

SOCIO-ETHICAL MECHANISMS FOR MANAGING THE PROMOTION OF FOOD INDUSTRY COMPANIES

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Abstract: *this article examines the essence of social and ethical marketing as a guide for the food industry, and suggests ways to solve the problems of environmental consumption. One of the criteria for sustainable development is the impact on the environment, efforts to solve social problems, and effective self-management of organizations.*

Keywords: *food market, COVID-19 pandemic, socio-ethical marketing, ostentatious and demonstrative consumption, ESG (Environmental; Social; Governance), ecological packaging.*

I. INTRODUCTION

Humanity has experienced many difficulties and losses in meeting its needs, but one of these needs still drives people is the need for food. The food of the peoples in different epochs and times changed at their discretion and life activity during the period of residence. Today, it generates new trends and the development of new cooking technologies. The earth is not expanding in its shape, but demographic indicators are overestimated every year, which requires the food industry to produce large quantities to meet the needs of people.

Uzbekistan is the largest consumer market in Central Asia. The population of Uzbekistan currently exceeds 36 million people. According to the Statistics Agency, in 2023, the foreign trade turnover of the Republic of Uzbekistan reached \$62.6 billion. The volume of foreign trade turnover increased by \$12.1 billion. This is a 23.9% increase compared to the corresponding period last year⁴⁹.

The average annual growth rate of food production is 9-10%. The consistent implementation of measures to develop and diversify the industry has allowed for the expansion of the raw material base and an increase in volumes over the past 5 years.

Total imports to Uzbekistan amounted to 30.67 billion (+20.4%).

Currently, there are more than 19,000 food industry enterprises operating in the republic. The food industry of Uzbekistan makes a significant contribution to the development of the country's economy. Over the past 6 years, employment in the industry has increased by 122%, the number of enterprises has increased by 224%, and the volume of exports has increased by 336%⁵⁰.

⁴⁹<https://daryo.uz/ru/2024/02/11/v-2023-godu-obem-vnesnetorgovogo-oborota-uzbekistana-sostavil-pocti-63>

⁵⁰ <https://www.advantour.com/rus/uzbekistan/tashkent/exhibitions/foodweek.htm>

II. LITERARY REVIEW

Today, consumers have begun not only to satisfy their primary needs, as is necessary for living, but also to pay attention to the quality of the products they consume, and conspicuous consumption has become even more important.

In his writings, F. Kotler formulated the following definition: "Socio-ethical marketing is a very recent phenomenon. The concept of socio-ethical marketing asserts that the task of an organization is to establish the needs, needs and interests of target markets and ensure desired satisfaction in more effective and more productive ways (than competitors), while preserving or strengthening the well-being of the consumer and society as a whole"⁵¹. G.L. Bagiev, V.M. Tarasevich, X. Ann. «Socio-ethical marketing is a type of forward-looking marketing activity, the main principle of which is decision-making based on the needs of consumers, the requirements of the enterprise itself and the long-term interests of society»⁵².

In the future, social marketing will be considered as a concept of coordinating and linking the interests of an organization, consumers and the whole society, which F.Kotler, for example, considers social and ethical marketing as a concept. S. Zakharova defines social marketing as establishing the needs, needs and interests of target markets and ensuring desired satisfaction in ways more effective than those of competitors, while preserving and strengthening the well-being of consumers and society. Social marketing is also understood by S. Ebel, M. Brun and J. Tilmes, M. Auer and M. Hertz, D. Barre. Other names for this concept include: social and ethical marketing (F. Kotler, I. Alyoshina), socio-ethical marketing (V.E. Gordin, V.V. Ivanov, E.P. Golubkov), ethical and social marketing (I. Berezin), socially oriented social marketing (A. Theta), socially oriented marketing (A.P.Pankrukhin), socially responsible marketing (M. Simanovskaya), public marketing (V.I. Martynov). But all definitions of the concept under consideration emphasize the social essence of the phenomenon in one way or another⁵³.

Socio-ethical marketing, as well as new emerging trends and trends, fills an active part of the population's life. This, firstly, improves people's healthy lifestyle, secondly, the trend of eco-consumption reduces the level of environmental damage caused by the production of raw materials, and thirdly, ostentatious consumption encourages people to make informed decisions.

III. RESULTS

The life trends of people in the modern world are the pursuit of the best of the best with financial prosperity. Manufacturers, catering service companies, catering establishments and foodmarkets are responding to this need with great and rapid challenge. Many consumers, while remaining loyal, determine the state of the market without giving young catering companies the opportunity to shine. But this problem is not relevant in modern society, it provides new enterprises with the opportunity to use

⁵¹ Котлер Ф. Основы маркетинга / Ф. Котлер — «Диалектика-Вильямс», 1984

⁵² Маркетинг Учебник для вузов / Г.Л. Багиев, В.М. Тарасевич, Х. Анн; Под общ. ред. Г.Л. Багиева. — 2-е изд., перераб. и доп. — М.: ЗАО «Изд-во "Экономика"», 2001. — 44 с.

⁵³ "Маркетинг в России и за рубежом" №6 год - 2001

new production technologies to achieve their goals at a fast pace. Socio-ethical marketing is the very cure for the ills of enterprises.

Sometimes consumers are more and more engaged in types of purchase as ostentatious or demonstrative. In the food industry, this has given rise to new trends in public catering such as plant-based food, healthy eating, the development of diverse diets, vegetarianism and veganism.

The concept of reputable consumption in general primarily concerned clothing, cars, and other other manufactured goods. However, now this concept in the Modern world has been applied to food. Social and ethical marketing has risen to a new know-how level, which is unexpected and dramatic. This was facilitated by the «COVID-19 pandemic», which had a significant impact on the emergence of new trends in public catering, influenced the emergence of various types of environmentally friendly products, forced the catering network to create the production of kitchen raw materials at the place of sale, and food markets began to purchase more goods from reliable suppliers.

The concept of a full production cycle allows manufacturers to have clear ideas about the origin of raw materials, which in turn ensures high-quality products that restaurants can sell at high margins. In addition, the process of a full production cycle is a reliable and long-term cooperation between the cook and the farm, like the concept of «From the garden to the table»

Today, manufacturers take into account the interests of consumers, these are not the interests that were considered classic in marketing, but those that are rapidly and furiously satisfied in the global market and are in very high demand. Manufacturers and service sectors also play the role of doctors. Before releasing a new product, they do not primarily think about making high profits or satisfaction, but the most important aspect is solving social problems, emphasizing minimizing the harmful effects of production, and advancing the values of humanity. To achieve this kind of prestige, of course, requires a universal concept.

Catering companies are dynamically developing concepts of social consumption, which gives them the opportunity to win in a competitive market. Naturally, this victory is not without sacrifices on the part of the market and the company.

The dynamics of population growth and its rapid macro needs are increasing every day, which requires production to operate at an accelerated rate. On the one hand, this increases economic performance, and on the other hand, it damages the environment. To find a middle ground between the two indicators, you need to develop a strategic marketing plan with elements of socially ethical marketing.

Socio-ethical marketing is closely related to the concept of sustainable development (ESG). It includes three standards: Environmental – caring for the environment and reducing harm from production; Social – caring for all representatives of society; Governance – transparent and fair management.

ESG is a more global phenomenon that reflects the trend towards ethical business conduct and affects the company's weight in the market. In particular,

compliance with the concept of sustainable development increases the attractiveness of the brand not only in society, but also in the eyes of investors and sponsors.⁵⁴

ESG criteria appeared as a response to environmental degradation, global warming, and increasing economic inequality between rich and poor countries, which created additional ground for the emergence and development of new financial instruments and criteria.

Modern society has begun to impose additional requirements on the activities of companies and, in addition to financial reporting, has begun to evaluate them from the point of view of investing in sustainable development. To be considered successful, a company must demonstrate not only steady growth in its financial performance, but also have a certain reputation. ESG support allows the company to improve its reputation and increase brand awareness.

Environmental, social development, and corporate governance issues have become important factors in making investment decisions, which responsible investors have begun to use on an ongoing basis when forming their portfolios.

Investors realized that when evaluating investments, it is necessary to take into account their impact on society and the environment, while this impact should be responsible and lead to a positive result.

In fact, ESG has become a kind of business philosophy that must be shared by all stakeholders, primarily shareholders and investors. If positive cash flow is the main criterion for some stakeholders, while for others the focus is on ESG factors, this may lead to too much difference in approaches to business development⁵⁵.

Let's consider one of the sustainable development standards (ESG) using the example of modern environmental reusable bottles, which are made of modern material. The usefulness of these products occupies a leading position in the food industry. Since this product can be used as a container for drinking or eating, which is interesting for repeated use and when performing several functions simultaneously, which will save resources and time production costs.

IV. DISCUSSION

To do this, we will use a STEP analysis that is most suitable for social and ethical marketing. PEST analysis (sometimes referred to as STEP) is a marketing tool designed to identify political, economic, social, and technological aspects of the external environment that affect a company's business⁵⁶.

S-society. The priority theme of the ESG at the time of its inception was precisely the social component. In particular, the first corporate social responsibility code was adopted in 1977 by an American automotive company operating in South Africa. He declared his rejection of the apartheid regime in force in this country, as

⁵⁴ <https://sidorinlab.ru/blog/chto-takoe-soczialno-etichnyij-marketing-i-pri-chem-tut-reputacziya-biznesa>

⁵⁵ <https://ru.wikipedia.org/wiki/>

⁵⁶ <https://ru.wikipedia.org/wiki/PEST->

well as discrimination against black workers. After the adoption of the CSR codes, many American companies stopped doing business in South Africa as a result⁵⁷.

At this stage of the analysis, the work is a little difficult, because not all of society today is ready to respond to the calls of nature. This requires a lot of work to hold people accountable. These are finances, trainings, and the work of volunteers, and the most important thing is the return from the state where everything will be produced. It should also be noted that those states that relate to eco-production with great interest and opportunities for assistance from the region and the population.

The difficult question is how the population will use reusable dishes and for what purposes. Because modern society is accustomed to the fast pace of life, and this in turn requires resorting to disposable tableware.

T-technologies. The production of goods for manufacturers is easy with the use of modern technologies, which requires high costs, which naturally affects the cost of the final product. But on the other hand, it reduces costs for workers and machinery, and certainly invests its share in protecting nature or the environment as a whole.

Modern technologies are a reason to solve production problems, which in turn are updated with each decade. On the one hand, it is good for production, and on the other hand, it is bad for the subjects of production.

Developing countries cannot afford to import expensive equipment for development and production without the help of large investors. This requires high responsibility from all production participants, when many companies are not yet ready to work on the ESG agenda.

E-economy. For the economy, the ESG agenda requires investment flows, which will allow companies to start production in environmental areas. That is, to minimize waste from production, or the rational use of resources, which will further reduce costs and make it possible to use finances for a good purpose.

P-policy. The development of laws and regulations will ensure that enterprises adapt properly to the economic space.

Companies must effectively manage production cycles, as well as pursue an active policy to create value not financially, but environmentally, which pushes households to make choices: in their favor, in favor of the state, as well as in favor of the environment.

V. CONCLUSIONS

We think that the EGS agenda should expand in its formats, not only regionally, but also globally and internationally. This will give any company a head start when competing in a large market. The most important thing is the reunification of households with manufacturing enterprises, which in turn has a negative impact on the environment.

⁵⁷ ESG: три буквы, которые меняют мир [Текст] : докл. к XXIII Ясинской (Апрельской) междунар. науч. конф. ESG: три буквы, которые меняют мир [Текст] : докл. к XXIII Ясинской (Апрельской) междунар. науч. конф. По проблемам развития экономики и общества, Москва, 2022 г. / И. В. Ведерин, К. И. Головщинский, М. И. Давыдов, Б. Б. Петько, М. С. Сабирова, С. В. Терсков, Е. А. Шишкин ; под науч. ред. К. И. Головщинского ; Нац. исслед. ун-т «Высшая школа экономики». — М. : Изд. дом Высшей школы экономики, 2022. — 54 с.

The prospects of the EGS agenda can be: investment programs, local solutions to problems, legislation will help the government resolve the weak link in solving economic problems, nature will receive a long-awaited gift from non-toxic production, the level of environmental education of the population will increase, the least impact of negative factors can increase life expectancy and countless other steps.

Today, large productive companies have realized the principle of «More business, more money» with a negative impact, but also that the EGS agenda can solve a number of economic and managerial problems.

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