

The Analysis of Low Carbon Marketing Mode of Small and Medium-Sized Enterprises

Fang Fang

Department of Economic and Management, Heze University, No.2269, University Road, Heze, China

Abstract: *The low carbon economy is a great change after the industrial age, the age of electricity, and the information age in the history of mankind once again, it will improve the environment for human survival, leading science and technology to develop continuously. Under the low carbon economy, the enterprise marketing transforming to a low-carbon model is the need of the development of times. Based on low-carbon economy, small and medium-sized enterprises actively explore low carbon marketing model conforming to the requirements of this era. They change on the marketing concept, content, way, by implementing low carbon marketing strategy to change the status quo, in the hope of achieving low carbon marketing mode better and faster, promoting the sustainable development of economy and society, and realizing the unity of economic, consumer demand and environmental interests.*

Keywords: Low Carbon Economy; Small And Medium-Sized Enterprises; Low Carbon Marketing; Marketing Concept;

1. Introduction

Low carbon economy is to survive under the background of global warming and environmental degradation. In the 21st century, Taking care of the earth and protecting our survival homes become the theme of The Times, the world will quickly enters into the low carbon era. In the 1990s China has researched on the energy conservation, emissions reduction and sustainable development, focusing on the relationship between carbon emissions and the environment and having issued a series of relevant policies and regulations to guide China to develop low carbon economy. At present, the domestic many cities have begun to practice low-carbon economy, small and medium-sized enterprises also must innovative marketing mode actively, implement the low carbon marketing.

2. The overview of the Low Carbon Economy and Low Carbon Marketing Model

2.1 Meaning of low carbon economy

Low carbon economy, is the floorboard of low carbon development, low carbon industry, low carbon technology, low carbon life, such as the kind of economic form, with low energy consumption, low emissions, low pollution as the basic characteristics, using technical innovation, system innovation, industrial transformation, new energy development and other means, to reduce the high carbon energy consumption coal oil, reduce greenhouse gas emissions as much as possible, achieving a win-win economic development form of economic and social development and ecological environment protection. [1]

2.2 Derivative of low carbon marketing model

Having experienced two stages of the traditional marketing mode and modern marketing model, marketing has a new development. With human society entering into the era of low carbon, in order to adapt to the background of marketing change and achieve economic and social sustainable development, low carbon marketing model should be formed. Marketing mode of the so-called "low carbon" is the

fundamental change of traditional marketing model and modern marketing mode, is to discover and meet the needs of consumers in the era of low carbon, using relevant technologies or activities to reduce the production cost of marketing to achieve the result of reducing carbon emissions, being a marketing tool to maximize corporate interests.

3. The Objective Necessity of Implementation of Low Carbon Marketing for Small and Medium-Sized Enterprises

3.1 Objective requirement to adapt to the low carbon economy era for small and medium-sized enterprises

With the rapid advance of industrialization and urbanization in China, greenhouse gas emissions and other environmental problems grow prominently. China's energy structure is given priority with coal, because of relying on coal energy input always, such as the energy protect consciousness of the whole society and crisis consciousness is weak, with the low efficiency of energy utilization, and increasing trend of the energy consumption. Therefore, from the implementation of the scientific outlook on development and the promotion the strategy of energy conservation and emissions reduction, the economy to develop in the direction of low carbon is imperative. As the important pillar of economic development, center of the small and medium-sized enterprises marketing activities must become the micro basis for the development of social economy. On the one hand, new energy, new materials and new technologies are widely used to make humans have the abilities to produce the "low carbon products", and to sell these products in the form of more low carbon; On the other hand, environmental awareness has increased, consumption behaviors are also gradually transition to the "low carbon consumption pattern. [2]

3.2 Inevitable choice to develop economy for small and medium-sized enterprises

As the "high carbon economy" to "low carbon economy", great changes will take place of the industrial structure.

When carbon is strictly controlled, the original advantages of small and medium-sized enterprises may be wiped out, only "low carbon" can survive. If the enterprises can deal with design, production and sales of low carbonization, and improve and reshape enterprise core competitiveness, which has far-reaching significance for the enterprise meeting the resources crisis, policy and export crisis, on the path of sustainable development.

3.3 Requirement of new global political and economic environment for small and medium-sized enterprises

Low carbon economy has become a new theme in the 21st century of the global political and economic environment. As domestic carbon tax, international carbon tariffs constantly push up the price of carbon emissions targets, the enterprise production costs rise, especially those with high carbon emissions, are likely to lose their competitiveness in the market, under pressure to cut directly even phased out. So, enterprises should timely transform ideas, take the lead and take the initiative to enter the marketing mode of low carbon, which is the new requirements of a new international political and economic environment to the enterprises. [3]

4. The Implementation of Low Carbon Marketing Strategies for Small and Medium-Sized Enterprises

4.1 Strengthen the Concept of Low Carbon Marketing

The concept of low carbon marketing refers to the low carbon emission reduction and environmental protection as the center, enterprise and society sustainable development as the guidance of the production and management of enterprises.

First, strengthen the concept of customer reasonable requirement. Under low carbon economy era, the marketing mode of low carbon requires enterprises to identify customer low carbon "reasonable requirements" from the general "customer needs", encouraging, mining, and satisfying the "reasonable requirements" of the customers. [4]

Second, enhance enterprise culture idea of low-carbon. This requires enterprises to establish the low carbon marketing idea, construct the low carbon enterprise culture, make the low carbon consciousness throughout the course of business activities. Enterprises should form a "low carbon enterprise" in the consumers' mind image, and use the interaction with consumers to strengthen enterprise internal low carbon culture, forming a virtuous cycle.

4.2 Make Feasible Low Carbon Marketing Plan

Enterprises should establish feasible low carbon marketing plan according to oneself circumstance to clarify the purpose, target, task, obligations, specific implementation methods of the enterprises' low carbon marketing to all employees, making all staff's participation, making low carbon marketing not be just the slogan and form of enterprises, but really implement into all aspects of the

enterprises.

4.3 Develop Low Carbon Products Actively

Before small and medium-sized enterprises develop low carbon products, they should investigate the market, focus on researching and studying of "low carbon" consumption market, master the accurate information of the low carbon consumption market, grasp the real needs of customers, develop low carbon products which can effectively reduce the pollution of the environment, prevent the waste of resources and can effectively meet the demand of consumers, and promote the upgrading of original products. At the same time, the enterprises must have the consciousness of brand management to develop low carbon products. Now competition of enterprise products is the competition of brand. Enterprises should consciously to shape a social sense of responsibility, paying attention to environmental protection and enterprise image, this will increase the enterprise's intangible assets, laying the foundation for the products of enterprises to the world.

4.4 Implement the Win-Win Price Strategies

Small and medium-sized enterprises should take appropriate pricing strategies according to the consumer demand of the target market, the product cost and other factors, such as competition situation and its change trend. Companies should develop "low carbon price". For example, Hotel industry set prices, according to the "polluter pays", "environmental paid use", "save the use of resources, such as view, incorporating environmental spending into the costing to form" environmental cost "; at the same time, they can make customers damaged to the hotel green environment as the "environment", in order to enhance the customer's environmental protection consciousness, cooperate with the low carbon marketing of hotel, and lead to a low carbon cycle between the guest and the hotel. [5]

4.5 Establish a Comprehensive Low Carbon Sources

In the selection of traditional channel members including wholesalers, retailers and agents, enterprises should pay attention the members of environmental protection, low carbon, energy saving. They should build a low carbon product network distribution channels according to the enterprise strength and product characteristics, and carry out low carbon marketing activities, using the means of monopoly stores of green form, online sales, recycling packaging materials, reducing the transportation link, reasonable allocate transportation, and so on. [6]

4.6 Implement a Comprehensive Range of Low-Carbon Promotion Strategies

On the promotion strategy, the enterprises should be comprehensive, all-round to carry out the overall green promotions. Enterprises should cultivate a group of low carbon marketing personnel, let them use low carbon marketing actions to guide and infect consumers. In the promotion and after-sales service, marketing personnel should be the image ambassador of energy saving and emission reduction physically in the enterprise. [7]

5. Conclusion

Low carbon economy is the trend of The Times, no matter from the trend of the evolution of enterprise marketing mode, international political and economic situation and the sustainable development needs of the enterprise itself, it is inevitable choice for business marketing to transform to the marketing mode of "low carbon". Small and medium-sized enterprise has the important status in the national economy, developing low-carbon economy is the only way for the future, enterprises should actively explore the road to low carbon marketing when they are seeking their own long-term development, which has profound significance for the social and economic sustainable development.

References

- [1] Zhengming Hu , Countermeasures and Innovative Marketing, Beijing science press, Beijing China. 2001.
- [2] Guoqun fu , Consumer Behavior , higher Education Press, Beijing, 2001.
- [3] Lynn, “Low carbon era hotel management strategy” , China tourism news, 2010 (2).
- [4] Zhongmei Li, “Introduction to modern marketing idea innovation, ” Journal of Modern Business , (11)pp. 91-93, 2008.
- [5] Jing Zhang, “Low carbon marketing, it is the rational choice of a low carbon economy” , Science and technology daily, 2010.
- [6] Walala-ayaya , “Low carbon marketing - marketing new pattern under the low carbon economy era, ” Journal of Logistics Engineering and Management, pp.13-18, 2010.
- [7] Liping Wang , “Under the theory of low carbon economy era of low carbon marketing, ” Journal of Modern Communication, pp. 56-58, 2010.

Author Profile

Fang Fang received the B.S. degree in Information Management from Shandong University of Finance and Economics in 2007, and M.S. degrees in Enterprise Management from Shandong University in 2010, respectively in China. During 2010-2015, I stayed in Heze University in China, my job is teaching College students who major in Economics and management.