



A Brief Overview of the Relationship between Green Ecological Economy and Political Marketing Competitiveness.

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ABSTRACT

In today's era of rapid economic development, ecological and environmental protection is an issue that can not be ignored. In particular, the emergence of a new global economic phenomenon, namely "green" ecological economy, has led to the formation of new branches of knowledge, such as "environmental management", "environmental (organic) marketing" and so on. The overall role of safety and import substitutes in the organic consumer goods market, especially in the food packaging market, has been strengthened. The purpose of this work is to study the theoretical and methodological aspects of "green ecological economy" and marketing and their relationship. To obtain a large number of practical data on organic food consumer behavior and its relationship with the packaging of these products. The author conduct a comprehensive interdisciplinary research on the food market by using the method of monograph research, and conduct a field research by using the comparative analysis method.

Keywords: *ecological economy, Global trends, China's green economy competitiveness, Evaluation criteria.*

1. INTRODUCTION

In today's era of rapid economic development, ecological and environmental protection is an issue that can not be ignored.

The so-called green marketing means that enterprises take the concept of environmental protection as their business philosophy, green culture as their value concept, eliminate or reduce the damage to the earth's ecological environment as the center, and meet the green consumption of consumers as the starting point to create and explore market opportunities, And take appropriate marketing means to obtain profits and seek development of a marketing concept and marketing strategy "Its core is how to make the marketing activities of enterprises pay more attention to environmental protection; its essence is to select and determine the marketing mix strategy on the basis of taking into account the dual requirements of environmental protection and social morality; its specific content is to develop green and healthy products, implement green design, implement cleaner production, adopt green packaging, dispose of waste, and strictly abide by the environmental protection policy with the

support and objectives of green technology: Green relationship, Green market, Green society and green economy Safeguard measures and systems, improve efficiency.

Low energy consumption product production and marketing "It overcomes the disadvantages of traditional marketing in one-sided pursuit of the balance between enterprise interests and customer interests, and begins to turn the perspective of marketing to social interests and pay attention to the coordinated development of economy and ecology." Green marketing is a marketing concept guided by social environment. It is a marketing model that actively responds to human ecology and social harmony. [14] "It solves a series of ecological problems such as environmental deterioration and population explosion caused by traditional marketing, but it unilaterally emphasizes social interests, blindly pursues the unity of enterprise interests and ecological environment interests.

Playing the role of independent innovation is not conducive to giving play to the influence of other

stakeholders on enterprise marketing activities. "Harmonious marketing is the transcendence of green marketing, and its core content is how to realize the harmony of interest relations". As a relationship category, interest not only reflects the relationship between man and nature, but also the relationship between man and man, It also dominates and restricts all other relations. "Therefore, harmonious marketing not only studies how to realize the harmony between the economic interests of enterprises and the interests of social environment, but also studies how to realize the harmony between enterprises and all other stakeholders. [20] It is a theoretical category that is more comprehensive than green marketing and can better reflect the economic concept of harmonious development."

2.GREEN ECOLOGICAL ECONOMY.

The 2000s was characterized by the dynamic formation of a new market part - "green" economy (e.g. "green economics") in the real sector of the global economy. In the most common form, "green economy" is understood as an economy based on the use of environmental protection and safety technologies. [1] These technologies are particularly suitable for high-tech industries, such as energy, metallurgy and certain types of food production, because modern manufacturing enterprises are forced to use waste to reduce the risk of economic growth and environmental pollution, and also use monitoring equipment and technology and predict the consequences of their operations.

It should be noted that so far, scientists and practitioners have not established a recognized definition of "green economy". [3] For example, a. Steiner⁴ believes that the "green" economy is an economic activity that "increases the well-being of people and society, ensures social justice, and greatly reduces the environmental risks caused by natural poverty", that is, it has two tasks - "contribute to improving the quality of life and living environment with modernization and improving production efficiency". [4] Methods closely related to the quality of life and the ecological state of the environment have also been found in the works of other authors.

However, as you know, the systematization of any knowledge starts from the classification machine, in which the category itself provides the process of knowledge transfer in interdisciplinary and multidisciplinary research. [5] Therefore, the direct result of the emergence of "green economy" is the formation of new branches of humanitarian and environmental knowledge, such as "environmental management", "environmental (organic) marketing", etc. The scientific schools in these fields of activity are in the stage of positive development and formation.

3.MARKETING COMPETITION.

The so-called green marketing means that enterprises take the concept of environmental protection as their business philosophy is a kind of marketing concept and marketing strategy, which takes eliminating or reducing the damage to the earth's ecological environment as the center, meets the green consumption of consumers as the starting point, creates and explores market opportunities, and adopts appropriate marketing means to obtain profits and seek development ".Its core is how to make enterprise marketing activities pay more attention to environmental protection; Its essence is to choose and determine the marketing mix strategy on the basis of taking into account the dual requirements of environmental protection and social morality; The specific content of the research on enterprise marketing behavior based on Harmonious Marketing is based on green technology: Green relationship! Green market! Relying on and aiming at green society and green economy, develop green and healthy products, implement green design and cleaner production, adopt green packaging, dispose of waste, strictly abide by environmental protection measures and systems, and improve efficiency, Low pollution. Low energy consumption product production and marketing "It overcomes the disadvantages of traditional marketing in one-sided pursuit of the balance between enterprise interests and customer interests, and begins to turn the perspective of marketing to social interests and pay attention to the coordinated development of economy and ecology." Green marketing is a marketing concept guided by social environment. [6] It is a marketing model that actively responds to human ecology and social harmony. "It solves a series of ecological problems such as environmental deterioration and population explosion caused by traditional marketing, but it unilaterally emphasizes social interests, blindly pursues the unity of enterprise interests and ecological environment interests. Playing the role of independent innovation is not conducive to giving play to the influence of other stakeholders on enterprise marketing activities. "Harmonious marketing is the transcendence of green marketing, and its core content is how to realize the harmony of interest relations". [9] As a relationship category, interest not only reflects the relationship between man and nature, but also the relationship between man and man, Therefore, harmonious marketing not only studies how to realize the harmony between the economic interests of enterprises and the interests of social environment, but also studies how to realize the harmony between enterprises and all other stakeholders. [11] It is a theoretical category that is more comprehensive than green marketing and can better reflect the economic concept of harmonious development.

4. THE RELATIONSHIP BETWEEN GREEN ECOLOGICAL ECONOMY AND MARKETING COMPETITION.

Since the 1990s, the domestic and foreign marketing academic circles have put forward a series of topics worthy of in-depth research, including green marketing, Sustainable marketing, Internal marketing, Marketing strategic alliance, Virtual marketing, Seamless marketing, [15] Relationship marketing, Experience marketing and other contents and problems in marketing practice "the contents contained in the above categories are analyzed around the coordinated development of enterprise and natural environment, enterprise interior, enterprise and consumers, enterprise and competitors, enterprise and stakeholders, enterprise and the public.

"This shows that modern marketing such as harmonious marketing and green marketing! Relationship marketing are consistent in marketing purpose, object and research focus". They all require enterprises to implement win-win, Win-win principle, coordinate and integrate enterprise and nature! The relationship between enterprises and social groups "then, what is the theoretical criterion or internal logic of coordinating and integrating the relationship between enterprises and nature. [12] What is the relationship between enterprises and social groups? Many scholars in the theoretical circle believe that its theoretical criterion or internal logic comes from harmonious marketing". In other words, harmonious marketing is the correct treatment of enterprises and nature. The basic concept and basic strategy of the relationship between enterprises and social groups "it can be seen that harmonious marketing not only inherits the basic connotation of modern marketing, but also further develops modern marketing such as green marketing! Relationship marketing, and is an inclusive and expansive theoretical category".

Relationship marketing takes system theory as the basic guiding ideology, places enterprises in the social and economic environment, investigates the marketing activities of enterprises, and believes that enterprise marketing is a relationship with consumers, competitor. [22] Supplier, The interactive process of distributors "correctly handling the relationship with these individuals and organizations is the core of marketing and the key to the success or failure of enterprises". The guiding ideology of relationship marketing is how to make users become their own long-term customers and jointly seek long-term strategic development, Its core is to establish a continuous relationship between consumers and enterprises. "It overcomes the disadvantages of the original transaction marketing, which pursues the maximization of each transaction profit and only pays attention to short-term transactions, and begins to shift the perspective of marketing to the establishment, maintenance and promotion of the relationship between

enterprises and customers." it can be said that relationship marketing is a great progress of marketing theory, It is a strategic idea with the establishment of customer relationship as the core. "Although the research perspective of relationship marketing is gradually expanding, it has not formed a complete theory that can identify and integrate all the influencing factors in the enterprise's environment." it only focuses on the research of groups with market trading or economic relations with enterprises, and does not fully realize that in addition to these groups, There are also some groups that have an important impact on the marketing of enterprises.

5. CONCLUSIONS

So, these groups may not have a direct market transaction relationship with enterprises, but they play an important role in the success or failure of enterprise marketing activities, such as the public, Media, Natural environment and other "some public may not directly buy the products of the enterprise, but they will implement the impact on these potential customers through the conversation with the potential customers of the enterprise's products, and ultimately affect the marketing performance of the enterprise", The influence of media on enterprise customers is self-evident. "Harmonious marketing is different from the existing customer-oriented relationship marketing. It is stakeholder oriented and focuses more on the relationship between the enterprise and all stakeholders, so that the research perspective of enterprise marketing can be extended to all stakeholder groups other than customers and create economic, social and environmental values for them", The marketing activities of enterprises have expanded from only paying attention to customer groups to all stakeholder groups, and from only caring about market relations and economic relations to non market and non economic relations. "It can be seen that harmonious marketing is a more comprehensive and systematic theoretical category than relationship marketing.

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