scandinavia, etc.
7.	Digital tools	Online advertising is weak	Digital marketing, SMM, creating ecological content

Effective methods identified to stimulate ecological product sales include:

1. Introducing special discounts and bonus programs for ecological products.
2. Organizing ecological campaigns encouraging consumers to protect nature.
3. Shaping the brand image to align with ecological values.
4. Creating information stands and mobile apps about ecological products for consumers.
5. Strengthening advertising of ecological products through digital marketing tools.

When compared with international experience, it was found that Uzbekistan's ecological product market still has great potential for growth. For example, in Germany and Scandinavian countries, ecological products account for 25-30% of the total food market, while in Uzbekistan, this figure is around 5-7%.

The main reasons for this gap include low ecological awareness among consumers, insufficient government support programs, an imperfect ecological certification system, and weak marketing strategies.

The study also highlighted the significant role of digital marketing tools in increasing ecological product sales. Promoting ecological products on social media helps shape ecological awareness among consumers.

Furthermore, cooperation between the state and private sectors is crucial. For instance, tax incentives and loan concessions for producers of ecological products could stimulate market development.

Conclusion and Recommendations

Promoting and stimulating the sale of ecological products based on green economy principles is one of the main tasks of commercial enterprises. Based on the research results, the following recommendations were developed:

- Introduce special discounts and bonus programs for ecological products in commercial enterprises.
- Base marketing strategies on ecological values and shape the brand image accordingly.
- Strengthen advertising of ecological products through digital platforms.
- Provide government incentives for producers and sellers of ecological products.
- Implement information campaigns and educational projects about ecological products for consumers.
- Improve the ecological certification system and control mechanisms.
- Widely implement international best practices in the sale of ecological products.

Implementing these recommendations can help develop the ecological product market, protect the environment, and raise ecological awareness among the population.

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