

DIGITAL TECHNOLOGIES IN ENVIRONMENTAL MARKETING

Rustamova Maftuna Rustam qizi

*Lecturer, Department of "Economics and Management", Tashkent International
University of Financial Management and Technologies (TIFT)*

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АННОТАЦИЯ:

This article explains how simple digital technologies can support environmental marketing in enterprises. The study uses a focused review of public guidance and a worked example, rather than a company survey. Websites, social media, QR codes and basic analytics are examined as tools for presenting product information and measuring customer responses. A practical process connects product evidence with digital communication and feedback. The illustrative calculation shows how conversion rates and additional contribution can be used to assess a small campaign. The figures are hypothetical and do not demonstrate a real marketing effect. The main conclusion is that digital tools are useful when environmental claims are specific, supported by evidence and connected to customer needs. A digital channel alone does not make a product environmentally better.

Introduction

Environmental marketing helps a business explain the environmental features of its products and services. These features may concern packaging, material use, durability, repair or disposal. Customers need clear information to understand what has changed and why it matters. Digital tools offer a practical way to present this information, answer questions and update product details without printing a new document for every change.

A small enterprise does not necessarily need an expensive digital platform. A well-organised product page, a QR code linked to that page and a simple measurement system can provide a useful starting point. However, the company must first identify a real product feature and keep the documents that support it. Without this step, digital communication may spread a weak or misleading claim more quickly.

The purpose of this article is to describe a simple approach to using digital technologies in environmental marketing and to explain how an enterprise can assess the results. The focus

is on communication and campaign measurement. It does not evaluate the full environmental life cycle of a product or estimate the environmental footprint of the internet.

Literature and research method

Two related publications by Rustamova Maftuna Rustam qizi are included as background references: Development of Environmental Marketing in Enterprises under Green Economy Conditions [1] and Mechanisms for Improving the Effectiveness of Enterprises' Ecological Marketing Activities during the Transition to a Green Economy [2]. Their titles concern the broader development and effectiveness of enterprise environmental marketing. The present article takes a narrower practical focus: communicating product evidence through simple digital tools and measuring the response. No specific findings are attributed to these publications because their full texts were not available for review.

UNEP guidance identifies reliability, relevance, clarity, transparency and accessibility as important principles for product sustainability information [3]. Applied to a website, these principles mean that an environmental statement should be understandable and supported by a source that the customer can access. A product page should also explain the limits of the statement. Information about packaging should not be presented as proof of the environmental performance of the entire product.

UNEP and adelphi provide guidance specifically for sustainability information in e-commerce [4]. This source supports the importance of adapting product information to an online setting. The CODES action plan also distinguishes using digital innovation for sustainability from reducing the negative effects of digital technologies themselves [5]. This distinction matters because an effective online campaign is not automatically an environmental improvement.

The method consists of a focused review, a proposed communication process and a hypothetical numerical example. Sources were selected for their relevance to product information and digital communication. The review is not a systematic assessment of all published studies. No interviews, customer surveys or company records were collected. The example is designed to make the calculation transparent and reproducible, rather than to represent the average enterprise.

A practical communication process

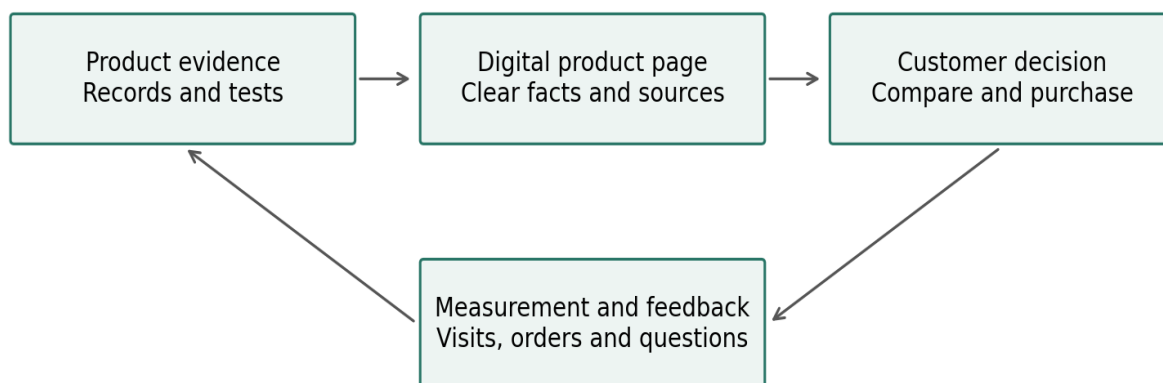


Figure 1. From product evidence to customer feedback

Source: proposed framework. The feedback link represents the review of questions and campaign results, followed by improvements to product information.

Digital tools and their uses

The company website can serve as the main source of product information. A short environmental statement should appear near the product description, while supporting details can be placed on a linked page. Social media can introduce the feature and direct customers to that source. A QR code on the package can provide access after purchase, including instructions on reuse or disposal. Basic analytics can then show how visitors interact with the page.

Table 1.

Simple digital tools for environmental marketing

Tool	Practical use	Main limitation
Product website	Present specific features, evidence and instructions	Information must be checked and updated
Social media	Explain a feature and answer customer questions	Short posts may omit important limits
QR code	Link packaging to detailed product information	A link is not proof of a claim
Email	Send care, repair or reuse information to willing recipients	Messages should remain useful and relevant

Tool	Practical use	Main limitation
Basic analytics	Measure visits, purchases and customer questions	Traffic does not establish an environmental benefit

Source: author's proposed comparison. The tools are options, not a requirement to use every channel.

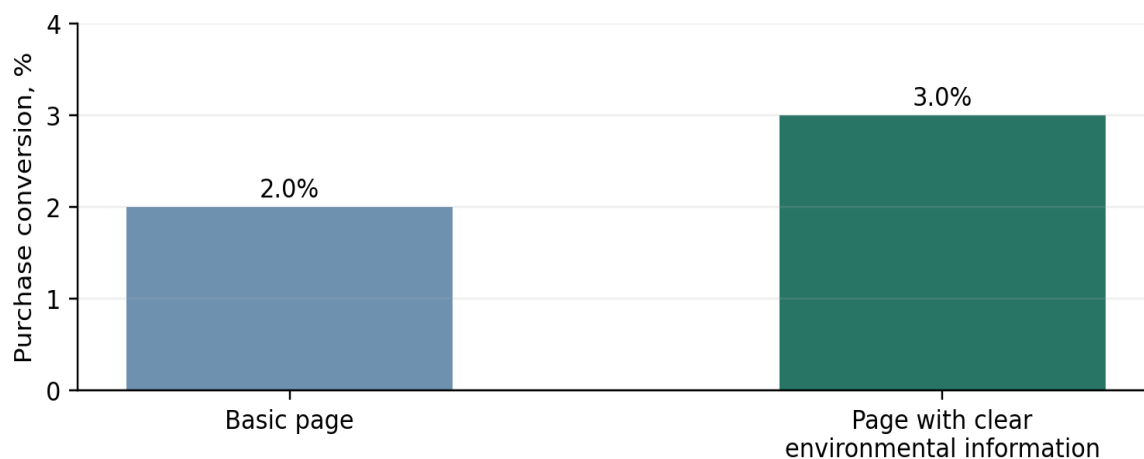
A QR code should lead to a stable page that works on a mobile phone. The page can state the product model, the environmental feature, the measurement date and the scope of the claim. For example, a statement about recycled material should identify which component is covered and how its composition was established. General phrases such as “completely green” do not give customers a clear basis for comparison.

Social media content should preserve the same meaning as the product page. A short post can show the practical benefit and invite the reader to view the evidence. Customer questions can reveal missing information: people may want to know whether the package can be recycled locally or whether replacement parts are available. The company should respond within the limits of what it can verify.

An enterprise can begin with one product and one main channel. This reduces the work needed to maintain information and makes the first test easier to interpret. The responsible employee should check links, review the evidence and record updates. When several departments are involved, production confirms the feature, marketing prepares the explanation and a designated reviewer approves the statement before publication.

An illustrative assessment of a digital campaign

Consider two hypothetical product pages, each receiving 1,000 qualified visits during a comparable test period. The basic page generates 20 purchases, while the page with clear environmental information generates 30 purchases. The conversion rate is purchases divided by visits, multiplied by 100. It is therefore 2.0% for the basic page and 3.0% for the second



page. The difference is one percentage point, equivalent to a 50% relative increase from the initial rate.

Figure 2. Hypothetical purchase conversion for two product pages

Source: author's illustrative values. This chart is a calculation example, not an observed result or an expected campaign improvement.

Suppose the contribution per additional purchase is 40,000 UZS after variable product and fulfilment costs. Ten additional purchases then produce 400,000 UZS of additional contribution. If the additional cost of preparing the environmental information and running the test is 250,000 UZS, the net campaign result is 150,000 UZS. The corresponding return on that campaign cost is 150,000 divided by 250,000, or 60%. The example assumes no other incremental costs and no difference in returns or cancellations.

The break-even requirement is 250,000 divided by 40,000, or 6.25 additional purchases. Because purchases are whole transactions, at least seven additional purchases are needed to cover this cost. If the campaign produces only five additional purchases, the net result becomes negative 50,000 UZS. This simple comparison shows why a business should consider costs and contribution, rather than judging success only by likes or page views.

A real test should keep price, delivery conditions and product availability comparable. Visitors should ideally be allocated randomly to the two versions during the same period. Repeat visits, cancelled orders and changes in the audience should be handled consistently. With only the hypothetical counts given here, the article does not claim a statistically established effect. A company needs a suitable test design and sufficient observations before concluding that the information caused a change in purchasing.

Discussion and conclusion

Digital environmental marketing has two separate tasks: explaining an environmental feature and measuring a commercial response. Evidence from production supports the first task; campaign data supports the second. Increased purchases cannot prove that a product uses fewer resources. Similarly, a reduction in packaging material does not guarantee that customers will buy more. Keeping these outcomes separate helps a company avoid exaggerated conclusions.

Implementation can begin with a short sequence. First, select one product feature that can be documented. Second, prepare a clear product page with sources and limits. Third, connect a QR code or social media post to the page. Fourth, measure visits, purchases and questions during a defined period. Finally, compare the additional contribution with the full incremental cost and improve the information where customers remain uncertain.

The study concludes that simple digital tools can make environmental product information easier to access and maintain. Their value depends on the quality of the underlying evidence, the clarity of the message and disciplined measurement. The proposed framework and calculations are practical starting points. Further research should test them with actual

enterprise records and customer behaviour, while assessing environmental performance independently of marketing results.

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