

Research on the Current Situation and Countermeasures of Green Marketing of National Network E-Commerce

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Abstract. In recent years, with the rapid development of science and technology in China, the marketing mode in various fields has gradually changed, especially the development of e-commerce marketing. Under the situation that the major enterprises constantly update their marketing ideas and optimize their marketing strategies, green marketing has emerged as a new marketing type. In 2016, as a new start-up in the e-commerce industry, green marketing has emerged as the times require. National network e-commerce with the initial state network mall platform, but also in the trial stage of the e-treasure platform started the process of entrepreneurship, and gradually completed the construction of the major platforms, a short time to open up their own market. Under the strategic guidance of sustainable development, national network e-commerce enterprises choose green camp To a great extent, the marketing mode accords with the change of the market development trend and satisfies the green consumption demand of the market.

1. Introduction

Under the situation of changes in energy Internet reform, new technology models are constantly emerging, and market formats have undergone tremendous changes, which have greatly promoted the development and optimization of traditional energy companies. Compared with competition in other traditional fields, the market for energy e-commerce has a large space for development and there is more room for rebuilding. In such a large environment, state-owned e-commerce has gradually become an important force affecting the transformation of the national grid energy Internet.

2. Green marketing concept

The goal of green marketing is to achieve economic benefits, integration of consumer needs and environmental benefits by promoting sustainable development based on scientific and normative principles. This means that the system develops other market-based switching products that use value to meet market demand. The definition emphasizes that the main goal of green marketing is sustainable development. The principle of achieving this goal is to focus on the unity of economic interests, consumer needs and environmental interests.

3. SWOT Analysis of State Grid E-commerce Green Marketing

3.1 Advantage analysis

(1) There are many types of green products for state-owned e-commerce; State Grid e-commerce now has nine e-commerce platforms, all designed and developed by State Grid e-commerce, covering a wide range of content. The comprehensive construction of the nine platforms has realized a new mode of green energy consumption with electricity as the core, and played a role in the basic energy allocation of the national grid e-commerce, meeting the deep energy needs of

power customers, driving the consumption upgrade of electric energy substitute products, and cultivating new markets. The format promotes the structural reform of the green energy sector and supports and promotes the energy revolution in China.

(2) State Grid e-commerce has a strong sense of green environmental protection and encourages green management; State Grid e-commerce implements national energy strategy, air pollution prevention and energy conservation and emission reduction policies, and accelerates the development of green industries. In addition, State Grid e-commerce has also established a comprehensive green management model.

(3) Large economies of scale; State Grid E-Commerce is a wholly-owned subsidiary of State Grid Corporation with a registered capital of 1 billion yuan. The annual investment in the development of green products is about 200 million yuan. This shows that state-owned e-commerce pays attention to green marketing.

3.2 Disadvantage analysis

(1) The total customer base is small and the group is relatively single; The customer base of State Grid e-commerce is mainly for mid-to-high-end consumers. Most of these consumers have rich income, high social status, and strong spending power, but the relative total consumer groups are small.

(2) Insufficient development of green products leads to complicated user operations; State Grid e-commerce lacks a unified platform for management, resulting in complex user financing processes and greatly reduced efficiency.

(3) The construction of green marketing channels is imperfect, resulting in higher procurement costs; The current purchase of state-owned e-commerce is not standardized enough, and the procurement cost is relatively high. At present, it is still in the stage of sporadic procurement. In the procurement process, the management coordination of middlemen is lacking, and the transportation efficiency of green products is greatly reduced.

(4) There are still some shortcomings in the promotion and application of green products, mainly in the following aspects: First, some grassroots units are not directly purchased according to the configuration; Second, the application of e-commerce procurement by various units is not balanced, and the categories have not yet achieved full coverage; Third, the current category expansion is mainly through the communication and promotion of the State Grid E-commerce Company and each unit, and the expansion effect is limited.

(5) Green products are expensive and cannot expand market share; The current green products of State Grid e-commerce are currently aimed at mid-to-high-end consumers, so they adopt a high-priced, high-profit strategy. This strategy can bring higher profits to state-owned e-commerce in a short period of time, but In order to develop in the long run, it is necessary to continuously develop green products, appropriately reduce the pricing of products, and strive to attract more consumers at relatively reasonable prices.

3.3 Opportunity analysis

(1) Green marketing has achieved initial success and brought considerable economic benefits. State Grid E-commerce Company has seized the opportunity of deep integration of power grid and Internet development, closely focused on the development goals of the new era, serving the transformation and upgrading of the main grid industry, supporting the construction of modern service systems and opening up Strategic emerging business, with new foothold and fast success, promotes the coordinated development of e-commerce and financial technology, and comprehensively builds nine platforms, and comprehensive green benefits are rapidly emerging..

(2) Encourage green marketing in government policy; At present, the government's environmental awareness has gradually increased, green marketing has been supported by clear laws and regulations, and the corresponding management system has been continuously improved. This has established a good external environment for the green marketing of State Grid e-commerce.

3.4 Threat analysis

(1) Market competitor; As an emerging Internet company, State Grid E-commerce has a large gap in terms of professionalism and economic scale compared with some traditional software companies. At the same time, State Grid e-commerce is also slightly behind in green marketing concepts.

(2) Potential competitors; With the advent of the Internet era, potential competitors of state-owned e-commerce companies have increased.

(3) An increase in alternatives; At present, there are more and more green products in the market. For example, in terms of travel, Guowang.com is an emerging service platform and is still in the development stage. Compared with the well-known travel green products in China, there is still a big gap.

4. Mutual network e-commerce green marketing strategy

4.1 Vigorously develop green products

In the process of marketing of the major platforms of State Grid e-commerce, the marketing strategy has gradually moved from product promotion to product development, and each platform gradually develops green products. State Grid e-commerce should firmly grasp the green energy of the State Grid, transform opportunities for service providers, gradually deploy a comprehensive green energy ecosystem, and build an energy Internet infrastructure for the market side. Compared with ordinary products, green products are more in line with the requirements of human ecological environment protection, and increase the development of green products, which has a positive effect on maintaining the coordination of ecological benefits and economic benefits.

4.2 Optimize green marketing channels

State Grid e-commerce mainly provides e-commerce sunshine procurement services for government and enterprise users. State Grid e-commerce will deploy the procurement results determined by sourcing source through the centralized procurement to the procurement area through the centralized procurement. The demand department will purchase the company needs to be purchased in the special area. The supplier delivers and fulfills the contract according to the order. Currently, 11 categories including sporadic materials, agreement stocks, auxiliary materials, energy-saving materials and production vehicles have all been included in the procurement scope. By integrating resources, optimizing the process, subverting the situation of scattered procurement costs of sporadic materials, and improving the support capacity and response speed of material supply to the development of national grid e-commerce and power grid construction.

In the marketing process, the State Grid e-commerce business should rely on the company's rich customer, industry, channel and other resources and the advantages of the Internet platform to provide customers with new energy-saving services such as smart electrified goods and new energy vehicles. We will steadily and steadily work hard to build a system of compliance, cooperation, openness, and win-win cooperation, and strengthen strategic partnerships with domestic brands to ensure customer service experience.

4.3 Reasonably set the price of green products

The development of the price of green products or services of state-owned e-commerce companies needs to consider two factors, one is the nature of green products or services themselves, and the other is the psychological positioning of consumers for prices. Reasonable pricing will enable green products to gain a larger consumer base and broaden the development space of state-owned e-commerce. From the perspective of the nature of green products, different products have different characteristics, and the green consumption functions provided by customers are also different. Therefore, in the production process, the State Grid e-commerce should determine a reasonable price strategy based on the different uses and needs of the products; From the perspective of customer psychological price positioning, with the increasing number of energy e-commerce customers, state-owned e-commerce should be divided into market segments according to market

development, and targeted according to different consumption concepts of consumers in different regions. The price strategy, so that the different needs of customers can be met, improve the profitability of the company, and maximize the market share.

5. Conclusion

At present, the environmental problems faced by people are becoming more and more serious. The path of sustainable development of human society has become the current social consensus for the realization of ecological civilization. Under the guidelines for building a green home, the company's green marketing strategy has become an effective channel for realizing ecological civilization. At present, international environmental protection activities are becoming more and more frequent, and the masses are gradually increasing their green consumption. Green marketing has become an inevitable choice for enterprises to maintain long-term development in the era of ecological civilization. It is of great practical significance to study the theory and practice of green marketing. At the same time, green marketing plays an important role in promoting the coordination of social and economic benefits and the ecological environment. It transforms the green marketing model from the traditional commercial field to the e-commerce field, which plays a certain role in the development of the e-commerce industry and social progress. positive effects.

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