

# The Analysis of Enterprise Marketing Mode Construction under the Background of Low Carbon Economy

Jie DONG

Inner Mongolia University of Finance and Economics, Huhehaote, 010051, CHINA

**Abstract:** Nowadays the world are in the development of low carbon economy, then enterprise marketing mode will have very big changes under the background of low carbon economy, followed with the low carbon marketing accordingly. This paper will detail the innovation and developing trend of the enterprise marketing mode under the background of low carbon economy, the analysis of core elements to promote enterprise marketing under the background of low carbon economy and the build path of enterprise marketing mode under the background of low carbon economy.

**Keywords:** Low Carbon Economy; Enterprise; Marketing Mode

## 1. Introduction

Nowadays, the world that people need to survive has suffered great damages in the process of previous economic development, which leads to a serious environmental pollution and energy crisis on the earth. This basically is that people in the past did not pay attention to the sustainable development strategy (namely the low carbon economy mode) during the development of economy. Nowadays, along with the frequent natural environment disasters such as abrupt change of climate, people have gradually realized the importance of developing low carbon economy. So now all countries in the world are actively developing low carbon economy. Low carbon economy is to reduce the use of high carbon energy such as coal and oil through technical innovation, industrial transformation, the development of new energy and other means under the guidance of the concept of sustainable development, so that it can effectively reduce the emissions of greenhouse gas and make the people protect the environment in the process of economic development to the utmost. Enterprise, as the economic subject in the society, will use more energy in the process of the development of the enterprise. Then under the background of low carbon economy how to make enterprise successful transition to avoid the use of high carbon energy to a greater extent is the country should pay more attention to. Of course, after transformation the enterprise is to change the marketing mode. After enterprises construct the marketing mode accord with the low carbon economy, it will not only win over the enormous economic benefits for themselves, but also promote the sustainable development of social economy and protect the environment in which people live.

## 2. The Innovation and Developing Trend of the Enterprise Marketing Mode under the Background of Low Carbon Economy

Under the background of low carbon economy, as a social economic subject enterprise is faced with new challenges. How to do a good job of marketing under the background of low carbon economy becomes the key to the development of enterprise. The traditional production is accord with the demand of people, so it is easy to marketing. But the thing that the enterprise pays attention to under the background of low carbon economy will not be to produce any product, but how to sell products. Therefore under the background of low carbon economy the enterprise is faced with the larger marketing challenges. We will detail the innovation and developing trend of the enterprise marketing mode under the background of low carbon economy as following.

### 2.1. The Innovation of the Enterprise Marketing Mode under the Background of Low Carbon Economy

Marketing mode is the key to develop the economy for enterprise. The enterprise's marketing mode determines the development direction of enterprise. In the traditional process of production, enterprise's products are mainly to satisfy their own profit maximization, rarely consider the needs of consumers and rarely consider the needs of consumers. Then the market will sale according to the products. The emergence of the seller's market is due to the low level of enterprise's production and low consuming ability of consumer, so in this environment the enterprise's marketing mode is quite simple [1]. But with the

development of the market economy, the products are infinite in variety, and enterprises fiercely compete in the limited marketing shares. So there is no greater role for the traditional marketing model, and enterprise's marketing mode is going to have a larger change. Enterprise's marketing mode will not pay attention to how to produce, but will focus on how to sell. Under the background of low carbon economy, the core of enterprise marketing mode will take place great changes. The core of the traditional enterprise marketing mode is in order to make enterprise benefit maximization, but under the background of low carbon economy the core of enterprise marketing mode is in order to make the consumer benefit maximization [2]. Then the enterprise will conduct market research to meet the needs of customers to be reasonable to position the economic value and the applicable people of their products, and then adopt scientific marketing strategy, which can not only achieve the profit of the enterprise, but also meet the needs of the customers.

### **2.2. The Developing Trend of the Enterprise Marketing Mode under the Background of Low Carbon Economy**

Since the 21st century, the most important challenge that people faced is climatic change. In the past developing process of economy, the enterprise is too much use of high carbon energy, and the combustion of high carbon energy will produce damaging gases, eventually lead to climatic change. After the Copenhagen world climate conference held in 2009, the world has become the consensus of developing the low carbon economy, and under the guidance of which mode more and more people begin to pay attention to low carbon consumption. According to the investigation data, 40% of Europeans are willing to buy green food, 70% of Americans and 80% of Germans consider environmental problems during buying products, while 66% of British are willing to pay higher prices to buy green products [3]. This is the change of consumption under the low carbon economy, and enterprise will pay attention to the change of people consumption, and be reasonable to adjust marketing patterns in view of the people consumption change. In the overall background of low carbon economy, enterprise marketing mode in the future will be centered on the sustainable development, and promote energy conservation and emissions reduction, which is also concerned by consumers, and then on which basis adopt the scientific marketing mode.

### **3. The Analysis of Core Elements to Promote Enterprise Marketing under the Background of Low Carbon Economy**

Enterprise pays attention to low energy consumption and low pollution under the background of low carbon economy. Only when the enterprise realizes low carbon mode, can it occupy a certain market share in the future market.

Low carbon model will become favorable factors in the process of future sales for enterprise, and it can make the products of the enterprise get better sales. We will detail the core factors of enterprise sales under the background of low carbon as following.

#### **3.1. The Management of Government Agencies**

It is not enough to entirely depend on the role of the market when enterprises develop low carbon economy and the market also has its limitations. So in order to better promote the low carbon mode of enterprise, it draws on the power of government. Firstly, the government is the authority in the people's understanding, so the government's propaganda will enable more people to accept the low carbon products, and also make a fundamental change in people's consumption views. Once people's consumption views change, the enterprise will be reasonable to improve marketing measures based on people's consumption views, then the enterprise shall implement low carbon mode [4]. Government can not only make enterprise develop low carbon mode by propaganda, but also can restrain enterprise to develop low carbon mode by certain rewards and punishment measures. For the enterprise that implements low carbon mode, the government can lower taxes and implement certain subsidies for the enterprise to make the enterprise better to develop low carbon mode. For the enterprise that does not implement low carbon mode, the government can use legal means to restrain its production process, so as to promote its transition to low carbon mode.

#### **3.2. The Transformation of Enterprise's Own Developing Idea**

During the development of low carbon economy enterprise is role of main body, so in the process of developing low carbon economy the enterprise will transform depending on its own developing idea. In the developing process the enterprise can not only consider their own economic benefits, it also considers social benefits, so that they enterprise can be better to make greater contribution to the development of low carbon economy [5]. Under the background of low carbon economy enterprises need to complete the transformation, and nowadays the government pays larger support for low carbon enterprise. The enterprises should comply with the development of social situation, seize the opportunity and actively develop new technology and new energy, so that they can occupy a larger market share in the future market. In addition, companies can better meet the needs of customers by relying on the product transformation, and customers will buy more products of the enterprise. The enterprises don't need too much marketing to make the enterprise gain greater economic benefits in the process of economic development.

#### **3.3. The Consumption Patterns of Social Groups**

Enterprise products need the consumption of social groups, to change the consumption patterns of different social groups will force enterprises to change mode of production. Too much use of the high carbon energy leads to serious changes to social environment. The environment in which people live appears larger problems, and people gradually realize the impact of the economic development of the enterprise. But people still need to enterprise products in daily life, people will choose the enterprises that perform the development of low carbon economy. The products produced by the enterprises that continue to use the high carbon energy will not be bought by more people, so it can be deadly for the economic development of the enterprise. Social group enterprise to produce the product market, in order to obtain greater economic benefits the enterprise must conform to the consumption of different social groups [6]. Then according to this idea it can make enterprises to develop low carbon economy by changing consumption patterns of different social groups. In order to change the consumption patterns of social groups, it needs to change the traditional consumption ideas. To thoroughly change the traditional way of bad life and consumption, and begin to advocate low carbon consumption play a very important role for the development of the low carbon economy. Once the people's consumption pattern practices the low carbon mode, enterprises will adjust their own industrial structure based on people's consumption patterns to adapt to the needs of people, so as to achieve development goal of low carbon economy.

Under the background of low carbon economy enterprise carries out low carbon marketing can not only rely on part power of the government, enterprises and society, because any part can hardly achieve the goal of enterprise's complete transformation to low carbon economy. Only by combining three aspects of the government, society and enterprises, can the enterprise effectively promotes the development of low carbon economy, thus it can make the enterprise gain greater economic benefits, at the same time, the environment is protected to utmost.

#### **4. The Build Path of Enterprise Marketing Mode under the Background of Low Carbon Economy**

In order to achieve low carbon marketing strategy, the enterprise shall set up the idea of low carbon marketing. Only in this way can enterprises obtain greater economic benefits, and achieve the goal of sustainable development.

##### **4.1. With the help of the government forces**

People's consumption concept can't be changed in a relatively short period of time, and the change of people's consumption idea requires a certain amount of time. So in order to be faster to change people's consumption idea, it will need the help of the government forces. The gov-

ernment can promote the importance of low carbon products with its authority, and call for people to buy low carbon products [7]. Government should change people's consumption idea through the macroeconomic regulation and control, and it will make them gradually buy low carbon products with the change of the consumption idea. The products used the high carbon energy will lose their market, so the enterprises will change the traditional marketing way. The enterprises will establish low carbon developing model according to their own actual situation, and more vigorously support the country paid for low carbon enterprises can make the enterprises transform to the low carbon production to greater limit.

##### **4.2. With the help of environmental organizations**

With the government macroeconomic regulation and control, people have a certain understanding about low carbon products, but this is only a preliminary understanding. In order to make people know more about low carbon products, it will need to use the power of the environmental organizations. Environmental organizations are very professional in the understanding of the people, so if environmental organizations advertise that an enterprise's products are low carbon products, they can gain the trust of the people, thus people will go to buy the enterprise's low carbon products, because environmental organizations are specialized in public welfare activities about environmental protection. The effect of relevant propaganda carried out by environmental organizations for the enterprises is very effective, and the enterprises developing low carbon economy will obtain more economic benefits.

##### **4.3. Improve the management mechanism**

Low carbon economy enterprises should improve their own management mechanism, enterprise not only need to produce low carbon products, but also need to promote the development of low carbon consumption and low carbon culture, make the staff in the low carbon economy enterprise have corresponding low carbon concept. Only the employees are with low carbon idea will make the enterprise have the culture atmosphere of low carbon production [8]. If this kind of low carbon production culture cultural atmosphere is brought into the propaganda work, it will make people more willing to buy the low carbon product, and the sales model led by the management mechanism makes the enterprise obtain higher economic benefits.

Under the background of low carbon economy, enterprises carry out low carbon product marketing need to combine with the support of government departments and are better to promote products by using people's love to low carbon products, which can make enterprises occupy a larger market share.

**References**

- [1] Lulu Jiang. The optimizing research of enterprise marketing competition structure under the background of low carbon economy [D]. Huaqiao University. 2012.03.26.
- [2] Jie Yang. The construction of enterprise marketing mode under the background of low carbon economy [J]. *Ecological Economy*. 2012.07.01.
- [3] Yuanshuang Zhu. The analysis of low carbon marketing under the background of low carbon economy [J]. *Economic Research Guide*. 2010.05:25.
- [4] Song Liu, Yingxu Li. The strategy analysis of requirements that Chinese export enterprises coped with the development of low carbon economy in the world [J]. *Journal of Guizhou College of Finance and Economics*. 2011.06:126.
- [5] Yuncai Liu. Research of development countermeasure in green packaging industry under the background of low carbon economy [J]. *Ecological Economy*. 2012.01:6 9.
- [6] Shoujing Wang. Theory of low carbon marketing under the condition of low carbon economy [J]. *Journal of Changchun University of Science and Technology*. 2011.03:132.
- [7] Mingjie Wang, Ye Zheng. The marketing mode in the era of low carbon economy [J]. *Social Scientists*. 2010.05:45.
- [8] Juan Yang, Chaoyang Xiang. The strategy analysis of enterprise low carbon marketing [J]. *Chinese & Foreign Corporate Culture*. 2011.02:103.