

Problems and Countermeasures of Green Marketing in Enterprises

Jingzhe Zhao*, Xiaolin Zhu and Min Li

School of Business Administration, Liaoning University of Science and Technology, Anshan
114051, China

*3023118826@qq.com

Abstract

In recent years, with the popularization and application of green marketing concept in the international market, Chinese enterprises have gradually implemented green marketing. However, compared with developed countries, the development of green marketing in China is not perfect. This paper makes a brief analysis of the current situation of enterprise green marketing, studies and analyzes the problems existing in enterprise green marketing from three aspects, sorts out a series of feasible countermeasures, and makes a summary at the end of the article.

Keywords

Enterprises, Green Marketing, Problems and Countermeasures, Green Consumption, Green Products.

1. Introduction

With the continuous introduction of the concept of national sustainable development, the concept of green environmental protection is deeply rooted in the hearts of the people, and more and more people begin to pay attention to green development. Enterprises gradually realize that they begin to implement and attach importance to green marketing, and consumers' awareness of green consumption is also awakening. The so-called green marketing refers to the operation and sales activities that enterprises use marketing tools to meet the current needs of society and consumers on the condition that they will not damage the future needs of human beings and their descendants. Green marketing is also an enterprise in the traditional marketing based on the business philosophy of environmental protection as its business philosophy.

2. Current Situation of Green Marketing

Nowadays, more and more enterprises to protect the earth's ecological environment and the requirement of the sustainable development of The Times and use the concept of green marketing, but as a result of green marketing concept to enter the Chinese time is late, so that our country enterprise for green marketing related theory is unfamiliar, lack of experience in the process of implement, make our country enterprise green marketing there are some issues still unresolved. Only when these problems are solved in a timely manner can enterprises better combine their interests with ecological and environmental protection and truly realize green marketing.

3. Problems Existing in Enterprises' Green Marketing

3.1. Lack of Government Policies to Support the Development of Green Marketing

According to the survey, the application of green marketing in China started from food enterprises. At that time, the state and government advocated enterprises to produce green food, such as pollution-free organic vegetables. Later, with the gradual improvement of the international community's requirements for green production, other types of enterprises in China began to apply green development to production and operation in recent years. However, compared with some developed countries, the Chinese government lacks the encouragement policies for enterprises to develop green marketing, and has fewer convenient conditions to promote enterprises to implement green marketing. The laws and regulations related to enterprise green marketing are not perfect, which will restrict the development of enterprise green marketing in our country to a certain extent.

3.2. The Green Marketing Awareness of Enterprises is Weak

Nowadays, with the gradual improvement of people's awareness of environmental protection, green marketing has set off an upsurge in the world. However, most of China's enterprises implement green marketing in line with the development of economic society and the trend of the times. Therefore, the concept of green marketing is not enough to grasp, and the awareness of green marketing is relatively weak. The specific performance is that in recent years, the impact and pollution caused by the production of enterprises on the ecological environment has always existed. Chinese enterprises have not really thought about the realization of "green" from the aspects of product design, development, production and logistics. Most of the enterprises still operate with the concept of green marketing, but there are some deviations between the actual practice and the green marketing.

3.3. Consumers' Green Consumption Concept has not been Fully Popularized

Although the concept of green marketing and green consumption is gradually popularized in the life of Chinese consumers, consumers' awareness of green products is also increasing at a certain proportion. However, consumers in the second and third-tier cities in China have relatively weak green awareness and relatively weak ability to identify, select and distinguish green products. In fact, consumers' green awareness will affect the formation of consumers' green consumption concept, and the formation of consumption concept and the intensity of consumption concept will affect their purchase behavior, and to a certain extent, affect the implementation and development of enterprises' green marketing. The reasons why consumers' concept of green consumption has not been fully popularized may be due to consumers' low pursuit of life quality, lack of awareness of environmental protection and low level of awareness of green products.

4. Development Countermeasures of Enterprise Green Marketing

4.1. The Government should Provide Support for Enterprises' Green Marketing

In the process of enterprise development and operation, the government often takes on an important mission. The government plays a role of macro-control, leading and promoting in the process of enterprise operation. Therefore, the policy support provided by the government is an indispensable part to ensure the good development of green marketing of enterprises in our country. The government can formulate relevant laws and regulations to encourage enterprises to conduct green marketing and ensure the orderly implementation of green marketing. The government should also provide some support to enterprises carrying out green marketing, such as financial subsidies and technical, information and talent support, because the effective

support provided by the government can greatly promote the development of green marketing for enterprises. In addition, the government should severely crack down on some enterprises that operate in the name of green marketing, green production and green processing, but actually violate the requirements of sustainable development in their operation process, so as to ensure the smooth and efficient green development of enterprises.

4.2. Enterprises should Strengthen their Awareness of Green Marketing

In order to truly realize the green development of enterprises, achieve the green marketing of enterprises, and better deepen the requirements of sustainable development, enterprises should first strengthen the awareness of green marketing, set up the concept of green marketing. Enterprises should often carried out in internal training, seminars and other activities, through these activities share case for the sustainable development of enterprises and the environment, discusses the relationship between enterprise management and environmental protection as well as the necessity of enterprise green management, to ensure that all employees to realize enterprise management should be based on environmental protection, and improve enterprise overall sense of green marketing. As for the implementation process of green marketing, enterprises should formulate their green operation plans according to the green marketing methods and methods, start with every aspect of products and services, implement the principle of green development, and ensure that it meets the requirements of green development.

4.3. Improve Consumers' Green Consumption Concept in Various Aspects

There is a certain relationship between the formation of consumers' green consumption concept and the development of enterprises' green marketing. The comprehensive popularization of consumers' green consumption concept is a major prerequisite for the sound development of enterprises' green marketing. Therefore, in order to increase consumers' green consumption idea, which can be carried out from the following aspects: firstly, governments, enterprises, institutions and schools and other organizations should residents of our country ecological environment protection, green consumption and green living knowledge education and popularization, let more people know and buy green products. Secondly, traditional media and new media can be used to organically combine to publicize the relationship between ecological environmental protection and green consumption, and introduce relevant knowledge of enterprises' green marketing, so as to improve consumers' green consumption concept. Finally, when producing products, enterprises can print the benefits brought by their green marketing on the packaging of products and publicize them to the majority of consumers, so as to improve consumers' attention and recognition of green products.

In short, enterprise green marketing is a prerequisite and foundation to realize sustainable development and protect the earth's ecological environment. If an enterprise wants to implement and carry out green marketing smoothly, it not only needs the joint efforts of the state, society and individuals, but also needs the enterprise itself to repeatedly study and design all aspects of its production and operation, so as to truly achieve green marketing. In addition, enterprises should constantly reflect on the implementation of green marketing and find out the existing problems and countermeasures. Only in this way can we better realize green marketing, achieve the requirements of sustainable development, and make a contribution to the protection of the earth's ecological environment.

References

- [1] Li Xiujuan. Green Marketing: New Strategy of Enterprise Marketing [J]. Jiangsu Business Theory, 2003, (4): 112-113. (in Chinese)

- [2] Wan Mingxian. Problems and Countermeasures of Enterprise Green Marketing [J]. Cooperative Economy and Technology, 2019, (19): 76-77. (in Chinese)
- [3] Wu Junjie. Problems and Countermeasures of Green Marketing in Chinese Enterprises [J]. Ecological Economy, 2010, (12): 129-131, 162. (in Chinese)
- [4] Lei Jun. Analysis of Problems and Countermeasures of Enterprises' Green Marketing [J]. National Business· Theoretical Research, 2016, (34): 3-4. (in Chinese)
- [5] Li Xun. Discussion on problems and Countermeasures of Enterprises' Green Marketing [J]. China E-commerce, 2011, (4): 15-16. (in Chinese)