



ANALYSIS OF THE ECONOMIC EFFICIENCY AND SOCIAL IMPACT OF ECOLOGICAL MARKETING STRATEGIES IN THE FIELD OF CLEANING PRODUCTS

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ABSTRACT	KEY WORDS
This study explores the economic effectiveness and social impact of ecological marketing strategies in the hygiene products sector. The analysis reveals that green approaches help reduce costs, enhance consumer trust, and strengthen brand loyalty. Eco-labeling, sustainable packaging, innovation, and transparent communication emerged as the most effective strategies. The findings confirm that ecological marketing can serve as a practical and impactful management tool.	Ecological marketing, hygiene products, economic effectiveness, social impact, green strategy, brand loyalty

Introduction

In the context of global economic and environmental changes, sustainability, social responsibility, and ecological safety are becoming increasingly important factors in the operations of enterprises. In particular, the cleaning products industry is one of the most directly affected sectors by these changes, as its products have a direct impact on public health, the environment, and consumer culture. Therefore, such enterprises are now required not only to pursue economic gain but also to develop strategies that meet ecological requirements and social expectations.

Across the world, *ecological marketing*—that is, positioning and promoting products and services based on ecological values—has begun to be widely applied in industrial sectors. This approach allows companies not only to produce competitive products but also to increase consumer trust, strengthen brand loyalty, and achieve sustainable development goals. Especially through tools such as green labeling, ecological packaging, zero-waste technologies, and open communication, companies strive to turn their environmental commitments into practical actions.

One of the most significant aspects of ecological marketing is that it reshapes the relationship between the company and the customer on a positive basis. Today's consumer expects not only a quality product but also one that is safe for human health and harmless to the environment. In this context, the correct selection and effective implementation of ecological marketing strategies by cleaning product manufacturers directly affect their economic sustainability and social acceptability.

This research is based on this necessity and aims to analyze how effective ecological marketing strategies are in terms of economic and social impact in companies that produce cleaning products.

Through the analysis of scientific literature, conceptual modeling, and empirical foundations, the study seeks to deeply understand the practical value of ecological marketing. The research results are expected to serve as key directions in the future for developing sustainable and socially responsible marketing approaches for enterprises.

LITERATURE REVIEW

Recent scientific studies on the formation, effectiveness, and implementation of ecological marketing strategies show that this field is well-grounded not only conceptually but also practically and is actively applied in various contexts. Most studies consider ecological marketing not merely as a promotional tool but as a systemic approach integrated into a company's strategic management policies.

In particular, Nurjaman [1] substantiates the close link between ecological responsibility and company strategy, showing through empirical examples that this approach can directly impact financial efficiency. Duong and co-authors [3] identify the positive effect of green labeling and ecological packaging elements on consumer behavior, emphasizing the process of ecological brand identification. Szaban and colleagues [2] analyze the impact of such labeling on price strategies that ensure competitive advantage. These works clearly show that ecological marketing serves not only as a source of profit for companies but also as a means of shaping consumer consciousness.

Furthermore, Jog and Pani [5] highlight consumer trust as a key factor in ensuring the effectiveness of ecological marketing. Their study shows that if a company fails to support its environmental claims with actual actions, this leads to “greenwashing” and a sharp decline in consumer trust. Hair et al. [6] expand this approach by exploring the consumer’s visual perception. They experimentally demonstrate how ecological design, color, and symbol systems on packaging can communicate environmental values. This shows that marketing relies not only on information but also on aesthetic credibility. Khalid [10] provides a conceptual analysis of how such strategies function as a communication platform that fosters social culture and environmental awareness.

At the strategic level, Papadas and colleagues [13] developed the concept of *green marketing orientation*, while Dangelico and Vocalelli [14] analyzed it as a strategic system. Their studies emphasize the necessity of ecological strategic alignment at all levels — from the internal culture of the company to external communication. The idea of enhancing ecological approaches through innovative technologies is proposed by Castelo et al. [4], who recommend digital tools as a modern management method for ecological monitoring, evaluation, and strategic planning. Arioli [7] offers a sustainable design approach based on product-service systems, which integrates ecological approaches with economic benefit. Finally, research conducted by Manvi and co-authors [15] explains how *greenwashing* practices lead to social and financial negative consequences, causing dissatisfaction and distrust among consumers toward companies.

METHODOLOGY

This study employed a theoretical-analytical approach to examine the economic and social effectiveness of ecological marketing strategies. As the primary method, content analysis was carried out based on 15 leading scholarly articles published in the past five years. These articles were selected from databases such as Elsevier, ScienceDirect, and others, and their strategic approaches, performance indicators, and conceptual models were compared. Among the selected literature were empirically grounded analyses, innovative models, and studies evaluating consumer behavior, all analyzed

integrally. Diagrams and conceptual models were developed based on the theories studied to provide visual justification. This approach enabled an assessment of ecological marketing as a practical managerial tool.

ANALYSIS AND RESULTS

In today's industrial environment, ecological marketing strategies are forming not only in response to market demands but also on the basis of social responsibility and sustainability principles. Based on the selected academic sources, a comprehensive analysis was conducted on the economic and social effectiveness of these strategies. The analysis revealed that ecological marketing is not just a theoretical model but a practical mechanism that can be effectively implemented at the enterprise level. Each approach was evaluated in connection with the market, consumer behavior, company strategy, and technological opportunities.

The economic effectiveness of green marketing strategies has been deeply analyzed in various empirical studies, most of which link it to indicators such as company revenue, costs, customer loyalty, and market share. A study by Nurjaman [1] in Indonesia's banking sector demonstrates that the main driving force of ecological strategies is the company's strategic environmental commitment. When this commitment is backed by real actions, it directly results in positive changes in economic indicators. The use of ecological technologies, energy-saving methods, waste reduction, and carbon footprint minimization allows for effective cost control. At the same time, consumers' appreciation of such values enables companies to set premium pricing.

Through green labeling and ecological packaging, the information conveyed about the product forms a perception of quality and reliability in the consumer's mind. In their study, Duong et al. [3] proved that green labels in the food industry directly influence consumer purchase decisions. They found that the presence of ecological certifications on products led consumers to give them higher ratings. Szaban and colleagues [2], using the cosmetics market as an example, showed that ecologically labeled products enjoy stable price advantages over competitors. These findings are particularly relevant to the cleaning products industry, where ecological strategies provide opportunities to create added value.

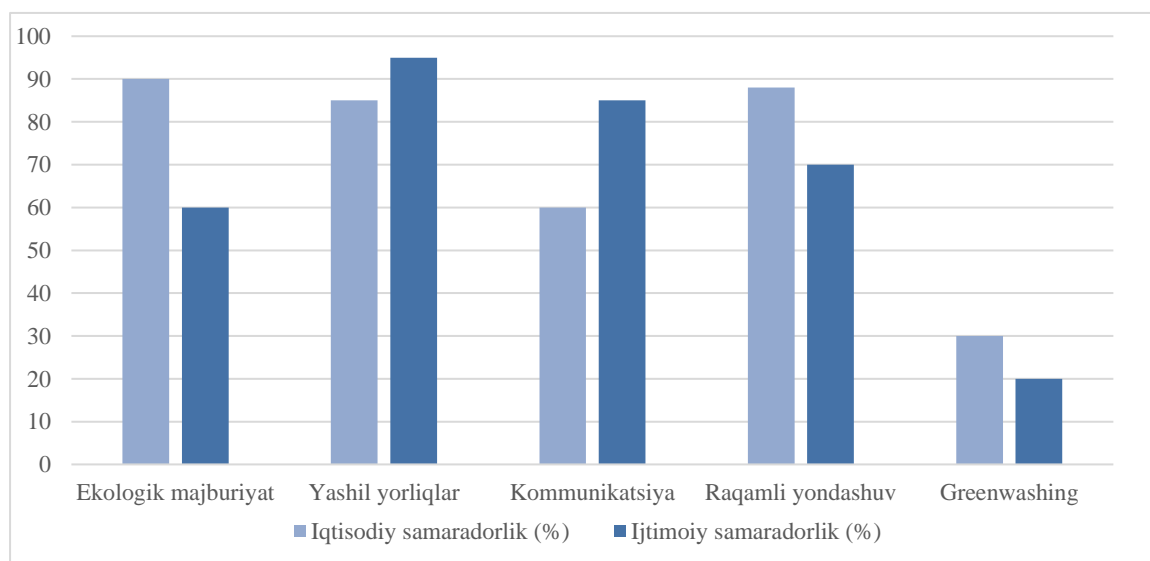


Figure 1. Economic and Social Effectiveness Levels of Green Marketing Strategies

The bars in the diagram represent the effectiveness of green strategies implemented at the enterprise level based on two main dimensions: economic and social. As the diagram illustrates, the “**green labeling**” and “**digital approach**” strategies yield high economic outcomes. The “**environmental commitment**” strategy also shows high effectiveness, though its level of social acceptance is relatively limited. Meanwhile, “**communication-based**” strategies — those focused on interaction with consumers — are identified as the most socially effective approaches. In cases of **greenwashing**, however, both metrics sharply decline (Figure 1).

When evaluating the social impact of marketing, it is crucial to consider consumer awareness and how the company communicates with them. **Jog and Pani [5]** have analyzed the distinct role of **credibility** in green marketing strategies. They emphasize that if a company’s environmental claims are not supported by actual practices, consumer trust is lost, leading to negative perceptions of the brand. This phenomenon has become increasingly common in the digital communication era.

In their experimental research, **Hair et al. [6]** investigated how consumers respond to informational signals on product packaging. Their observations revealed that green design elements — such as color, shape, and symbols — evoke associations in the consumer's mind with environmental purity, safety, and social responsibility. **Khalid [10]**, in his broader analysis of the social context of green marketing strategies, thoroughly explored their role in shaping environmental awareness, sustainable lifestyles, and consumption culture.

During the analysis, a systematic approach to ecological marketing strategies was formed. Each strategic component performs a specific function, and their synergistic interaction leads to the overall outcome. The following conceptual model clearly illustrates this:

Figure 2. Conceptual Model of Ecological Marketing



Figure 2 places four core components at the center of ecological marketing:

- **Commitment:** Dedication to environmental values at a strategic level and their integration into management decisions.
- **Labeling:** Visual and textual certification elements that enhance trust in the product.

- Innovation: Implementation of environmentally advanced technologies in production and the use of recyclable materials.
- Communication: Ensuring an open, transparent, and socially responsible flow of information between the brand and the customer.

These four elements ultimately serve two key strategic goals: profit and brand loyalty. Profit reflects the company's financial outcomes, while brand loyalty ensures long-term consumer trust. Each component in the model complements the others and reinforces the overall effectiveness of the strategy. Despite good intentions, ecological marketing strategies do not always lead to the expected success. This may be due to a number of internal and external factors. The most dangerous and widespread among them is "greenwashing"—when a company attempts to appear environmentally responsible while concealing its actual lack of eco-friendly practices.

Simply put, greenwashing is the act of creating the impression that a company's products or services are environmentally clean, without any real actions to back up these claims. For example, a product may be labeled "eco," "green," or "natural," yet its ingredients or production process may not support such claims.

A study conducted by Manvi and colleagues [15] shows that such practices not only deceive consumers but also undermine their trust in the company, harm brand reputation, and may even lead to financial losses. Trust is the fundamental capital of any marketing strategy. A company that loses it may not only lose its current customers but also forfeit the market's overall positive perception.

Moreover, greenwashing puts the company's sustainability at risk. In an era where social media, blogs, and consumer activism are on the rise, every company action—especially ecological claims—is under close public scrutiny. Any false information or suspicious activity exposed can damage not just the brand but also its stock value and major partnerships.

To prevent such situations, an ecological marketing strategy must be based not just on appearance but on internal reality—on the company's production processes, supply chains, packaging, materials used, and information policies. This inherently makes ecological responsibility not just a task for the marketing department, but an issue involving the entire company management, technological processes, and corporate culture.

Nurjaman [1] emphasizes another important aspect of this issue: without educating consumers, ecological strategies will not achieve the desired effect. That is, if customers do not understand what an ecological label means or do not grasp the value of "green" marketing claims, even a company's genuine environmental efforts may go unappreciated. In such cases, instead of profit, disappointment will result.

Therefore, for ecological marketing to be successful, it must function in two directions:

1. At the internal level – ecological values must translate into real actions within the company's operations: reducing waste, saving energy, and using natural materials.
2. At the external level – the company must explain these efforts to consumers in a clear, simple, and trustworthy manner, encouraging them to see themselves as part of the process.

By combining these two approaches, a company builds strategic immunity in its marketing strategy. This immunity reduces the risk of greenwashing, strengthens customer trust, and, most importantly, guarantees long-term, sustainable social and economic outcomes for the company.

CONCLUSION AND RECOMMENDATIONS

The conducted analysis has demonstrated that ecological marketing strategies are highly important and effective tools in the operations of companies producing cleaning products. Green marketing approaches not only improve a company's economic indicators but also help shape it into a socially responsible and sustainable entity. Elements such as eco-packaging, green labeling, transparent communication, and internal strategic commitments enhance both the social and economic value of marketing. All these components strengthen the company's positive image in society and increase customer loyalty.

Companies that successfully implement these strategies gain advantages such as cost reduction, improved brand reputation, and sustainable profit growth. In particular, when transparent and trustworthy communication is established with consumers, ecological approaches yield tangible benefits. Preventing negative practices like greenwashing depends on transparency, truth-based marketing, and the practical implementation of ecological values.

Based on the research results, the following recommendations are proposed:

- Integrate ecological marketing strategies deeply into the company's management system. This ensures that every marketing action aligns with the company's mission and long-term goals.
- Strengthen educational activities aimed at shaping consumer awareness. This helps build understanding and trust in ecological products among customers.
- Align green labeling and ecological certification systems with international standards. This increases the global competitiveness of the brand.
- Base marketing activities on real ecological actions. Every claim should be supported by visible, measurable results.
- Expand sustainable production based on innovative technologies. This allows for high economic efficiency without harming the environment.

In conclusion, ecological marketing is a well-developed strategic solution tailored to modern market demands and societal needs. It strengthens the company not only through profit but also by adding intangible values such as trust, loyalty, and social recognition. Every valuable and honest step taken in this direction serves as a strong foundation for the company's present and future success.

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