

Original Research Article

On the Significance of the Rapid and Healthy Development of Green Marketing in Driving Ecological Economy

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Abstract: With the growing health-related and green awareness of modern people, countries around the world have formulated relevant policies to protect the environment, yearn for nature, and promote sustainable development. People's lives and consumption patterns have changed due to its impact. As green products enter the market on a global scale, green consumption has become a trend, and green products have also accounted for more market shares in various industries. Therefore, a new marketing method—Green Marketing was born.

Keywords: Green Marketing; Ecological Economy; Healthy

1. Introduction

Green marketing refers to the management process that takes sustainable development as the goal and realizes the unification of economic benefits, consumer needs and environmental benefits so that other market entities can meet their needs. So how to distinguish green marketing from traditional marketing? The fundamental difference between them is that green marketing emphasizes the environment, while traditional marketing is a comprehensive marketing activity with sustainable development in many aspects such as society and enterprises. As an important part of society, enterprises need to assume the social responsibility of protecting the ecological environment and promoting economic development. Among them, the question of how green marketing promotes the development of ecological economy is worthy of our consideration. This article also discusses and analyzes this issue in detail.

2. The significance, connotation and characteristics of green marketing

The reasons for the production and rapid development of green marketing are many, mainly divided into its external and internal factors. First of all, as far as its external factors are concerned, there are: the deterioration of the global ecological environment, the establishment of green organizations, the formulation of green regulations, the setting of green barriers, scientific and technological progress. Internal factors are: First, the rise of the wave of green consumption, the increase of green market demand. Second, considerable economic benefits. More than 80 per cent of Britons and 67 per cent of French people consider environmental issues when choosing goods and are willing to pay more for green products and reusable packaging, according to the survey. In addition, green products require more investment than ordinary products, encouraged by national policies and related systems, but are increasingly in demand in the market and have a higher starting point for pricing, with potential consumers at the upper and middle classes, thus having a higher profit margin.

For the connotation of green marketing, under the premise of sustainable development view, enterprises from the perspective of green environmental protection, in the whole process of product production-manufacturing-sale, that is, to meet the consumer demand, to achieve the purpose of corporate profitability, comprehensive multi-consideration, and thus maintain the balance of the three parties.

Green marketing is not a gimmick to promote customer consumption, nor is it a means for enterprises to seek more profits, it is a sustainable development, to achieve multi-party balance process, its main goal is to meet the needs of consumers without endangering the environment, to achieve harmony between man and nature, coexistence and prosperity. Therefore, it can have a strong role in promoting the development of ecological economy and promote the role of the future development trend.

3. The role of green marketing in the development of ecological economy

Most theories of marketing refer to economics. Green marketing, an emerging marketing model, can also be viewed from the

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perspective of economics. Economic analysis can help us have a deeper understanding of the inner links between economy, society and green marketing.

3.1 The role of marketing in the market economy system

With the continuous development of the economy and the continuous progress of technology, the marketing model is constantly changing. We understand that marketing has a great role in promoting the development of the ecological economy. The ultimate goal of economic development is to maintain a long-term balance between society, enterprises and even individuals in many aspects, and marketing needs to meet the needs of consumers on the premise of ensuring the interests of enterprises. Therefore, economic development and marketing activities have the same goals. Economic growth should not be accelerated indefinitely, but should be sought. This speed should be established on the basis of the national economic macro balance, while maintaining this balance [1]. This balance emphasizes that economic development is a sustainable development of mankind. The process of coordination is also a process of gradual realization. And this process can also be regarded as a social situation. The traditional view is that the purpose of marketing is only to adjust the economic balance between producers and consumers. However, in contrast to the current macro environment, the social environment, economic development and marketing are constantly being strengthened, and marketing also assumes important social responsibilities, such as: solving the unemployment problem, ensuring labor conditions, retraining and education of employees in management institutions, Collect collective members to participate in the enterprise management process to ensure, protect and improve ecological and economic indicators.

3.2 Consumption of scarce resources is a combination of marketing and economics

The situation of the two disciplines of integrated economics and marketing, both of which have been studied in greater depth in the area of resource scarcity (see figure 2-1).

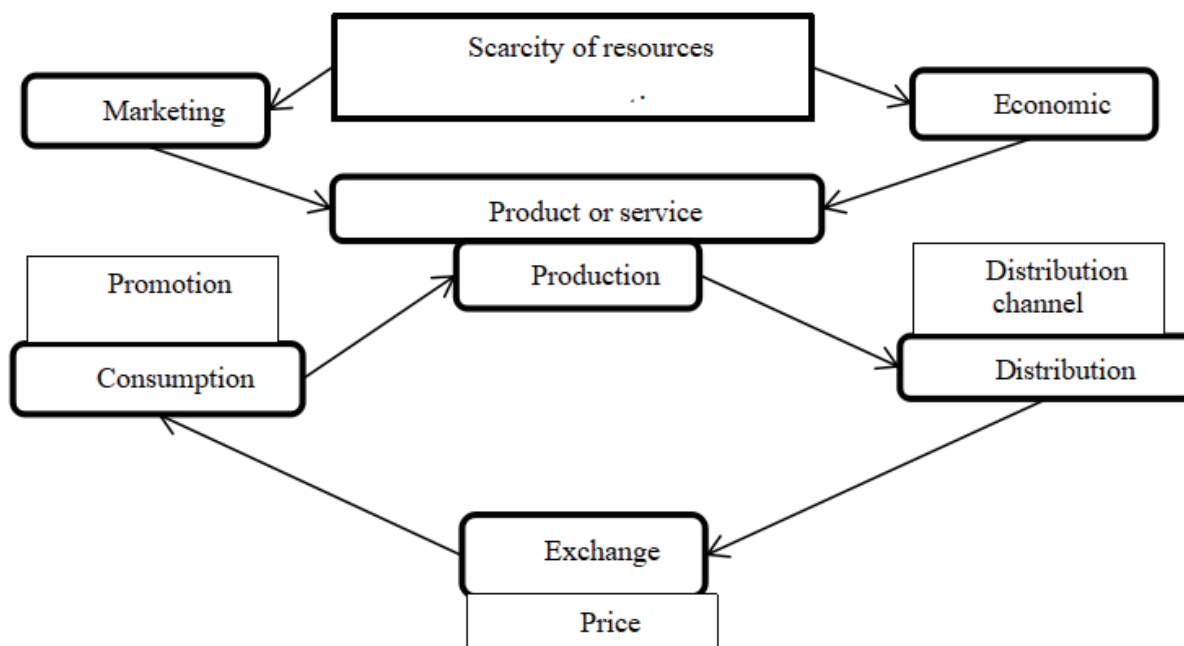


Figure 2-1. Economic-Marketing System

Some resources are limited, so we cannot develop the economy and science and technology at the same time, we cannot develop scarce resources without control, but must consider the optimal allocation of resources in order to achieve the goal of sustainable development, in the development of the economy at the same time to strengthen the protection of the economy. In other words, the government, enterprises, individuals and so on in the consumption of resources at the same time must consider the scarcity of resources. Green marketing can have different degrees of influence on the whole process from resource development to consumption. In the initial production to the final consumption of many different economic links of the operation, marketing of the four steps of the initial product, and even the final product to the market, to promote to customers also play an indispensable role, and this process is also the process of resources from development to consumption.

In addition, the economic cycle can determine the flow of resources at a macro level, but marketing needs to be targeted at different links to the need for a reasonable allocation and adjustment of resources. In the production phase, marketing can determine what kind of products and services to provide in response to the needs of consumers, and thus more detailed allocation of resources, so as to avoid unsymulation of resource development. In the final stage of consumption, promotion can not only promote consumption-driven economy, can guide the trend of consumption in the market and demand trends, but also from the impact of consumer choice and overall awareness, so that consumers have a correct understanding. Because consumption is the ultimate goal, and other links serve that end goal, economics and marketing must study consumption from different perspectives[2].

In the case of underdeveloped market economy, enterprises face a relatively single market environment, enterprises can launch

market activities are relatively simple, enterprises to make major business decisions do not need to rely on complex marketing and cumbersome market research, but need to be collected from business activities or simple market research to assist in the analysis and make a final decision. With the deepening of China's economic system reform and the more and more mature market economy system, many aspects of the market will be more and more extensive. The market activities and business scope of various enterprises are also expanding day by day, the behavior of enterprises will be market-oriented, and the concept of green marketing will also have an impact on their economic decision-making, thereby stimulating ecological economic development. The so-called marketing-oriented enterprises are not simply based on sales to determine the output of enterprises.

4. Conclusion

In summary, green marketing is different from ordinary marketing. It combines many factors on the basis of ordinary marketing, such as social environmental benefits and market economic trends. It is a process leading to sustainable development and its main purpose. Business opportunities can be obtained even in the case of resolving environmental crises, driving economic development, achieving the goal of maximizing corporate profits and increasing consumer satisfaction, while achieving harmony between man and nature, coexistence and common prosperity. In today's social development, people's demand for social green is increasing and their attention is increasing year by year. People's green consumption awareness is getting stronger and stronger. The government has also implemented a number of environmental protection measures. In this general environment, the decision of enterprises to implement green marketing is an opportunity but also has multiple risks. The implementation of green marketing for different enterprises must also fully consider its duality and the enterprise's risk tolerance. Therefore, enterprises should introduce before green marketing, analyze your own internal and external environment, and then choose the correct green marketing strategy.

From this we can know that green marketing is the general trend of the current market development. Whether it is for society, enterprises, consumers, etc., it has different degrees of benefits, and it is of great significance to the development of ecological economy, but the same He is also a new thing, so there are many problems, which also require the joint efforts of the whole society to overcome. Finally, in order to promote the further development of green marketing in our country, we propose the following suggestions: First, the government can actively adopt government intervention in solving externalities. These government interventions can be embodied in many aspects, but also recognize the importance of "green" to its business activities, so as to consider its impact in many aspects such as production, management, and operation. Factors can improve product competitiveness and help companies occupy the commanding heights of market competition. While obtaining considerable profits, they can also promote the development and promotion of ecological economy.

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