

**"GREEN MARKETING" STRATEGIES IN DAIRY PRODUCTION
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***Abstract.** In the article, "green marketing" strategies in dairy production enterprises are researched, and the strategies are systematized by the author.*

***Keywords:** brand, enterprises brand value, branding, milk and dairy products, green marketing, strategy.*

1. Introduction

Marketing strategy plays a key role in the enterprise's corporate strategy and is a potentially powerful tool that modern enterprises can adapt to changing market conditions. At the same time, it should be noted that marketing strategy implies a systemic approach that allows the company to ensure balance and overall growth directions.

The main task in developing a marketing strategy is to determine where, when, and how a company competes, taking into account existing market conditions and consumer behavior.

2. Literature review

Environmental marketing norms, to a certain extent, limit entrepreneurial initiative and make it dependent on socially oriented development and the need to preserve and improve the living environment. One of the main tasks of enterprises is to comply with environmental marketing standards, which ensures their leading position in the market. D.V. Gorshkov notes that the emerging market for environmentally friendly food products has a wide range of marketing opportunities open to Russian enterprises:[1]

Expanding the range of products in a promising direction.

2. Introduction to a newly emerging and high-income consumer segment.

3. Achieving a competitive advantage.

4. Acquiring a free market position.

5. Offering unique local products that are not similar in Russia and foreign markets.

6. Simplification of obtaining an international certificate and access to a wide international market.

7. A real opportunity to attract foreign partners and investors to highly profitable and popular environmental projects in the West.

8. The formation of a favorable environmental image for authorities and consumers.

However, the transition to eco-marketing requires initial investment, and there are many business representatives who reject the cost of socially significant programs, as the cost of creating an environmentally friendly product and putting it on the market at this opportunity is important for any enterprise. D. Grant's book, *The Green Marketing Manifesto*, was widely discussed in the academic community.[2]

Initially, he emphasized that the first step on the path to viable green marketing is to understand that environmental problems need serious improvements, not cosmetic changes. As the author notes, "green marketing is a complex of deep reforms." Nevertheless, today's practice shows that a green marketing strategy requires phased implementation of these reforms to achieve long-term and meaningful results.

3. Key theoretical approaches to defining a company's environmental strategy

One of the approaches to choosing the type of "environmental" company strategy was presented by S. Hollensen. Four possible strategies are described, the choice of which will depend on how the organization creates value for its "green" customers and how active it will be in making changes. [3]

The company must assess the level of innovation in the field of ecology, and it is this innovation that determines the competitiveness of the company or its specific potential.

Key competitive "environmental" strategies.

Strategy 1: Environmental Efficiency

In this case, firms strive to reduce the costs of organizational processes and their impact on the environment. Most companies working under this strategy do not try to advertise these processes, as their main task is to achieve a competitive advantage by saving money through environmental measures.

Strategy 2: External Leadership

Unlike the first strategy, the company seeks to attract the attention of consumers and the public to activities carried out in the field of environmental policy. This strategy means that the company uses a competitive advantage, strives to take its place as a leader in the field of environmental change, thereby shaping or improving the corporate image. This development is usually caused by an indirect organizational process and, as a result, affects consumer buying behavior.

Strategy 3: Environmental Branding

• Creating eco-friendly brands allows you to distinguish yourself from other company products and brands. There are three main arguments in favor of this process:

- consumers need to earn a lot of profit to buy;
- provides information about the environmental differentiation of the product for positive perception by consumers;
- create obstacles for imitation.

In this case, it is necessary to introduce environmental innovations to achieve success in the long term.

Strategy 4: Leadership of environmental expenditures

Selling products with a high price premium may be the only option for some companies offering environmentally oriented products. In this case, the differentiation strategy may be the only way for the company to ensure a return on significant environmental investments in product modernization. However, this strategy is only possible when target segments are available to companies.[4]

Ginsberg and Bloom (2004) argue that green marketing strategies depend on the potential size of "green" consumer segments in a particular industry and the company's ability to differentiate its products based on its environmental policy. Thus, the authors identified four key strategies of the company, ranging from "little green" to "very green." [5]

This analysis is necessary to justify general approaches to choosing a "green" marketing strategy, identify the main criteria for choosing strategies, and study the characteristics of the activities of organizations in the organic product market, which served as the basis for developing a key competitive marketing strategy, taking into account all specific features. Let's focus on a brief description of these companies.

1. Company Just for you. The Balanced Nutrition for You project was launched in August 2006 and for the first time combined years of medical experience and high-quality kitchens based on the use of environmentally friendly products. We offer pre-designed balanced power systems with delivery to your home or office. You can choose a suitable program directly on the website or discuss dietary options and make an individual menu at a meeting with a specialist.

As an example, we could color a patented balanced nutrition system program for weight loss to green:

- * deliver a full meal every morning to a convenient place for customers;
- * Compliance with meal time and frequency;

* allocation of protein, fat, and carbohydrate content throughout the day, taking into account the physiological needs of the body;

* the use of modern sophisticated methods of product processing;

* absence of chemical additives and preservatives, etc.

In the preparation of dishes, only environmentally friendly products containing the maximum amount of vitamins are used. The program provides for daily use, so the thermos bags with ready-made meals are returned to the courier the next day. According to the program, the average cost of a 10-day dietary nutrition block is 20-40 thousand rubles.

Overall, it can be said that when choosing a strategy, companies primarily focus on two parameters: market segments and their ability to change production processes, based on which they focus on certain competitive advantages. The developed matrix for choosing a "green" marketing strategy for food production organizations fully reflects all possible strategies from our perspective.

1. A "green" change in the importance of the attribute - a company can try to convince consumers that they should pay enough attention to a certain attribute of the product that is present in the product. As a rule, this is the easiest thing to do when entering a clearly defined market segment. In this case, an example for children is the "Nikitka" corn sticks.

2. A "green" change in the appearance of goods - consumers may be less educated and underestimate the environmental qualities of the brand. It is necessary to change the location, which affects the change in consumer perception. Efko uses this strategy, which suggests that Sloboda focus on the mayonnaise brand.

3. Product perception differentiation based on added value - in this case, the company identifies the most important values for a particular segment and uses organic products to meet specific needs. The project "Just for you," which we have considered, where organic products are the basis of healthy and dietary products, is a striking example.

4. A comprehensive "green" approach with the provision of additional services - in this case, the organization provides a range of services focused on the closed cycle of organic production and additionally based on different market segments. For example, agro-tourism services are provided at the Glade mustard eco-farm. Green Peac Corporation not only produces products, but also allows its territory to be used as a research base.

The integration of an ecological approach into various spheres of activity involves considering the possibilities of implementing a "green" strategy in several areas within a single

corporation. This strategy allows you to attract more potential consumers. In our case, an example is an "organic" corporation.

6. The integration of social and environmental approaches to business is, in our opinion, the highest stage in the development of an environmentally oriented company. The entire business process is focused not only on the production of organic products, but also on assessing their impact on the environment. Moreover, such companies take on the responsibility of solving a number of social problems of society. For example, they support the state's social program and provide employment for people with disabilities or those in need of professional therapy in the treatment of various diseases, thereby proving once again the socio-ethical direction of their production. In this case, companies typically work to create a single "green" corporate image.

It should be noted that for the successful implementation of any of these "green" marketing strategies, it is necessary to create an environment in which the production of environmental products is technically feasible and commercially attractive. This sector should be protected by legal conditions and accredited certification bodies that meet international standards. In the absence of these conditions, companies typically resort to only the 1st or 2nd strategy, and in the absence of a single standard for organic products, we can speak of "legend-building" by companies as one of the tools for product redistribution. This approach is very relevant, as it allows the company to take a leading position in the consumer consciousness. However, the following problems may arise:

1. Contradiction to the ethics of doing business, which negatively affects the work with the external microenvironment of the enterprise.
2. The product is essentially the same, a weak point that competitors can use to prove the manufacturer's business is wrong with their customers.
3. The uncertainty of the timing of using this strategy due to the gradual improvement of legislation in the field of the market for environmentally friendly products.

Instead of choosing "green camouflage" for the cover and moving to a more "green" side of production, companies undermine long-term development opportunities in this market.

Therefore, the use of these strategies can only be considered a short-term stage for gaining a leading position in the minds of consumers, while no one occupies this place, and in the long term, it is necessary to consider the possibility of using other strategies indicated in the matrix.

The choice of strategies is largely determined by the company's readiness for organizational changes and the willingness of "green" market segments to accept high price rewards for products or "socially significant" products.

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