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PROSPECTS FOR ENVIRONMENTAL MARKETING DEVELOPMENT AND ITS TOOLS IN KAZAKHSTAN IN THE ERA OF DIGITALIZATION

Abstract

The trend of environmental care is gaining popularity. Concern for the planet has led to a reevaluation of humanity's vision. Businesses have reconsidered strategies and responded to consumers' demand for conscious consumption. The aim of this research is to examine the key concepts, principles, tools of green marketing, and the requirements for their usage. The following methods were used: comparative analysis, analysis of secondary data, expert surveys, generalisation and grouping. The authors focus on the tools of green marketing and criteria for their usage. They have identified key indicators for evaluating the effectiveness of these tools in the context of digitization, as well as highlighted primary methods of publicity, as a company should be as transparent as possible and actively engaged in media space. Greenwashing is emphasized as a challenge of falsely using eco-labeling, misleading consumers about environmental purity. The authors stress tightening laws on eco-labeling to prevent greenwashing. The article shows the key steps taken by Kazakhstan towards environmental friendliness and sustainable development. Additionally, the authors highlighted the importance of businesses transitioning to eco-friendly practices, particularly in developing countries. An important addition to the research is the proposal for the creation and implementation of an "investment passport" for participants in green finance, which will help increase transparency, reduce risks, and build investor trust, opening up new opportunities for attracting investments in environmentally friendly projects.

Key words: green marketing, eco-friendliness, eco-brand, eco-labeling, greenwashing, digitalization, eco-friendly advertising.

Introduction

The popularization of "green" (environmental) marketing (hereinafter GM) is a process initiated in response to humanity's awareness of threats such as limited resources, the importance of environmental protection, and the need for sustainable development.

In the context of global instability, environmental problems, and an emphasis on sustainability values, GM has become an important tool for creating demand for eco-friendly products and solutions aimed at preserving the environment. Given global challenges such as climate change, the transition

to renewable energy sources, and the reduction of carbon emissions, “green” marketing serves as a strategic response to the needs of a society oriented towards a sustainable future.

This is particularly relevant for Kazakhstan, a country facing various environmental challenges, including air pollution, water and land resource issues, and the need for a transition to cleaner methods of production and consumption. The process of introducing and popularizing GM in Kazakhstan has gained traction in recent decades. However, the unique approach and cultural characteristics of consumers in Kazakhstan, combined with the accelerating process of digitalization, make this process distinctive within the context of Central Asia. There are many examples of successful GM initiatives and strategies globally, ranging from sustainable marketing in Europe, where consumers are increasingly inclined toward eco-friendly products, to programs in the USA aimed at mass adoption of green technologies and sustainable consumption.

A key factor in the development of GM in Kazakhstan is the combination of international trends with local peculiarities. For instance, while Europe and North America are already actively developing digital tools for disseminating information about “green” initiatives, this process is just beginning in Kazakhstan, which opens up new opportunities for the development and implementation of effective strategies. The use of digital technologies in GM, such as online platforms, mobile applications for sustainable consumption, and the use of big data to monitor ecological behavior, is becoming increasingly important.

Moreover, the practice of sustainable development in Kazakhstan requires the use of innovative approaches such as ecological design, rational consumption, and conscious resource utilization. This requires not only the active participation of marketers but also interaction with government institutions, private companies, and society. In this context, a key innovation is the proposed creation of an “investment passport” for participants in green finance, aimed at enhancing transparency, reducing risks, and increasing investor confidence in environmentally sustainable projects. This initiative could significantly support the further development of green marketing in Kazakhstan, facilitating investments in eco-friendly projects and contributing to the long-term goals of environmental and economic sustainability.

It is important to note that sustainable development, as the basis of green marketing, can drive changes in consumer behavior in Kazakhstan, which will provide long-term economic and environmental benefits.

The practical significance of this article lies in its provision of theoretical and methodological foundations for implementing effective GM strategies in the context of Kazakhstan. In the face of global challenges and digitalization, the use of GM tools can not only improve the environmental situation but also stimulate economic growth, creating new opportunities for business and improving the quality of life for citizens.

Materials and methods

The information base of the work consists of scientific publications and normative acts related to the issue under study. The justification and argumentation of the content of the discussed topic in this work are based on methods of comparative analysis, secondary data analysis, and expert surveys. To study the application of green marketing (GM) in Kazakhstan, including its impact on consumer behavior, qualitative analysis methods were employed.

The research is based on the fundamental works of leading experts in the field of environmental marketing and sustainable development. Among them are renowned scholars such as Peattie K., Ottman J. and Kotler P., whose contributions to green marketing and its theoretical foundations are widely recognized.

In the context of Kazakhstan, the study draws on research by local scholars, including Bekturova A. and Tulepbergenova S., who have investigated the unique environmental and economic challenges of the region. This combination of international and local research provides a comprehensive foundation for analyzing the prospects for environmental marketing development in Kazakhstan during the era of digitalization.

Initially, a review was conducted to examine the theoretical aspects of green marketing and its tools, such as eco-branding, eco-labeling, environmental advertising, and campaigns. These tools

were used to study consumer behavior, raise awareness of eco-friendly products, and shape the image of environmentally-oriented companies.

During the research, data on current trends and legislative initiatives in sustainable development were used, such as bills on “green” production and support for eco-friendly startups in Kazakhstan. Specifically, data on the development of organic agriculture and the growing interest in eco-friendly products were collected from official sources.

An important element of the methodology is the study of current legislation in Kazakhstan regarding sustainable development and environmental certification, which fosters the development of eco-brands and eco-friendly products.

Results and discussion

Business orientated on trends, namely on the growing demand of people for environmentally friendly and safe products must meet today’s realities by integrating the principles of sustainable development, ESG, and GM tools. Through these initiatives, businesses enhance their reputation, meet the demands of socially conscious consumers, and, crucially, secure a competitive edge in the marketplace.

In today’s era of digital transformation, consumers have unparalleled access to information. Previously, understanding a product’s composition, decoding its ingredients, distinguishing between different formulas, or learning to interpret labels required a trip to the library and a considerable investment of time and effort.

Strategically oriented companies have gradually begun to change their business model, focusing on environmentalization. The main catalyst was the signing of the Paris Agreement, which focused the world’s attention on climate change, ESG and greening measures [1].

The Paris Agreement, which concluded in 2023 United Nations Convention on Climate Change (UNCCC) in Dubai, confirmed the relevance of these issues. Environmental issues and irreversible climate catastrophes were quite acute. Consequently, a focus on environmental friendliness should be applicable for all countries in the world [2].

Most developing countries, all this time, have had a focus on aggressive economic growth, depleting their country’s natural resources without concern for the environment. Further irrational attitudes to limited resources can lead to severe consequences.

The comparative analysis revealed that the industry of developing countries currently competes by keeping costs low in accordance with their chosen pricing policy, while quality and environmental sustainability should be prioritized. Government policies focused on environmental sustainability are gradually changing this situation, as confirmed by the research of Nobel laureate S. Kuznets. In this case, his theoretical conclusions are applicable, as when a certain level of economic development is achieved, a country begins to implement innovations that cause less harm to the environment.

In Kazakhstan, the JSC “Economic Research Institute” under the Ministry of National Economy, in collaboration with the United Nations Development Programme (UNDP), is implementing a range of initiatives to advance the Sustainable Development Goals across all regions of the country. These efforts focus on ensuring balanced progress in the three key dimensions of sustainable development within developing nations.

The content analysis revealed that an important milestone in this direction was the creation of the Union of Organic Product Producers, dedicated to establishing a national brand of eco-friendly goods under the name “Qazaq Organic Food”. The area of organic fields in Kazakhstan amounted to 190 thousand hectares. The main types of exported products are grains and oilseeds [3]. The main buyers of Kazakhstani organic products are Germany, Sweden, the United Kingdom, Belgium, the Czech Republic, Poland, and Lithuania [4].

In Kazakhstan, as part of promoting environmentally sustainable economic growth, the Kazakhstani Association of Regional Economic Initiatives “ECOJER” operates. The “ECOJER” Association strives to maintain a balance between the country’s economic growth and the enhancement of environmental quality [5].

The law of the Republic of Kazakhstan «On Organic Production» regulates relations between organic product producers and other individuals and legal entities [6].

The labeling of organic products is carried out in accordance with the legislation of the Republic of Kazakhstan. The technical regulation “Requirements for Product Labeling” was approved by the Minister of Trade and Integration of the Republic of Kazakhstan [7]. GM correlates with ESG principles, focusing on environmental, social, and governance practices [8].

John Grant noted in his works that the foundation of GM is not just to make products more environmentally friendly; the basis goes deeper and is based on making environmentally friendly goods a certain standard for all producers [9].

Philip Kotler, in his works, observes that nowadays, businesses are focused on satisfying social, economic, and environmental human needs. Marketing 3.0 is when a business tries to collaborate with its environment, sharing the same values and aspirations (employees, shareholders, distribution channels, consumers, society as a whole) [10].

Having studied the basic concepts of GM, let's outline the main concepts and direction of enterprises using green marketing.

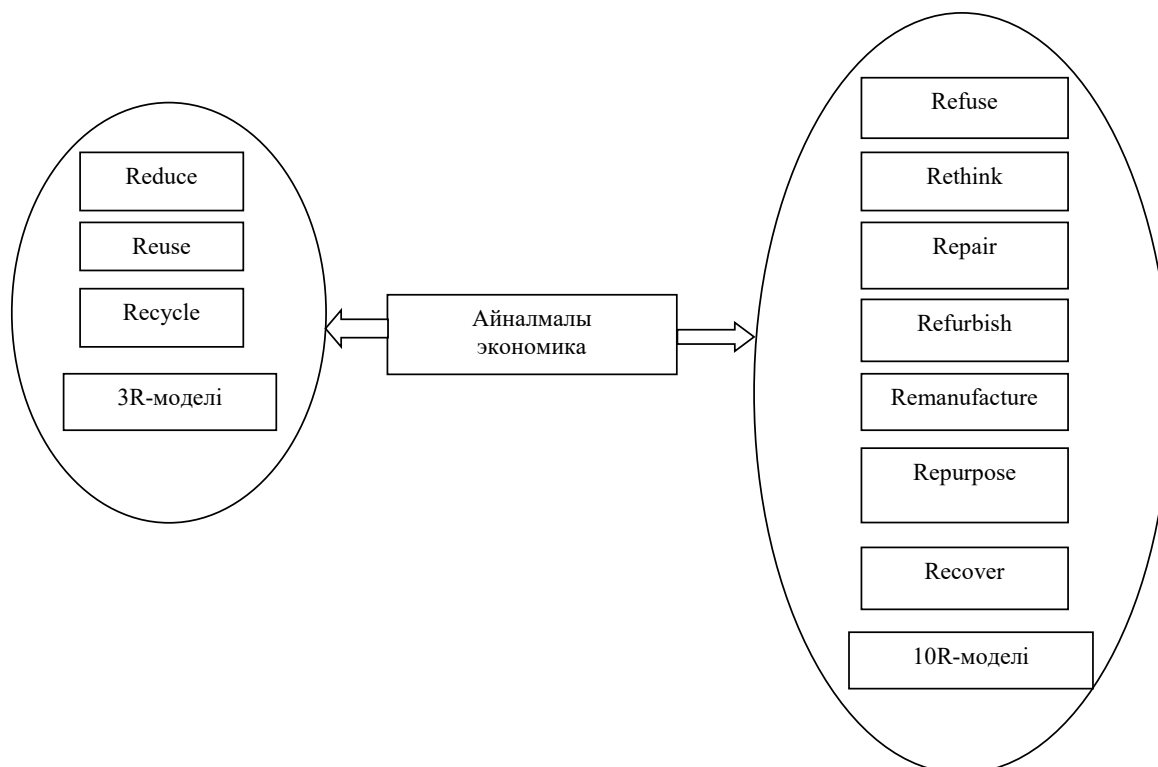


Figure 1 – Principles and objectives of GM

Note: The figure was developed by the authors.

Let's highlight the main tools of GM:

- ♦ Eco-branding;
- ♦ Eco-labeling;
- ♦ Environmental advertising
- ♦ Environmental campaigns and companies [11].

Foreign scientists conducted research aimed at examining the influence of GM tools on consumer behavior. The conducted research has revealed that these tools have a positive impact on consumer behavior [12].

Eco-branding, which refers to green brands, adhering to the principles of green marketing as presented in figure 1, positions itself as an environmentally friendly, sustainable company. The growing awareness among consumers about ecology motivates them to purchase products from brands that follow GM strategies.

The main reasons for the use of ecobrand in Kazakhstan:

- ♦ growing consumer awareness of ecology encourages consumers to buy goods from eco-oriented enterprises. The growth of conscious consumption is due to the growing interest in environmental issues and sustainable development. Ecological goods are becoming preferable for those who want to contribute to the conservation of resources and care for the future generations. Investing in environmental safety helps companies build a strong reputation and improve their image, which in turn fosters customer loyalty. Moreover, activities and agreements focused on sustainable development establish a trend and raise awareness about the importance of transitioning to clean energy. In Kazakhstan, a referendum demonstrated public readiness for changes in energy conservation, CO2 reduction, and energy independence. These developments have highlighted the critical need for sustainable growth and the adoption of renewable energy sources;

- ♦ the comparative analysis revealed that government support for the promotion of ecobrand. Eco-brands, as well as tax incentives and access to special government support programmes encourage businesses to comply with environmental responsibility requirements.

The benefits of an ecobrand are summarised according to figure 2.

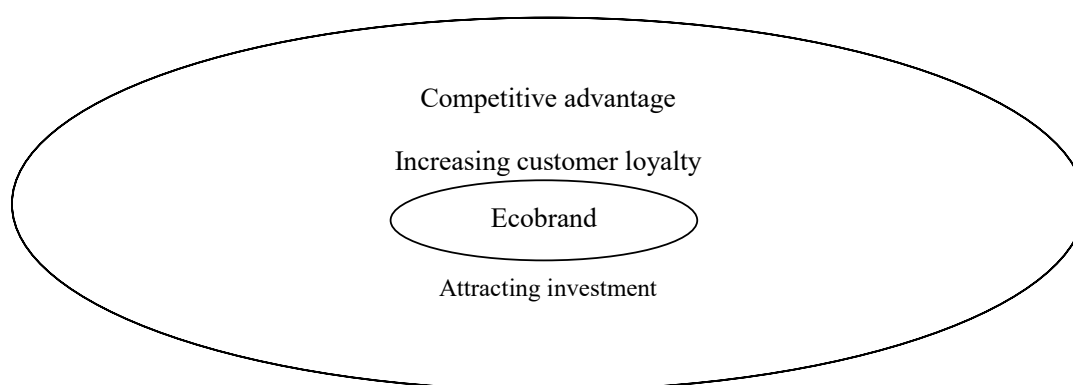


Figure 2 – Benefits of an ecobrand

Note: Compiled from sources [13, 14, 15].

A survey was conducted with the aim of diagnosing the key issues of sustainable development in conjunction with the mechanisms of environmental branding in the industrial sector. The survey was distributed online by posting an official announcement on the portal of the “Toraygyrov University” National Academy and through social media (WhatsApp, email).

The survey included 302 people from various age groups, ranging from 14 to 65 years old, with the predominant age group being from 19 to 25 years old.

Overall, the survey included questions such as:

- ♦ Are there any enterprises, retail outlets, or specialized stores with the “Eco” or “Green” logo in your locality? (one option);

- ♦ Have you heard of ESG principles (“E” – “Environment,” responsible environmental practices; “S” – “Social,” social policy, high social responsibility; “G” – “Governance,” corporate governance; high-quality corporate governance)? (one answer);

Statistics for these questions are presented in figure 3.

In summary, most respondents either hesitate to consider the environmental and animal impact or are unsure about it when making purchases.

The next question was: “Name the environmental problems in your region (multiple answers allowed).” The responses to this question are presented in table 1.

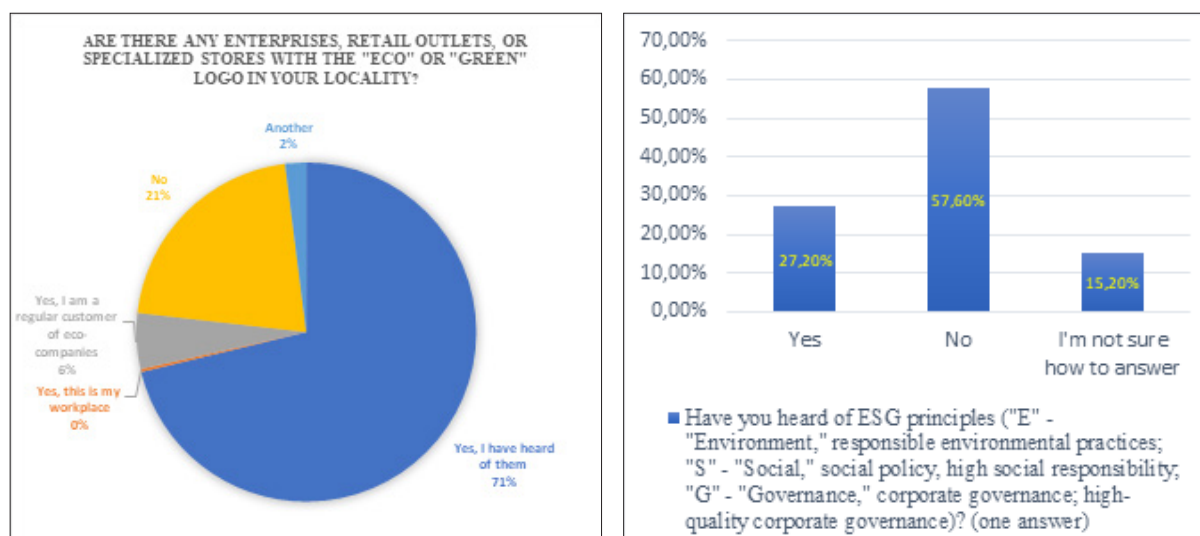


Figure 3 – Statistics on environmental awareness and familiarity with ESG principles

Note: Compiled from the survey.

The question “When purchasing goods (services), do you consider whether their production has caused harm to nature or animals?” was answered as follows: “Always” by 108 respondents (35.8%), “Never” by 76 respondents (25.2%), and “I don’t know how to answer” by 118 respondents (39.0%).

Table 1 – Survey results for the question “Name the environmental problems in your region (multiple answers allowed)”

Answer option	Frequency	Percentage
Water pollution	204	67,5%
Increase in household waste volume	144	47,7%
Increase in hazardous waste emissions by industrial enterprises	180	59,6%
Increase in carbon dioxide emissions into the atmosphere	154	51%
Low level of greenery in the areas	100	32,8%
Forest fires or drought	97	32,1%
Other (please specify):		
- climate change;	1	0,3%
- all of the above;	1	0,3%
- I find it difficult to answer.	1	0,3%
Note: Compiled from the survey.		

Based on the survey results presented in the table, the most significant environmental issue identified by respondents is water pollution, with 67.5% of participants selecting it as a key concern. Other notable issues include the increase in hazardous waste emissions by industrial enterprises (59.6%) and the increase in carbon dioxide emissions into the atmosphere (51%). Additionally, a considerable portion of respondents highlighted the rise in household waste volume (47.7%). Lesser concerns include low greenery levels in the areas (32.8%), forest fires or drought (32.1%), and a small percentage of respondents pointed to climate change or the combination of all mentioned issues. Overall, the survey suggests that pollution and industrial emissions are viewed as the most pressing environmental challenges.

Also, to the question “Have you heard of the term ‘Eco-Branding’?”, only 37.1% of respondents answered “Yes.” This result indicates that despite the growing awareness of environmental issues, the term “eco-branding” is still not widely known among the population. This may suggest the need to raise awareness about the principles of eco-branding and its importance for sustainable consumption and business practices.

The survey results for the question “Do you trust manufacturers of eco-friendly products when reading information about the product on the packaging? (one option)» are presented in figure 4.

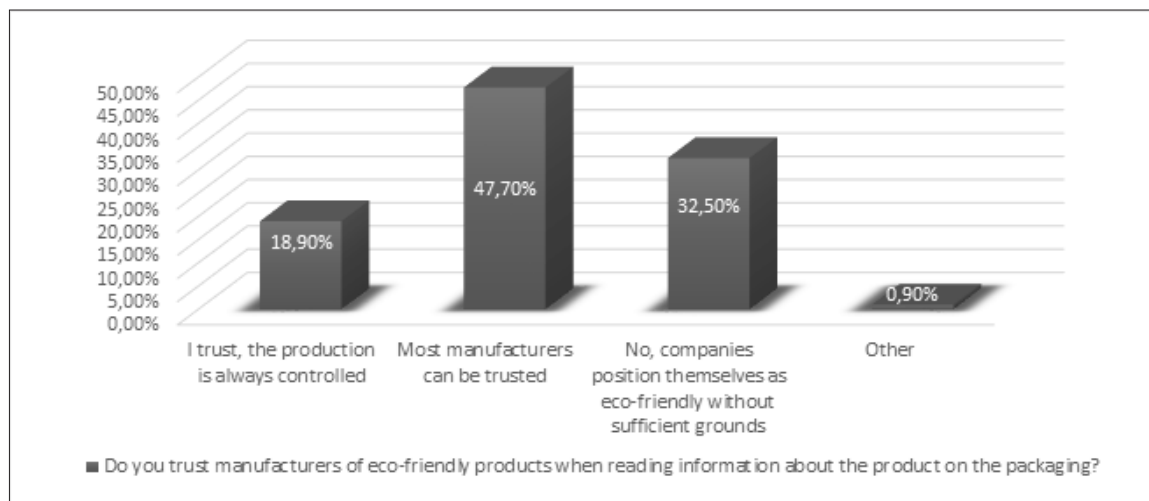


Figure 4 – Consumer Trust in Manufacturers of Eco-friendly Products

Note: Compiled from the survey.

The results of the survey show that trust in manufacturers of eco-friendly products varies. The majority of respondents (47.7%) believe that most manufacturers can be trusted, while 18.9% trust the product because they assume production is always controlled. However, a significant portion (32.5%) of respondents are skeptical, indicating that companies often position themselves as eco-friendly without sufficient evidence. The small percentage of “Other” responses suggests that some individuals either do not think about the issue or are cautious, suspecting that the information could be a marketing tactic.

This suggests that while there is some trust in eco-friendly products, skepticism remains, which highlights the importance of transparency, credible certifications, and verified environmental claims to build consumer confidence in eco-friendly brands.

The concluding question was: “When purchasing a product, do you pay attention to the environmental label? If yes, which one? (one or several options)” The results are reflected in table 2.

Table 2 – Consumer Attention to Environmental Labeling on Products

Answer option:	Frequency	Percentage
Yes, the green color of the product packaging	66	21,9%
Yes, the labels «Eco» or «Organic» on the product packaging	121	40,1%
Yes, ecological certification marks of various countries	71	23,5%
Yes, the «Not tested on animals» / «Animal friendly» / «Not tested» symbol	64	21,2%
Yes, the «Apple» symbol – no carcinogenic and toxic substances	25	8,3%
Yes, the «Two arrows forming a circle» symbol – the packaging is safe for the consumer and recyclable	44	14,6%
Yes, the international ISO 14001 standard	38	12,6%
No	98	32,5%
Other (please specify):		
«not always».	1	0,3%

Note: Compiled from the survey.

The results from the survey show that consumers are paying attention to various types of environmental labeling when purchasing products. The most frequently noticed labels are those indicating eco-friendliness or organic certification, with 40.1% of respondents mentioning the presence

of “Eco” or “Organic” labels on packaging. Additionally, 23.5% of respondents are aware of ecological certification marks from different countries, and 21.9% consider the green color of the packaging as an indicator of environmental responsibility. The least recognized symbols are the “Apple” symbol (8.3%) and the ISO 14001 standard (12.6%).

However, a notable portion of respondents (32.5%) indicated that they do not pay attention to any environmental labeling, which suggests that awareness and understanding of environmental certifications could still be improved.

These findings suggest that while there is a certain level of consumer awareness regarding eco-labels, the variation in recognition indicates a need for greater education and consistency in environmental branding. Consumers are more likely to trust common and visible symbols like “Eco” or “Organic,” while more specialized certifications like ISO 14001 or specific country certifications may need more visibility to gain consumer trust. The fact that a significant portion of consumers does not notice these labels highlights an opportunity for businesses to increase their efforts in promoting the environmental benefits of their products.

Green financing facilitates the implementation of projects aimed at improving environmental conditions and enhancing resource efficiency, primarily through green loans and bonds [16]. This type of financing targets projects that mitigate environmental impacts, promote sustainability, and support eco-friendly initiatives [17]. Green loans and bonds are specifically tailored to fund initiatives addressing environmental challenges, strengthening food security, and improving resource management while fostering ecosystem preservation [18].

The secondary data analysis revealed that a green financing system is being established in Kazakhstan, which plays a key role in implementing projects aimed at improving environmental conditions and supporting sustainable initiatives.

The classification of economic activities, also known as “green” taxonomy, serves as a system to define and categorize environmentally sustainable economic activities. Green taxonomy is aimed at the efficient use of natural resources, to protect the environment from negative impacts. The purpose of green taxonomy is to determine with the help of a classifier in accordance with the criteria of WP category, assets for application in green finance. Categories and activities within the green taxonomy are presented in table 3. The table above summarises the main categories of the taxonomy, also subdivided into sectors.

Table 3 – Categories and activities within the green taxonomy

Categories (Level 1)	Types of activities
Renewable energy	the field of renewable energy sources encompasses wind, solar, geothermal, hydro, and bioenergy, along with supply chains and the supporting infrastructure required for their development. Additionally, it addresses aspects of hydrogen production.
Energy efficiency	enhancing energy efficiency in operational and under-construction industrial facilities, as well as in the agro-industrial sector, improving energy performance in public and municipal services, and promoting energy-efficient design in buildings, structures, and facilities.
‘Green Buildings	eco-friendly buildings, associated systems, sustainable construction materials, and environmentally conscious infrastructure.
Pollution prevention and control	Air quality, soil quality
Sustainable use of water, waste	efficient water management and preservation, waste and wastewater handling, as well as resource saving and recovery
Sustainable agriculture, land use, forestry, biodiversity conservation and eco-tourism	eco-friendly agriculture, responsible forest management and biodiversity preservation, ecosystem protection, and environmentally conscious tourism
Clean transport	vehicles with reduced carbon emissions, sustainable freight transportation, eco-friendly transport infrastructure, and green communication technologies for transportation.
Transitional energy	production of electricity and heat using gaseous fossil fuels, alternative fuel usage, manufacturing of nuclear energy equipment, and the development and operation of nuclear power facilities.
Note: Compiled from source [19].	

An example of taxonomy according to levels is presented in figure 5.

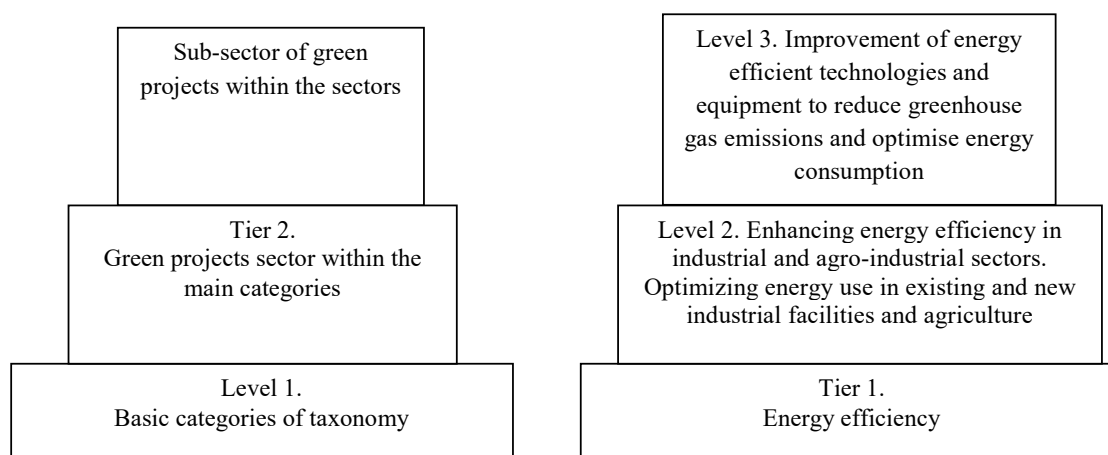


Figure 5 – Example of taxonomy according to levels

Note: Compiled from source [19].

Building on the existing framework of green financing and taxonomy, the introduction of an “investment passport” for green finance participants would further enhance transparency, reduce risks, and increase trust for investors.

We can see that in the Republic of Kazakhstan today the regulatory, legal and institutional framework is being improved, and conditions for the development of green finance instruments are being formed.

The next step is proposed to create and issue an “investment” passport to participants of green finance, within the framework of green integration and development of environmental branding in the Republic of Kazakhstan. «Investment» passport is a kind of document confirming that the project meets high environmental standards. The passport will make the project more attractive to investors, increase confidence, transparency for investors, and reduce investor risks.

The key role in the formation and support of “investment” passports should be played by government agencies, as they are responsible for regulating and controlling investment activities, protecting investors’ interests and ensuring transparency in financial markets. The main instruments of influence of state bodies and banking institutions on the process of creation and use of “investment” passports are presented in table 4.

Table 4 – Role of government agencies and banking institutions in the process of creating and using the “investment” passport

State authorities	Banking institutions
Development of standards and requirements for the content and provision of information on “investment” passports; Regular monitoring and control over the use of “investment” passports; Supporting educational programs and initiatives to improve financial literacy of investors; Development of legislation and regulations governing the use of “investment” passports.	Participation in the development and implementation of green finance standards Creation of platforms for green finance Verification of compliance of projects with green finance criteria Financing green projects (provision of green loans, issuance of green bonds) Creation of a reliable verification system and integration of investment passports into the financial system
Note: Compiled from source [20, 21].	

Issuing investment passports to green finance participants will be an important tool to incentivize investment in green projects.

Ecolabelling is a mark or symbol used for environmentally friendly products (eco-friendly, recyclable, biodegradable, ozone-safe) in accordance with recognised standards.

More and more companies are interested in implementing environmentally friendly technologies and alternative energy sources [23]. This is due not only to legal requirements, but also to the desire to increase their competitiveness. Ecolabelled goods have recently become very common on the shelves in Kazakhstan. Kazakhstani producers are gradually introducing environmental standards into production. Ecolabelling helps Kazakhstani producers and consumers to realise the importance of environmental protection, as well as encourages business to innovate and introduce environmentally friendly technologies.

Let us highlight the main ecolabels used in Kazakhstan according to table 5.

Table 5 – Main ecolabels used in Kazakhstan

Ecolabels	Characteristics
ECO labelling	This labelling confirms that the products are safe for human health and the environment. The ecolabel meets the international requirements of the ISO series of international standards: 90001, 14001, 14024, 14031, 5001.
International ecolabels (Energy star, FSC, Ecolabel)	Energy star – eco-efficient household appliances and electronics FSC – paper products and wood have been sourced from responsibly managed forests; Ecolabel – European labelling applied to a large number of products (does not apply to food and medicines).
Organic certification	This certification confirms the production of organic agricultural products, in accordance with the standards ST RK 3109-2017, ST RK 3111-2017
Green Office	It is awarded to organisations that meet the criteria, namely the organisation's office processes are designed to have minimal environmental impact.
Note: The figure was developed by the authors.	

Environmental advertising is aimed at attracting attention and encouraging consumers to buy environmentally friendly goods, services, emphasising the value of green goods for the consumer and the positive effects it will bring to the environment. Environmental advertising is also regulated by norms and criteria, state policy in the field of media and advertising. Environmental advertising must be reliable (all information contained in the advert must be true).

Eco-labeling is a sign or a symbol used for environmentally friendly products (environmentally friendly, recyclable, biodegradable, ozone-safe), in accordance with recognized standards.

Environmental advertising is aimed at encouraging consumers to purchase environmentally friendly products, emphasizing the value of green products to the consumer and the positive impact it will have on the environment. Environmental advertising has become a mainstay of modern marketing strategies to promote eco-friendly products and services. With the rise of digital technology, these tools allow companies to expand their reach and raise consumer awareness of environmental issues.

Running environmental campaigns and initiatives enables eco-friendly brands to strengthen their reputation and become active participants in the environmental movement. These efforts may include fundraising for environmental causes, tree planting initiatives, or hosting events designed to minimize carbon emissions [23].

The marketing strategies of green brands are focused on promoting products and services that have a low environmental impact and contribute to sustainable development. These tools create a positive brand image centred on environmental values and attract an audience that supports conscious consumption.

Applying the above mentioned GM tools, a company should convey its environmental friendliness, concern for people and the environment. With the development of digital technologies and the increasing popularity of social media, a company should strive to be as transparent as possible and actively should be engaged in the media space.

Table 6 – Characteristics of Green Marketing Tools

Tools of green marketing	Description	Criteria of use
Eco-branding	Products with improved environmental characteristics	1. Use of safe raw materials in production (food additives, feed, agrochemicals). 2. Prohibition of the use of genetic engineering, ionizing radiation. 3. Environmental packaging. 4. Storage and transportation separately from other goods.
Eco-labeling	This is a specific sign or symbol used for environmentally friendly products.	1. Applied to the product, packaging, or specific documents. 2. Mandatory control by state structures and organizations responsible for accounting for eco-friendly products.
Environmental advertising	Social advertising aimed at promoting environmental friendliness as part of environmental protection efforts.	1. Advertising on billboards, posters, advertising through mass media, social networks, advertising in magazines, in movies, forums, conferences. 2. It is essential to take into account the culture and mentality of the residents of a particular region.
Note: The table was developed by the authors.		

Digital transformation has opened up new horizons for business in the area of greening. Firstly, target consumers can easily view the environmental initiatives, product composition, and production process of any company that uses modern technologies. Secondly, thanks to digital technologies, companies can create a community of like-minded people around a brand and stay in constant communication with the help of messengers, advertising in social networks and websites. Third, transparency has become an integral part of environmental marketing, leading to consumer loyalty and trust. Modern technologies such as social media, big data, mobile applications, and interactive platforms play a key role in increasing environmental awareness and advancing global sustainability efforts.

Key aspects of green marketing development in the age of digitalisation:

- ♦ Digital transparency and availability of information. Today's technology allows a company to provide transparent information about its environmental phenomena and initiatives. In the internet age, brands have the opportunity to easily deliver data to consumers about production processes, carbon footprint, renewable energy use.

- ♦ Use of social media and Influencers. Social media has become a powerful platform for promoting eco-friendly products and ideas. Brands can build their green initiatives through content, share success stories and privilege influencers who use eco-friendly ideas. This helps brands to raise awareness about sustainability and conscious consumption.

- ♦ Targeted digital advertising and targeting. Digital platforms, allow you to customise the targeting of ads to specific audiences – those with an interest in environmentalism and sustainable consumption.

- ♦ Ecocontent and educational campaigns. In the context of digitalisation, content creation has become an important part of marketing strategies. Ecobrands are actively creating educational content to educate on development, environmental protection and consumer awareness.

- ♦ Online commerce and ecomarketplaces. In the digital age, online commerce plays a key role in the distribution of eco-friendly substances.

- ♦ Interactive technologies and virtual reality (VR/AR).

- ♦ Big Data and Personalisation.

- ♦ Partnerships with environmental organisations and NGOs. Digitalisation of the collaboration process with NGOs and foundations working in the field of environmental protection. Brands can support eco-projects and use digital platforms to highlight such initiatives.

- ♦ Mobile apps for sustainability. The emergence of mobile apps allows consumers to check the eco-friendliness of products, track their carbon footprint or find out if a product meets development standards.

The benefits of digitalisation for environmental marketing:

- ♦ global reach. The Internet allows environmental initiatives and products to be promoted globally, reaching a wide range of consumers;
- ♦ interactivity and transparency;
- ♦ personalisation and targeted impact;
- ♦ measurability and control. In the digital space, it is easy to track the effectiveness of marketing strategies, gauge response and adapt strategies at the first moment in time.

These tools contribute to the development of business, the growth of eco-products in the market, and also have a positive impact on the environment. Positioning GM allows companies to enter new markets, keep up with the times, introduce innovations, and make large profits. Countries with developed economies use these principles and promote them, which cannot be said for developing countries.

Unfortunately, in recent times, worldwide, some companies use «greenwashing» to whiten their reputation and improve their image. This means that businesses falsely use eco-labeling, misleading their consumers about the environmental cleanliness of their products. This fact violates labeling requirements and leads to consumer distrust.

It should be noted that firms using greenwashing run the risk of being blacklisted, namely:

- ♦ firstly, the company's reputation may be damaged, resulting in a loss of customer loyalty, which could lead to a decline in sales and, subsequently, lower profits;
- ♦ secondly, besides consumers, the company has partners and businesses that purchase its eco-friendly products. These companies may question the environmental claims made by the company, potentially conducting their own investigations, which could result in the loss of partnerships and damage to the company's reputation;
- ♦ thirdly, environmental advocates may take an interest in the company's green claims and initiate their own investigations, potentially involving the media and the public, which could lead to negative consequences for the company. The steps to combat greenwashing, are summarised in figure 6.

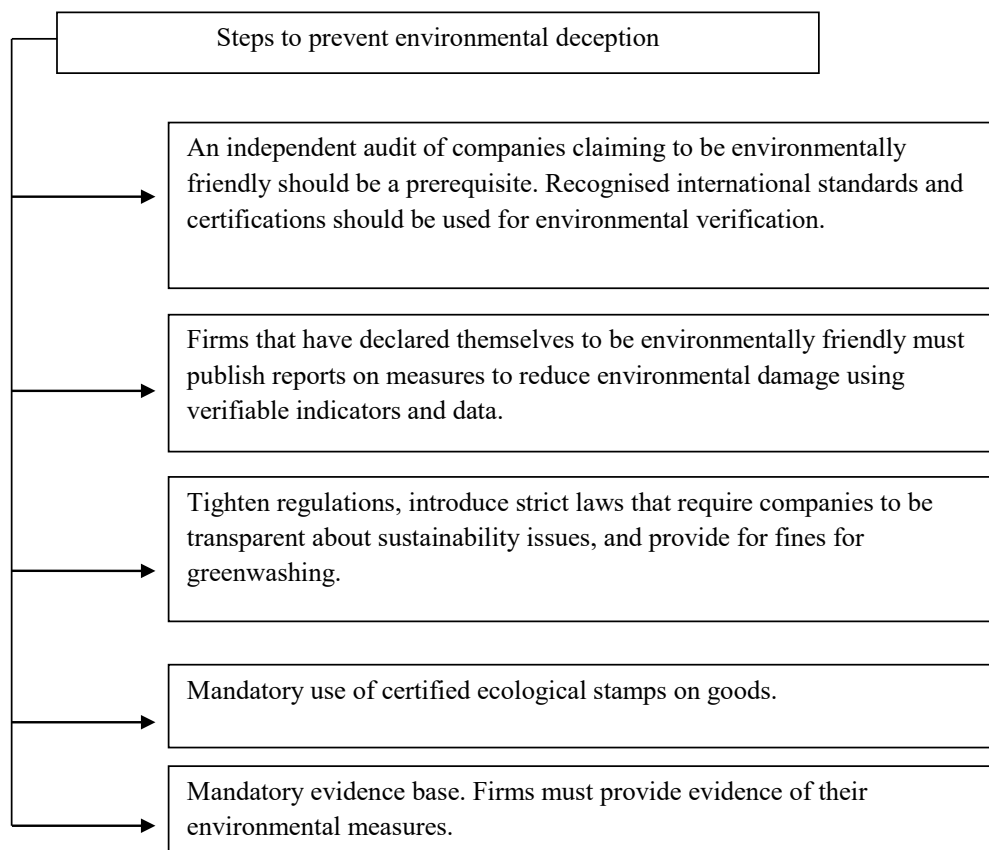


Figure 6 – Steps to prevent environmental deception

Note: The figure was developed by the authors.

Enterprises need to recognise these risks and stop misleading consumers. Therefore, tightening of the laws regarding liability for unfair competition in using false information in determining the product produced under an eco-brand, using eco-labeling, are necessary. All this should be checked and penalties should be imposed for greenwashing. Consumers should scrutinise ecolabels and product composition and demand a certificate confirming the quality of the product, as more and more companies are illegally using ecolabels as a marketing ploy and calling themselves ecobrand.

According to a study conducted by our research team, the following key trends can be identified up to 2023:

- ♦ growing awareness: More Kazakhstani consumers recognise the importance of environmentally friendly products. Research shows that approximately 40% of the population in Kazakhstan considers the environmental impact of goods and services when making purchasing decisions;
- ♦ green products and startups: New businesses focused on environmentally sustainable products are emerging in Kazakhstan. For instance, local brands that utilize recycled materials or reduce waste are gaining popularity;
- ♦ environmental legislation: Government policies are also playing a significant role in fostering market growth. New laws and programmes are being adopted to promote sustainable development and reduce carbon footprints. One example is Kazakhstan's programme to reduce plastic waste;
- ♦ fashion and packaging sector: One of the fastest growing areas is sustainable fashion and packaging solutions. Many Kazakhstani brands have started to switch to biodegradable and reusable packaging, which has become an important trend in the market;
- ♦ export potential: Kazakhstan is also very interested in exporting its organic products, including organic food and processed products. This favours the development of new areas in agriculture and industry.

Conclusion

The development of ecobrand in Kazakhstan is a relevant and important topic in the context of sustainable development and environmental responsibility. The development of eco-brands in Kazakhstan has potential, but requires an integrated approach involving government support, public education, and cooperation between different sectors. In the context of tougher environmental requirements, increased investment in green technologies, environmentally friendly products, increased social responsibility of business, government support in promoting environmental initiatives, and programs to support cleaner production and sustainable development, the environmental orientation of enterprises in Kazakhstan is becoming an increasingly important topic.

The development of environmental marketing in the digital era enables companies to more efficiently promote eco-friendly products and services, improve their image, and attract environmentally aware customers. Digital technologies provide opportunities for personalization, global reach, interactive engagement with audiences, and increased awareness of the importance of sustainability.

In conclusion, business transformation through the adoption of Green Marketing (GM) strategies offers several advantages:

- ♦ firstly, increased brand recognition through the production of environmentally friendly products;
- ♦ secondly, increased sales through the production of environmentally friendly products;
- ♦ thirdly, increased customer loyalty through the production of environmentally friendly products;
- ♦ fourth, reduction of costs associated with public objections;
- ♦ fifth, enhanced investment attractiveness of the company through the use of eco-friendliness in production;
- ♦ sixth, environmental marketing implies adherence to ESG principles, leading to increased employee engagement within the organization.

Furthermore, the introduction of an environmental passport for products could play a significant role in addressing transparency concerns, as it would provide clear, standardized information about the environmental impact and sustainability of products, fostering greater trust and accountability.

In conclusion, the survey highlights the growing awareness of environmental issues among consumers, with a clear focus on pollution, waste management, and the environmental impact of industrial emissions. However, there is still a significant gap in the understanding of terms like “eco-

branding” and the trust placed in eco-friendly products. The majority of respondents expressed a degree of trust in manufacturers, but skepticism remains regarding the authenticity of eco-friendly claims. While a substantial number of consumers pay attention to environmental labels, a significant portion does not, indicating an opportunity for businesses to improve education on eco-certifications and increase transparency in their environmental claims. As businesses shift towards more sustainable practices, this survey suggests that fostering greater consumer trust and awareness will be crucial for the growth of eco-friendly brands and products.

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ЦИФРЛАНДЫРУ ДӘУІРІНДЕ ҚАЗАҚСТАНДА ЭКОЛОГИЯЛЫҚ МАРКЕТИНГ ПЕН ОНЫҢ ҚҰРАЛДАРЫН ДАМУ ТУРАЛЫ ПЕРСПЕКТИВАЛАРЫ

Аңдатпа

Қоршаған ортаға қамқорлық жасау тренді күннен күнге танымал болып келеді. Ғаламшар туралы ма-
засыздануымыз (қобалжуымыз, ойларымыз) көзқарасымызды өзгертуімізге (қайта қарауымызға) әкеледі.
Тұтынушылардың өнімді саналы түрде тұтынулары жайындағы сұраныстарына жауап беру үшін бизнестің өз
стратегиясын қайта қарауына тура келеді. Осы мақаладағы зерттеудің мақсаты – жасыл маркетингтің негізгі
ұғымын, принциптерін, жүзеге асыру құралдарын және оны пайдалану талаптарын зерделеу. Зерттеу барысын-
да авторлар келесі әдістерді қолданды: салыстырмалы талдау, қайталама деректерді талдау, сараптамалық
сауалнамалар, жалпылау және топтастыру. Авторлар жасыл маркетинг құралдары мен пайдалану әдістеріне
баса назар аударады. Фирманың барынша ашық және медиа кеңістікте белсенді болуы үшін цифрландыру
жағдайында аталмыш құралдардың тиімділігін бағалау мақсатында негізгі көрсеткіштерді, сондай-ақ жария-
ландыру әдістерін ерекше бөліп көрсетеді. Авторлар өнімнің эко тазалығы жөнінде тұтынушыларды адас-
тыру (шатастыру) мақсатында жалған эко таңбаларды қолдану, гринвошингті болдырмау үшін эко бренд
туралы заңды қатаңдардыру мәселелеріне баса назар аударады. Қазақстан Республикасының эко тазалық,
тұрақты дамуға басқан негізгі қадамдарын ерекше атап өтеді. Авторлар, әсіресе, дамып келе жатқан елдерде
бизнестің экологиялық таза түріне көшуінің әсері зор екенін атап өтеді. Зерттеуге маңызды қосымша Жасыл
қаржыландыруға қатысушылар үшін «инвестициялық төлқұжат» құру және енгізу бойынша ұсыныс болып
табылады, бұл ашықтықты арттыруға, тәуекелдерді азайтуға және инвесторлардың сенімін арттыруға кө-
мектеседі, экологиялық таза жобаларға капитал салымдарын тартудың жаңа мүмкіндіктерін ашады.

Тірек сөздер: жасыл маркетинг, экологиялық таза, экобренд, эко таңбалау, гриншвинг (жасылдандыру),
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ПЕРСПЕКТИВЫ РАЗВИТИЯ ЭКОЛОГИЧЕСКОГО МАРКЕТИНГА И ЕГО ИНСТРУМЕНТОВ В КАЗАХСТАНЕ В ЭПОХУ ЦИФРОВИЗАЦИИ

Аннотация

Тренд на заботу об окружающей среде становится все популярнее и популярнее. Беспокойство о планете привело к переосмыслению своего видения. Бизнесу пришлось пересмотреть свои стратегии и ответить на запрос потребителей по осознанному потреблению. Цель исследования – рассмотреть основные понятия, принципы, инструменты зеленого маркетинга, также требования к использованию последних. Использованы следующие методы: сравнительный анализ, анализ вторичных данных, экспертные опросы, обобщение и группировка. Авторы акцентируют внимание на инструментах зеленого маркетинга и критериях использования. Выделены основные показатели для оценки эффективности работы данных инструментов в условиях цифровизации, а также основные методы освещения, так как фирма должна быть максимально открыта и активно находиться в медиапространстве. Подчеркивается гринвошинг как одна из проблем использования экомаркировки ложно, вводя в заблуждение своих потребителей об экологической чистоте продукции, подчеркивается важность ужесточения закона об экобренде для недопущения гринвошинга. Выделены основные шаги Республики Казахстан, направленные на экологичность, устойчивое развитие. Выделен эффект от трансформации бизнеса в экологичный, особенно в развивающихся странах. Важным дополнением к исследованию является предложение по созданию и внедрению «инвестиционного паспорта» для участников зеленого финансирования, что поможет повысить прозрачность, снизить риски и увеличить доверие инвесторов, открывая новые возможности для привлечения капиталовложений в экологически чистые проекты.

Ключевые слова: зеленый маркетинг, экологичность, экобренд, экомаркировка, гринвошинг, цифровизация, экологичная реклама.

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