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gulnara.sa@gmail.com, rysbaeva.bakytgul@gmail.ru**CURRENT STATE AND DEVELOPMENT
OF ECOLOGICAL MARKETING**

Abstract. At present, the environmental problem is one of the most important international problems. Current environmental issues come first in many countries. Therefore, the science of environmental marketing began to take root. Because consumer demand has also increased and the volume of purchases of goods produced in the most profitable way for consumption has increased. In accordance with modern requirements, starting with reducing the impact of traditional marketing on the market, new methods of environmental marketing have been proposed. Therefore, it is important that any company gets the maximum profit, studies the requirements of consumers, produces clean and safe products, introduces and implements environmental marketing in the activities of the enterprise in order not to pollute the environment.

The current use and development of environmental marketing are analyzed in this article. In addition, the opinion of world scientists for environmental marketing, features of the use of environmental marketing and the implementation of environmental marketing rules by companies in companies are analyzed.

Keywords: marketing, ecology, ecological marketing, enterprise, economy, technology, strategy, product.

The relevance of ecological problems in recent decades is beyond doubt not only among scientists, but also among businessmen, politicians and the population as a whole. Ecological problems of different levels are regularly covered in the media, the Internet, a lot of websites and forums are intended for them. This indicates that in the middle of the twentieth century the world community moved to a qualitatively new level of problem formulation and should be involved in solving ecological problems of all social groups. Therefore, it justifies the objective need for research, development and implementation of marketing concepts in the field of ecological safety of the population, primarily in the production of food products.

The American marketing Association (AMA) defines ecological marketing as follows:

Ecological marketing is the organization of various activities, such as product correction, modification of production processes, packaging, labeling, advertising strategies [1].

Ecological marketing as a set of targeted measures to meet environmental needs in the system "producer — consumer" on the basis of a comprehensive study, taking into account factors of internal (opportunities) and external environment of the manufacturer [2]. In other words, environmental marketing is a specific tool, an element of the organizational and economic mechanism in the system of interaction "producer — consumer", regulating profit in compliance with environmental and social responsibility of business [3].

According to The business dictionary, the definition of ecological marketing is an advertising exercise aimed at taking advantage of the formation of consumer behavior in relation to the brand. These amendments gradually affect the company's experience and policies, which affect the characteristics of the environment and affect its standard of care for the community. On the other hand, it can be recognized as the movement of ecologically friendly or efficient goods [4].

In fact, a certain level of economic selfishness is formed on the basis of the classical marketing theory. Companies pay attention to the growth of profits, consumers make decisions based on their profits.

High interest in ecological issues appeared in 1970-80s. Basically, it is "Greenpeace", "friends of the Earth" and others. b. on the part of groups such as the:

- 1) governments have become more involved in issues such as ecological protection, new legislation;
- 2) the public pays special attention to the need to protect nature and the environment, as well as began to organize various actions for the conservation of natural resources.

"Green" or ecological marketing is the process of meeting the needs and requirements of society by promoting goods and services that have minimal negative impact on the environment at all stages of the life cycle and are accomplished through minimal use of natural resources [5].

As a continuation of the social and ethical marketing that emerged in the early 1980, 1990 appears ecological or "green" marketing. In accordance with the concept of social and ethical marketing " the task of the organization should be to establish the needs, needs and interests of the target markets and ensure the desired satisfaction of the most effective and more productive (than competitors) ways, while maintaining the welfare of the consumer and society as a whole. This concept was caused by the currently observed traditional marketing conflict, ecological degradation, lack of natural resources, population growth, inflation and the negative state of social services" [6].

In the early 1990s, the problems of business greening were posed in connection with the following factors:

- public concern about the state of the environment;
- state decisions in the field of ecology and nature management;
- in connection with the emergence and growth of the influence of various consumer associations, non-governmental ecological organizations, public ecological assessment groups.

The growth of citizens ' demands for ecological consumption and behavior gave a new impetus to the development of "green" marketing. The impact of the company on the ecological and social life of society is expressed by the following criteria:

- impact on the economy;
- technology;
- leadership style.

"Green" or ecological marketing-is to increase the popularity of the brand and increase sales through the use of ecological technologies of production and production of ecologically friendly products, as well as increase customer loyalty.

"The ability to effectively solve ecological problems affects not only the trust of the company's consumers, but also their loyalty.

In his famous work, John Grant developed the "Manifesto of ecological marketing" model of transition to the " real " ecological business. The author distributes the following levels of greening:

1. General Ecological (first level): a set of new standards. This level will be implemented through communication.
2. Ecological (second level): allocation of responsibilities. Cooperation is carried out through.
3. The most ecological (the third, the highest level): support of innovations. Means changes in culture" [7].

Globalization of global geopolitical and economic processes actualizes the development of ecological marketing in Russia. The aggravation of the ecological situation in the world is associated with the depletion of natural resources, ecological pollution, irrational use of natural resources. Humanity is on the threshold of a global ecological disaster, so it is not surprising that at the present stage of development of society there are processes of greening of life, in particular production processes, public policy, legislation and mentality.

Ecomarketing is a holistic concept that allows the company to carry out the process of setting strategic goals in a new way and minimize the likelihood of ecological risks, it is a new way of thinking, new approaches and principles of quality management of production processes, product sales [8].

According to the estimates of Organic Trade Association, the world market of "organic products" today is about \$30 billion, increasing annually by 16-20%, i.e. four times faster than the total food market. In the US, organic departments have 72% of all supermarkets [9].

Thus, it is necessary to refer to the modern eco-marketing directions:

- formation of financial structures to support ecological activities;
- ecological impact assessment (audit));
- ecological insurance of the company's activities;
- change of reporting forms of manufacturers ' activities;
- new advertising objects;
- formation of new principles of trade (for example, the sale of ecologically friendly products).

According to experts, "in order to protect the natural environment has become one of the main objectives of marketing management in the enterprise, it is necessary to enrich the concept of marketing management in new ways" [10].

It should be borne in mind that in the context of comparing the organizational, administrative, legal and economic mechanisms of Kazakhstan and the United States in the implementation of environmental legislation, practical organizational support of public participation in the formation and implementation of environmental law in the United States is carried out. U.S. ecological policy is based on the broad involvement of citizens and the public in measures related to the development of environmental law. Citizens have the constitutional right to access to environmentally relevant information, to participate in administrative decision-making, to freedom of speech and to defend their interests in court [11].

In order to ecologize production, reduce ecological risks and meet the needs of the population in quality and ecologically friendly products:

- introduction of mechanisms of economic stimulation of quality and ecological safety of production, processes, products, goods, works and services;
- development of the market of ecological products, works and services;
- development of ecological entrepreneurship;
- improvement of the investment climate in order to attract and effectively use investments, innovative technologies and equipment:
- Action in accordance with the rule "3R "(reducing-reducing the amount of waste, recycling-reuse of materials, Recycling-recycling);
- Implementation of closed-loop industrial production, implemented by ISO 9004-87 ("quality loops");
- Application of international standards series ISO 9000, 9001 and ISO 14000.





The methods of legislative regulation of the quality of products is eco-labeling. It is designed to establish positive rates relative to the effects of this separate product to the OS. The presence of an ecological label means the verification of a product or group of products on the basis of the concept of the Ecological life cycle of the product.

Ecolabel complex data of an ecological nature in the form of text about the product, process or activity, some graphics, colored characters (symbols) and their combinations. It is placed directly in the product, packaging (container), label, label (tag), label or accompanying documentation, depending on the specific conditions.

Ecolabel provides customers with information about the ecological characteristics of products and not only about them. Some signs have been adopted at the international and national levels, but there are also signs of specific firms.

Some signs indicating ecological safety for humans and the environment as a whole or for their individual properties:

Figure 1-some signs indicating ecological safety

Company name	Logo	Country	Sphere of activity
Blue angel		Germany	The Blue Angel is the ecolabel of the federal government of Germany since 1978. The Blue Angel sets high standards for environmentally friendly product design and has proven itself over the past 40 years as a reliable guide for a more sustainable consumption [12].
White Swan		the Scandinavian States	The Nordic Swan Ecolabel works to reduce the environmental impact from production and consumption of goods – and to make it easy for consumers and professional buyers to choose the environmentally best goods and services [13].
Ecological choice		Canada	The Canadian EcoLogo Program, also referred to as “Environmental Choice,” helps consumers identify environmentally preferable products and services. EcoLogo is based on the International Standards Organization ISO 14024 standard for ecolabelling and is managed by TerraChoice [14].
<u>Green Seal</u>		USA	Green Seal® is the nation’s premier ecolabel, symbolizing transparency, integrity and proven environmental leadership. Operating as a nonprofit since its founding in 1989, Green Seal has certified thousands of products and services in over 450 categories, and is specified by countless schools, government agencies, businesses and institutions [15].

In accordance with the requirements of the European Union, a single eco-label sign means ecologically friendly products, as a sign of "blue angel", and in the package two colors: green and blue or black on a white background. It does not apply to food and medicines, marked goods referred to them as dangerous goods, but used under the conditions of restrictions or within acceptable limits. Work on the assignment of the European ecological mark, including testing for compliance with the established criteria, is carried out at the national level.

The main requirements for compliance with which the goods-applicants for eco-labels are checked [16]:

- focus the content of environmental pollutants in objects of certification;
- level of environmental pollution;
- the level of environmental safety for human health;
- reuse of components;
- rational use of natural resources in the production process;
- use of renewable resources;
- use of renewable energy sources;
- the levels of discharges and emissions;
- environmental performance of transportation;
- environmental indicators of waste disposal;
- using the best available technology.

The packaging of the goods must also meet strict ecological criteria. At the same time, multifunctional packaging is an important element of respect for the environment. The function of packaging protection is to reduce the loss of resources, and the information function can serve as a means of obtaining production information and a stimulator of transmission. The most important packaging criteria that do not harm the environment are:

- 1) the possibility of multiple use (secondary use in the return system, use in the future for other purposes);
- 2) refusal of the package functioning only for external representation of production;
- 3) non-use of conjugated materials that make recycling difficult.

It is important to use market-based methods that contribute to the most effective solution of ecological problems. This is for natural resources (land, subsoil, water, forest and other flora, fauna) and for ecological pollution (emissions, discharges, etc.) ecological taxation, credit mechanism in the field of ecological management, extra-budgetary ecological funds and the system of banks, ecological insurance.

In this regard, in the future it is possible to establish the most advanced tools and forms of development of ecological marketing:

1. General provisions cosponsoring representing some form of cooperation between the firm and economic organizations. Eco-sponsorship is the age component of the sponsor, but it is ahead of sponsorship in the cultural sphere in terms of growth rates, and its share in the structure of sponsorship costs is estimated at about 7%.

Sponsor support or special promotion:

- promotion of selection of shares for participation in the competition;
- development of support package;
- carrying out the campaign in compliance with the sponsor's interests;
- implementation of advertising and PR campaign;
- ensuring the implementation of the campaign and guarantee the interests of the sponsor.

The introduction of the concept of "sponsor" provides for technological approaches, rules and regulations to address individual problems as a reasonable supporting technology. An interesting example of ecoporanga in Germany has demonstrated a firm "McDonald's", supporting the project through which the children who come to Breakfast only in the branches of the company, learned healthy eating.

2. Eco-time is a new concept of communication with consumers, which awakens ecological behavior through the emotional staging of an attractive lifestyle.

3. Eco-leasing is a temporary paid granting of the right to use certain investment objects. A firm or leasing organization can provide consumers with lease agreements that are best provided either for reuse or are cost-effective and ecologically recyclable.

Consider the experience of foreign brands-companies that use eco-marketing in their activities [17]:

First of all, we note a few facts that are currently using ecological marketing:

- Coca-Cola with the PlantBottle campaign aimed at empowering women entrepreneurs, promoting healthy lifestyles and promoting water conservation worldwide by 2020.
- PepsiCo, all business transactions are highlighted in his campaign to reduce the consumption of water and energy. (In 2012, he received the Stockholm water industry award.)
- Tom Maine, with his #GREENSCHOOLFUND campaign, teaches students to contribute to a clean environment.
- Hershey has an ecologically friendly experience aimed at reducing greenhouse gas emissions by 50% by 2025.
- Seventh generation campaigns #ComeClean #Generatogood, encouraging manufacturers to greening all production processes.

The IKEA website has a section containing articles and documents to confirm the ecological friendliness of the company. Natural ingredients, ecological packaging, flat packagings, used battery collection points and other "green" chips tell customers - we support nature.

This brand uses a variety of tactics and sources for waste management and energy renewal. Ninety percent of its buildings have solar panels that use wind farms to produce energy, and it has planted millions of trees, sending only 15 percent of the waste to waste bins. Ikea has developed a strategy known as People & Planet Positive. He creates products through friendship to an ECO practice that abandons us due to the need to choose between stylish design and stability. The brand has many awards for green power. It has been recognized by Impact for its respect for human rights and economic rights, as well as its contribution to the environment through regenerative efforts. Ikea does not stop when reaching, it currently works with 100 percent renewable energy sources and spends the whole situation on its green initiatives.

Apple also cares about the ecological side of its products. Every retail store around the world accepts Apple products for proper removal, there is a program to make it easier for customers of older devices. Each production of the company conforms to the international standards: Energy Star and EPEAT.

Another well-known company for the production of equipment in the world-Samsung, as well as concerned about the situation associated with the pollution of our planet. Each device is built in accordance with strict global ecological principles: the products are manufactured in a highly ecological, fully recyclable packaging, and checked for the presence of hazardous raw materials components. After the service life of the device can be handed over for free disposal [18].

It should also be noted that today the international community pays great attention to the expansion of the market of ecologically marked products. The first eco-label was created 30 years ago ("blue angel", Germany). A year after the appearance of the blue angel, many countries used the successful experience of Germany, offering their ecological labeling programs. Now such programs exist in the world more than 30 [19].

The effectiveness of the implementation of environmental measures and environmental management systems in the company is expressed in the direct benefits that are associated with the ability to expand the market for products, avoid unnecessary costs, reduce costs, save fixed assets, get the necessary investments, and indirect, including improving the motivation of employees, relations with the local population, the reputation of the company [20].

Ecological problems are manifested in modern society as socio-environmental. Therefore, such problems as food, demographic, economic backwardness, poverty and the trend towards impoverishment of the so-called "third world" countries will be aggravated not only because of natural changes, but also because of the humanitarian and economic crisis in these countries, where the index of economic and social development does not meet the world standards applied in Western Europe and the United States [21].

One of the newest tools of modern marketing is the trend - digitalization. A new direction in the field of digital technologies is the study of user experience. This method will become more important and today is the basis of marketing in almost any industry. This aspect has always been important for business, but this year and especially next year, more and more entrepreneurs will target customers to create unique marketing strategies and transformations in their digital advertising campaigns [22]. Implementation of digitalization in ecological marketing gives more efficiency for the company.

Marketing approaches to ecological regulation will ultimately allow enterprises to upgrade their ecological management capabilities. Advanced technologies are emerging in this area, which is not possible with the command and control method based on the verification of compliance of each type of production equipment with state and local standards. Marketing methods, as well as will contribute to the development of a new ecological and economic course of concentration of regional production, will allow for the division of labor and cooperation within and between individual enterprises to achieve a favorable level of pollution of a particular region, as well as the distribution of labor and cooperation in the production of basic products.

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ЭКОЛОГИЯЛЫҚ МАРКЕТИНГТІҢ ҚАЗІРГІ ЖАҒДАЙЫ ЖӘНЕ ДАМУЫ

Аннотация. Қазіргі уақытта экологиялық проблема ең өткір тақырыптардың бірі болады. Қоршаған ортаны сақтап қалу мәселелері мемлекеттерде алдыңғы орынға қойылған, сол себепті экологиялық маркетинг ғылымы да қолданысқа енгізіле бастады. Себебі тұтынушылар сұранысы да жоғарылап, тұтынуға мейлінше пайдалы жолмен өндірілетін, жеткізілетін тауарларды сатып алу көлемі арта бастады. Заман талабына сәйкес, дәстүрлі маркетинг әсері төмендей бастап, нарыққа жаңа экологиялық маркетинг әдістері ұсынылды. Экологиялық маркетинг бизнестің коммерциялық мақсаттан экологиялық, әлеуметтік мақсатқа қарай қозғалуын талап етеді. Демек, отандық кәсіпорындарда экологиялық маркетингті енгізу мен дамыту қажеттілігі туындайды. Сондықтан кез-келген фирманың максималды пайда алып, тұтынушылардың талап-тілектерін зерттеп, таза да қауіпсіз өнім өндіріп, қоршаған ортаны ластануы үшін экологиялық маркетингті кәсіпорын қызметіне енгізу, жүзеге асыру маңызды болып отыр.

Бұл мақалада экологиялық маркетингтің қазіргі таңда қолданылуы мен дамуы талданған. Сонымен қатар, экологиялық маркетингке әлемдік ғалымдардың берген түсініктері, экологиялық маркетингті

колданудың ерекшеліктері мен компаниялардың өндірісте экологиялық маркетинг ережелерін жүзеге асыруы талданады.

Түйін сөздер: маркетинг, экология, экологиялық маркетинг, кәсіпорын, экономика, технология, стратегия, тауар.

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СОВРЕМЕННОЕ СОСТОЯНИЕ И РАЗВИТИЕ ЭКОЛОГИЧЕСКОГО МАРКЕТИНГА

Аннотация. В настоящее время экологическая проблема является одной из самых актуальных тем. Вопросы сохранения окружающей среды на первом месте, поэтому стала внедряться наука - экологический маркетинг. В связи с увеличением потребительского спроса повысился объем закупок материалов, необходимых для наиболее выгодного производства потребительских товаров. В соответствии с современными требованиями снижается влияние традиционного маркетинга, на рынок предлагаются новые методы экологического маркетинга. Экологический маркетинг требует перейти от коммерческих целей к экологическим, социальным целям. Следовательно, возникает необходимость внедрения и развития экологического маркетинга на отечественных предприятиях. Поэтому важно, чтобы любая фирма, не загрязняя окружающую среду, изучала требования потребителей, производила чистую и безопасную продукцию, получала максимальную прибыль, внедряла и реализовала экологический маркетинг в свою деятельность.

В данной статье проанализировано применение и развитие экологического маркетинга в настоящее время. Кроме того, анализируются понятие «экологического маркетинга», особенности применения экологического маркетинга и реализации компаниями правил экологического маркетинга на производстве, данные разными учеными об экологическом маркетинге.

Ключевые слова: маркетинг, экология, экологический маркетинг, предприятие, экономика, технология, стратегия, товар.

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