



## GREEN MARKETING BY ECO-LABELS IMPLEMENTATION AS THE CREATIVE APPROACH TO THE EFFECTIVE ORGANIZATION OF BUSINESS MARKETING

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**Abstract:** *This thesis explores the implementation of eco-labels as a creative approach to enhance green marketing strategies within businesses. It examines how eco-labels serve as crucial tools for differentiating environmentally friendly products, fostering consumer trust, and influencing purchasing decisions. The research analyzes the relationship between eco-label effectiveness, consumer awareness, and marketing communication strategies. The findings will contribute to the understanding of eco-labels' role in promoting green marketing practices.*

**Keywords:** *Green marketing, Eco-labels, Purchasing intention, Nourishment labels, Internet marketing, Marketing analysis, Business marketing, voluntary labels.*

### 1. Introduction

Nowadays the number of individuals who consider status of health and tend to implement healthy lifestyle as they are deliberated to be one of the essential drivers of human conduct is increasing dramatically. One of the most significant tools in attempting to achieve progressively good dieting patterns is nutrition labeling. Nourishment labeling is a mechanism striving to provide customers with data about the nutrition substance of individual nourishment items, to empower buyers to pick healthfully suitable nourishment (Grunert and Wills, 2007). There are several types of nourishment labels including eco-label those interpreting environmental concern of industries. Companies attach different efforts in order to change the behavioral pattern for future global protection from environmental challenges (Nguyen and Du, 2010). So, in this document I would like to focus on creative approaches to the effective organization of marketing for small and medium-sized businesses by suggesting green marketing by eco-labels implementation.

The reason of current global environmental challenge progress affecting the nature is the utilization of natural resources in unsustainable manner. As a result, these ecological issues became a subject of concentration of many industries those intend to help environment and use natural resource in sustainable style. (Singh and Singh, 2016). In order to demonstrate the concentration on environmental issues and produce ecologically friendly products, companies implement eco-labels on the product packaging. Recent years initiate the appearance of many eco-labels schemes in terms of assisting the consumer to perceive the product with less harm for global environment.



Eco labeling proposal is considered as environmental management activity. The resolution of environmental concerns and environmental motivation of manufacturers is based on launching environmental assessment and eco-labelling of goods as a tool of protective environmental strategy that is established by voluntary principle. Eco-labels are given by third parties certifying the compliance with some environmental measures while considering the life cycle of products (Global Ecolabelling Network, 2019).

In the Republic of Uzbekistan, a government resolution was approved on the introduction of a scheme of voluntary eco-labeling of goods. According to the resolution, beginning from 1 January 2020, Uzbekistan will present a voluntary eco-labeling system of products based on world standards (Uzdaily, 2019). The Cabinet of Ministers of Republic of Uzbekistan tend to implement the voluntary eco-labelling system in order to ensure awareness of citizens about the properties of products, creating conditions for increasing the volume of exports of products manufactured in the Republic of Uzbekistan by guaranteeing its environmental safety and phased transition to international standards in this field. Moreover, it is stated that the object of environmental labeling is products that produce, use, transport, store and dispose of which have the least harmful effect on the environment, public health and biological resources (Lex.uz, 2019).

## **2. Eco-Labels and influence on purchasing intention.**

### *Nourishment labels*

Nowadays, comprehension of significance of extraneous product features such as labelling play an important role in highlighting the significance of nourishment product evidence (Bekele et al., 2017). Nourishment labelling is considered to be an essential instrument to make customers to be able to impact on buyers behaviors and healthy habits (Barreiro-Hurlé et al., 2009). Labels placed on the packaging of nourishments products aim to demonstrate products ingredient's information as well as impact on product selection procedure externally (Swahn et al., 2012). Nourishment labels can be categorized into two types as voluntary and mandatory labels. Mandatory labels have severe definitions and manufacturers must meet certain detailed guideline, including text dimension, position, and predominance on the package. The reason for these necessities is to guarantee consistency among labels and to give purchasers a specific base degree of data about the dietary substance, wellbeing, and nature of nourishment. On the other hand, voluntary labels regularly do not require a similar degree of detail and are represented; by company regulations about what statement are reasonable. Voluntary labels are composed of different sorts of additional information about the nourishment





products that producers can decide to uncover. Frequently, a producer will uncover the information that tends to influence the consumers purchasing decision. Voluntary nourishment labels are composed of several types one of them is eco labels. (Zheng et al., 2011).

### *Eco-labels*

"Ecolabelling" is a voluntary technique for environmental execution certification and marking which recognizes goods or services ratified environmentally preferable. The history of eco labels is rooted in the emerging global concern for environmental safety with respect to governments, industries and societies. Due to the fact that companies perceive that environmental concerns might be adapted as a competitive advantage for particular goods and services, diverse declarations and claims concerning environment have appeared, for instance, natural, recyclable, eco-friendly, low vitality, recycled content, and so forth (Global Ecolabelling Network, 2019).

In order to standardize the practices and principles the ISO has established three main voluntary environmental labelling categories - Type I distinguishes environmental labelling program (i.e. ecolabels), Type II is concerned on self-declaration claims and Type III is a group of eco-labels related to environmental declarations (e.g. report cards/information labels). The label provide below displays the types of eco-labelling:

<i>Types of Ecolabelling</i>	<i>Description</i>
<b>Type 1 Ecolabelling</b>	A voluntary, multiple-criteria based, third party programme that awards a license that authorises the use of environmental labels on products indicating overall environmental preferability of a product within a particular product category based on life cycle considerations Examples include the EU ecolabel, Blue angel, Nordic Swan, etc.
<b>Type 2 Ecolabelling</b>	A written or spoken environmental statement or claim. There are no set criteria, manufacturers simply declare the information they wish to communicate about the environmental attributes of their products.
<b>Type 3 Ecolabelling</b>	A voluntary program that provide quantified environmental data of a product, under pre-set categories of parameters set by a qualified third party and based on life cycle assessment, and verified by that or another qualified third party.



### **Recommendation**

Hence, it was recommended to companies to promote green marketing to stay competitive by implementing voluntary eco-label in order to attract larger number of customers (Juwaheer,

Pudaruth and Noyaux, 2012). The same results have been demonstrated in a study conducted by students at North Carolina State University who examined customer decision making while acquiring eco-labeled apparel. According to the outcomes, buyers were most interested in buying t-shirts that are eco-labeled and made from wrinkle-free technology and cotton jersey knit fabric rather than regular ones. The document also states that the consumers of eco-labeled apparel are ready to pay premium of 15\$ or even more (35\$) for eco-friendly T-shirt. (Rothenberg and Matthews, 2017). However, a critical analysis of eco-labels influence on purchasing intension of Hong Kong's private housing market consumers that was established by the student at City Hong Kong University demonstrated negative relationship. The findings of the research stated that less than 231 questioned people were intended to pay a premium to buy new eco-friendly apartment unit. Moreover, it is proven that the decision of willingness-to-pay for eco-labeled apartment unit depends on the household income level of respondents and environmental concern (Yau, 2012).

### **3. Recommendations**

This thesis on "green marketing through eco-labels" is timely and relevant, addressing the growing consumer demand for environmentally responsible products. Eco-labels serve as effective marketing tools, enhancing transparency and trust among consumers, which can significantly influence purchasing behavior. Research indicates that eco-labels not only verify product sustainability but also foster emotional connections between brands and consumers, leading to long-term loyalty. However, it is crucial to implement these labels accurately to avoid consumer skepticism. Integrating eco-labels into broader marketing strategies can enhance their effectiveness and reach a wider audience, thereby promoting sustainable consumption practices.

### **4. Conclusion**

In conclusion, the implementation of eco-labels as a cornerstone of green marketing presents a transformative opportunity for businesses seeking to align their marketing strategies with sustainable practices. This thesis has explored the multifaceted benefits of eco-labels, highlighting their role in enhancing brand reputation, fostering consumer trust, and driving competitive advantage in an increasingly environmentally conscious marketplace. The research demonstrates that eco-labels not only serve as a credible signal of a company's commitment to





sustainability but also empower consumers to make informed purchasing decisions. By integrating eco-labels into their marketing strategies, businesses can effectively communicate their environmental initiatives, thereby differentiating themselves from competitors and appealing to a growing demographic of eco-conscious consumers.

Moreover, the findings underscore the importance of transparency and authenticity in the use of eco-labels. Companies that genuinely commit to sustainable practices and effectively communicate their efforts are more likely to cultivate long-term customer loyalty and engagement. As the global market continues to evolve, the integration of eco-labels into business marketing strategies will not only contribute to environmental sustainability but will also enhance organizational resilience and profitability. Future research should explore the long-term impacts of eco-labels on consumer behavior and the broader implications for corporate social responsibility.

In summary, eco-labels represent a creative and effective approach to green marketing, enabling businesses to navigate the complexities of modern consumer expectations while contributing positively to the planet. By embracing this innovative strategy, companies can position themselves as leaders in sustainability, paving the way for a more responsible and prosperous future.

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