

# CHINA'S ENVIRONMENTAL PROTECTION PRODUCT MARKETING

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Since the 1990s, with the increasing severity of global environmental problems and the increasing awareness of environmental protection, a "green revolution" has appeared in the world. As the product

of the “green revolution”, environmental marketing has attracted more and more people’s attention, and has been developed rapidly.

Environmental marketing is developed on the basis of traditional marketing. It is a new marketing concept put forward to realize the sustainable development of human beings under the conditions of the rapid development of modern science and technology, the deteriorating ecological environment and the threat of human survival.

From the perspective of environmental protection, environmental marketing emphasizes that enterprises are in the process of product design, production, packaging, transportation and sales, and should pay attention to the pollution control from the source to ensure the green nature of products.

Because environmental pollution is caused by human activities, enterprises must first consider the impact on the environment in environmental marketing. According to traditional marketing, marketing is a kind of exchange of products or services. It takes consumer demand as the starting point and meets consumer demand through design, production, sales and other activities. However, in the modern society, the economic development and market competition are increasingly fierce, the traditional marketing concept can not meet the needs of enterprise development and consumer needs, enterprises to survive and develop must change the traditional marketing concept. Environmental marketing takes products and services as its starting point, and meets consumer needs through the development of green products and services. Therefore, enterprises must take the sustainable use of resources as the premise, and take environmental protection as an important task into the strategic planning of enterprises. To achieve this goal, businesses must continue to develop green products and services. Green products refer to the products or services that can minimize the environmental impact in the process of design, production, packaging, transportation and sales. Green products should be characterized by safety, environmental protection, practicality and economy. Green products should not only reduce pollution in raw materials, but also adopt clean production technology as much as possible; use recyclable or biodegradable materials in packaging, avoid non-degradable materials in transportation; and use new energy and energy saving appliances as much as possible in sales.

From the perspective of consumers, consumers have a natural interest and a strong demand for the green environmental performance of products.

According to an EPA survey, 83 percent of consumers want the products they buy to meet “green” standards, which are called “green requirements” In addition, consumers want the product itself to be environmentally friendly, which can be reflected in their requirements for product performance, style and price. Because, with the continuous development of social economy, the continuous improvement of people’s living standards, the product itself has put forward higher requirements. In the past, consumers bought goods for use value, but now they pursue more of the added value that goods can bring. Therefore, the product should meet the environmental protection standards, with green performance, which is the “green requirements” to be emphasized in the concept of environmental marketing [1].

In addition, consumers want the product to meet their special needs. For example: When buying a car, in addition to paying attention to whether the vehicle itself has sufficient power, fuel consumption and other basic performance, also pay attention to whether the car has environmental protection performance and safety performance. When buying refrigerators, we should not only pay attention to whether the product is energy-saving and environmentally friendly, also pay attention to whether the product itself has high enough preservation, freezing ability. When buying air conditioning, we not only pay attention to whether the air conditioning is energy saving, environmental protection and safety performance, also pay attention to whether the noise generated by the air conditioning causes interference to the surrounding residents. When buying a computer, I not only care about whether the product itself is energy saving, environmental protection and safety performance, also pay attention to whether the product itself can provide the function can meet the psychological needs of consumers. When buying washing machines, we not only pay attention to whether the product itself is energy saving, environmental protection and safety performance, also pay attention to whether the noise generated by the washing machine causes interference to the surrounding residents. It can be said that consumers’ demand for green products is diverse.

In addition, consumers will also consider the coordination of the product with its surrounding environment when buying. For example, the

lighting effect and lighting quality, the style, the color and texture, the furniture, the nutritional value and the safety, the fashion and comfort, and the durability, style and quality of household products.

From the perspective of enterprises, when enterprises carry out environmental marketing, they must take the social interests and the interests of consumers as the starting point, and realize the interests of enterprises and the interests of consumers as the purpose.

Social interests mean that the activities of enterprises should be conducive to the development of social economy. The goal of enterprise activities is to provide high-quality and efficient products and services for the society. At the same time, all the activities of enterprises should be conducive to the protection of the environment and meet the growing environmental needs of consumers. When carrying out environmental marketing, enterprises should pay attention to the following two aspects: From the perspective of enterprises, when enterprises carry out environmental marketing, they must take the social interests and the interests of consumers as the starting point, and realize the interests of enterprises and the interests of consumers as the purpose.

Social interests mean that the activities of enterprises should be conducive to the development of social economy. The goal of enterprise activities is to provide high-quality and efficient products and services for the society. At the same time, all the activities of enterprises should be conducive to the protection of the environment and meet the growing environmental needs of consumers. When carrying out environmental marketing, enterprises should pay attention to the following two aspects [2].

First of all, we should take the interests of consumers as the starting point, take into account that the interests of consumers are the starting point and end-result of all corporate behaviors, and provide consumers with satisfactory, safe, convenient and economic products and services, which is the purpose of enterprises to carry out environmental marketing. Therefore, enterprises should carry out environmental marketing, and should try to use products and methods conducive to the protection of ecological environment and human survival and development needed for resources and energy, and strive to reduce the damage of enterprises to the natural environment. For example, resource consumption and waste discharge should be minimized in the production process; the recycling of waste and harmful substances should be emphasized;

excessive packaging should be avoided in the use process of packaging materials; the damage to natural resources and ecological environment should be avoided or reduced in the production and operation process; and the damage to human resources should be minimized in the production and operation process.

Secondly, enterprises in environmental marketing should take the social interests as the starting point, that is, to take into account the relationship between the enterprise's own interests and social interests. If enterprises do not consider their social interests and blindly pursue their own interests regardless of their social interests, it will inevitably lead to the loss of the interests of the whole society. This requires enterprises to deal with the relationship between themselves and the society, consumers and the natural environment when carrying out environmental marketing. For example, products and methods conducive to protecting the ecological environment should be used as much as possible; excessive packaging should be avoided in the sales process; excessive packaging should be avoided as much as possible when using materials; and damage to human resources and natural environment should be reduced in the production and operation process.

The purpose of environmental marketing is to better meet the needs of consumers and better safeguard the interests of consumers. It is not simply to meet the needs of consumers, but to create a new demand that can adapt to the needs of consumers. This new need includes:

1. Environmental product requirements. The so-called environmental products refer to the goods that can meet the requirements of consumer ecology, environmental protection and health, adapt to the environmental conditions, have certain functions, and can provide convenience for human life. Specifically, it refers to items that can improve people's life quality and are benefits to the ecological environment, reduce the risks of human health, have a certain service life, meet the product function and the purpose of use, and serve the purpose of meeting human needs.

2. The so-called environmental service refers to meeting people's requirements for ecological and environmental conditions, but also meeting people's spiritual, cultural and artistic needs, providing people with physical and mental pleasure, spiritual enjoyment and self-realization. Specifically, it refers to the items that can bring satisfaction and pleasure to human beings, and have a beneficial impact

on human physical and mental health, such as information exchange, leisure and entertainment, sports and fitness and other items.

3. Green image needs. The so-called green image refers to the products and services that meet the requirements of ecological and environmental protection, have a good social image and public recognition, and can produce good economic effects. The purpose of environmental marketing is to guide production and operation activities through consumer demand, to safeguard the interests of consumers; to realize the interests of consumers through the behavior of production and operation; and to meet the ecological environment protection requirements of consumers by providing green products and services and to safeguard the interests of consumers.

Generally speaking, environmental marketing is a kind of marketing thought with consumers as the center, protecting consumer ecological environment as the goal, and improving enterprise economic benefits, social benefits and ecological benefits as the core. It emphasizes that enterprises should develop products, develop marketing strategies, and organize production and sales activities according to marketing needs.

### *References*

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