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ABSTRACT

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Throughout the long history of human society, civilization and economy have continued to improve, but ecology and nature are facing severe tests, and the relationship between man and nature deserves careful scrutiny. Since the 21st century, the focus of enterprises and consumers has gradually tilted towards green environmental protection. Green marketing is a relatively new existence among all marketing concepts.

Through a large number of literature searches, I think that the research from the consumer perspective is still insufficient, so I intend to focus on this. I mainly study the relationship and influence between green marketing of enterprises and consumer buying behavior. I collected data through online questionnaire surveys, combined with SPSS and Excel tools for data analysis, so as to figure out what companies still need to pay attention to in green marketing.

Keywords: green marketing; green product; purchasing behavior

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INTRODUCTION

As for enterprises, in the traditional marketing model, they often pay more attention to the acquisition of benefits, ignoring the importance of resources and the environment, resulting in industrial production not only destroying the ecological environment, but also wasting a lot of resources. As for consumers, affected by environmental pollution and other ecological issues, they gradually began to pay attention to the health, safety and environmental protection of consumer products.

This master thesis studies the green marketing and the consumer purchasing behavior, and more specifically it is the green marketing's influence on purchasing behavior.

The goals of this paper are to clearly know the impact of green marketing towards consumer purchasing behavior and give some practical advice to the enterprises. As for objectives, I will do literature survey of green marketing and companies which have conducted the green marketing, do data collection and sampling from an online questionnaire, and do data analysis.

The object of this work is the literatures in the field of green marketing and data from survey. The subject is the analysis of all collected data based on green marketing.

The whole thesis is divided into three parts. The first part is to know the development of the green marketing, the definition of green marketing, the features of green marketing. Then, I take a brief introduction to the circular economy and the consumers' green purchasing behavior.

The second part is starting from the enterprises, including BYD, Patagonia, Apple and the Body shop, introducing the enterprises firstly and knowing what these companies have already done in the field of green marketing. Then, I analyze their green marketing strategies and make some comments to their green marketing.

The third part is to make an online questionnaire based on the theories of green marketing. It is from the aspects of consumers environmental awareness, greening on green product, green promotion and consumers purchasing behavior. The results of questionnaire let us know the real consumers' reaction and attitude towards enterprises' green marketing. Then, there are some recommendations for enterprises.

The conclusion is drawn by analyzing the data collected by questionnaire.

1 GREEN MARKETING

The concept of green marketing believes that in marketing activities, companies should comply with the requirements of the sustainable development strategy of the times, pay attention to the environmental protection of the earth's ecology, and promote the coordinated development of the economy and the ecological environment, in order to achieve the coordination and unity of corporate interests, consumer interests, social interests and ecology environmental benefits. Next, we will have a theoretical analysis of green marketing through development, definition, features, literature review and its future prediction.

1.1 The development of green marketing

The term Green Marketing came into prominence in the late 1980s and early 1990s. The American Marketing Association (AMA) held the first workshop on "Ecological Marketing" in 1975. The proceedings of this workshop resulted in one of the first books on green marketing entitled "Ecological Marketing". Two tangible milestones for the first wave of green marketing came in the form of published books: Green Marketing by Ken Peattie (1992) in the United Kingdom and Green Marketing: Challenges & Opportunities for the New Marketing Age by Jacquelyn Ottman (1993) in the United States of America.

The "Green consumerism" movements in the U.S. and other countries have struggled to reach critical mass and influence. However, public opinion polls taken since the late 1980s have shown consistently that a significant percentage of consumers in the U.S. and elsewhere profess a strong willingness to favor environmentally conscious products and companies. One of green marketing's challenges is the lack of standards or public consensus about what constitutes "green", according to Joel Makower, a writer on green marketing. This lack of consensus—by consumers, marketers, activists, regulators, and influential people—has slowed the growth of green products, says Makower, because companies are often reluctant to promote their green attributes, and consumers are often skeptical about claims.

Despite these challenges, green marketing has continued to gain adherents, particularly in light of growing global concern about climate change. This concern has led more companies to advertise their commitment to reduce their climate impacts, and the effect this is having on their products and services.

1.2 The definition of green marketing

The concept of Green Marketing was born in the 1970s and 1980s. As a brand-new marketing concept and mode of thinking, scholars in academia have not yet unified the definition of green marketing, but the overall view includes two aspects of broad and narrow definitions.

Looking at the timeline, in 1988, there are two definitions of green marketing were proposed, separately by Carter and Kotler. The Carter thinks that green marketing is a management process that minimizes the negative and adverse environmental impacts of products from the entire process of raw material acquisition, production, sales, and disposal [1] and the Kotler thinks that green marketing refers to the management process of companies producing safe ecological products, designing degradable packaging, and taking effective measures to prevent pollution. [2]

In 1992, Peattie proposed the new definition to the green marketing. Peattie thinks that green Marketing is a management process that can not only bring profits to the company, but also enable the company to operate in a sustainable manner. At the same time, it can not only meet the social consumption needs, but also can select and predict consumer needs. [3]

In 1994, Coddington proposed “green marketing means that the marketing activities carried out by the marketing subject need to have an attitude of being an environmental manager”. [4]

In 1997, ME Porter holds the view that once environmental responsiveness is seen as involving regulatory compliance, costs, and trade-offs with other company goals, it is increasingly seen as an opportunity. Green marketing is an activity that conforms to the "win-win" logic of "green competition". [5]

In 2001, LinshengSi thinks that green marketing is a company that protects the environment, assumes social responsibilities, and makes full use of resources during the entire process of product development, production, marketing, and after-sales services, so as to achieve a balance of sustainable development in the three aspects of consumers, enterprises, and the whole society. [6]

In 2002, JA Ottman proposed that green marketing means that the products produced are both practical and environmentally friendly, and can guarantee excellent quality. [7]

In 2003, Walter holds the view that green marketing is an environmental activity, and it can allow companies to get inspiration from it and discover new growth opportunities. [8]

In 2006, Houfen Wan thinks that green marketing refers to the process of developing and producing green goods/services based on environmentally friendly principles, and guiding consumer groups to make green consumption, so that all links of sales behavior and the natural ecology can achieve harmonious progress. [9]

In 2016, Winterich proposed that green marketing is a strategic management program that can meet the needs of various companies. [10]

Overall, from a broad perspective, green marketing refers to companies that are able to permeate green values throughout their marketing activities, and they have autonomous initiative and spontaneous protection of the ecological environment, and do not implement environmentally unfriendly marketing behaviors. In a narrow sense, it is required that the marketing behavior of enterprises not only consider the interests of consumers and enterprises, but also combine the principles of eco-environmental friendliness to achieve unity, and consider the balance between consumer needs and the ecological environment.

In summary, it can be seen that multiple definitions and connotations have mainly formed the following three representative views: the first type of view is that the company's marketing should be fully focused on promoting environmentally friendly development, and the marketing activities implemented

by the company need to actually improve the ecology and solve the existing ecology problems; the second type of view is mainly cut from the perspective of products or services, that is, what products or services that companies should design and develop to meet the conditions are the key factors for implementing green marketing strategies; the last type is mainly designed from the perspective of interest relationships and proceeding from this, it is believed that green marketing needs to meet the harmonious unity of the three interests, namely consumer demand, corporate interests, and eco-friendliness.

1.3 The features of green marketing

In this part, I will study the types of green marketing and analyze the green marketing from 4Ps and SWOT. Besides, I also describe the difference of green marketing compared with traditional marketing.

1.3.1 Types of green marketing activities

Regarding the types of corporate green marketing activities, in the field of environmental management research, Berrone (2009) and others divided corporate green marketing activities into substantive activities and symbolic activities. Substantive environmental activities refer to the behavior of companies that carry out major changes around their focus business activities and produce realistic improvements to the company's environmental performance within a certain period of time, such as adopting new environmentally friendly technologies, developing environmentally friendly production lines, developing environmentally friendly products, developing new environmentally friendly services, developing additional treatment equipment for the harmless treatment of waste, etc. Symbolic environmental activities mean that the purpose of the company is not to carry out major changes, but rather to make superficial Packaging activities in order to obtain consumers' recognition of their environmental image are acts of planning and commitment to environmental activities, such as carrying out environmental protection knowledge popularization, environmental protection promotion,

designing environmental protection committees, applying for green trademarks, participating in environmental protection activities, etc. [11] Walker (2012) believes that substantive environmental activities are actually ecological environmental protection behaviors produced by enterprises, while symbolic activities mean that enterprises have not implemented actual environmental protection actions, but have made late-stage environmental protection actions, environmental protection plan or commitment. [12] Based on the views of Gilley (2000) and Berrone (2009) and others, whether it is process, product, pollution prevention, or technological innovation-type substantive activities, will require companies to increase capital, manpower, and time investment accordingly. Accompanied by the company's existing production management process, people may undergo major changes, with greater risks, and correspondingly, more effective ecological improvement effects will be produced.[13]

1.3.2 Green marketing through 4Ps

The following is to discuss green marketing through 4Ps.

Green product means that organizations should produce green products using environmental-friendly materials. That means the products should contribute to the protection of the environment.

In terms of product strategy, green products refer to products that do not contain harmful ingredients and do not cause harm to the environment. There are no completely green products in our lives. They are harmful to the environment in multiple links such as design, production, marketing and consumption, recycling and disposal. Produce good or bad influence, so the task of the enterprise is to minimize the bad influence. [14] The similarities between green products and traditional products are: first, their core products meet the main needs of consumers; second, their products all meet various technical requirements and quality standards; third, its core products in the market can help companies achieve their profit goals. The difference is that green products must show the green concept to the outside: first, companies need to consider minimizing the adverse

impact on the ecological environment when designing, producing, and applying products; second, companies must consider reducing consumer consumption activities on the environment; third, enterprises should reduce the adverse impact of excessive unnecessary packaging or marketing consumables on the environment; fourth, product sales and after-sales service must pay attention to resource conservation, recycling and ecological protection. [15]

Green price means that the cost of green products may be considerably high and should be communicated transparently.

The price setting of green products is also very important. It reflects the greening cost of the company's product cost, and the greening cost reflects the outflow of environmental protection related expenses in the process of producing and selling green products. Therefore, many activities will change the cost structure of enterprises, such as the use of environmentally friendly raw materials, the updating of machinery and equipment with less environmental pollution, and the addition of treatment devices that can reduce pollution emissions. At the same time, the price of corporate green products may also be reduced due to factors such as simplifying outer packaging, saving energy consumption, simplifying supply processes, purchasing natural raw materials, and implementing environmental protection laws. Therefore, green products are not necessarily high-consumption luxury goods, and green consumption is not necessarily the additional consumption of a small group of people to meet environmental protection wishes. When consumption habits are developed, green products are likely to become hot commodities in the consumer market.

Green place means that the distribution channel has an impact on the ecological footprint. The focus is on sustainable packaging and conservation of resources.

In terms of channels, green marketing and traditional marketing have not shown significant differences for the time being, but green channels have increasingly become a key issue for academic research and social enterprises to focus on practice. For example, some companies propose to use cleaner transportation and energy-saving transportation methods, to innovate in product

processing technology, to reduce ineffective losses in each sub-channel sales link, and to establish a special green product sales platform. It is very depending on technological progress and innovation.

Green promotion means that the promotion methods should utilize eco-friendly advertising campaigns in marketing the products.

Green promotion is mostly to show consumers the introduction of green products so as to gain consumers' interest in green products, so as to promote the purchase behavior. For another part of green consumers, green promotion is to meet their own green purchase needs, thus directly satisfy the purchase behavior. Therefore, green promotion will be different from traditional promotion in terms of advertising and public relations. We use the 5M theory of advertising in marketing to interpret the core and innovation of green marketing advertising, that is, the five important factors that need to be considered when deciding an advertising plan, namely mission, money, and message, media and measurement. Green advertising reflects its green characteristics in these five important factors.[16]

In terms of green public relations, it is mainly to help companies form a solid green image. Consumers' trust and recognition of their green products are mainly related to whether this green image is positive and stable in the minds of consumer groups. In many market segments, it is difficult to link advertising information. At this time, successful green public relations can complete the promotion indicators of these markets, thereby helping companies gain a competitive advantage.

1.3.3 Green marketing through SWOT

The following is to discuss green marketing through SWOT.

The SWOT analysis method was put forward by American scholar Werick, which means that in order to choose the best business strategy, companies need to conduct a comprehensive evaluation of themselves and comprehensively consider various internal and external environmental factors. Among them, S (Strengths) is

an internal advantage, W (Weaknesses) is an internal disadvantage, O (Opportunities) is an external environmental opportunity, and T (Threats) is an external environmental threat. [17] SWOT analysis conducts an accurate and comprehensive analysis of the analysis subject's situation, and then forms a one-to-one corresponding strategy method. When a company formulates its green marketing strategy, it also needs to have a deep understanding of its internal strengths and weaknesses, as well as external opportunities and threats, before it can accurately use its strengths to seize opportunities, while overcoming its own weaknesses and avoiding external threats. The internal and external analysis of green marketing is summarized in the following content, in order to deepen the understanding of the company's green marketing strategy. The SWOT analysis of the company's implementation of green marketing strategy is shown below:

Strengths

- (1) The awakening of the upper-level green awareness of the enterprise;
- (2) The company will move towards sustainable development;
- (3) The company can maintain its competitive advantage;
- (4) The enterprise can win the reputation of consumers;
- (5) The company implements a green marketing strategy to improve the product chain.

Weaknesses

- (1) Enterprise personnel cannot understand the connotation of marketing and practice the company's green campaigns;
- (2) The independent research and development capabilities of enterprises are limited;
- (3) Waste treatment by enterprises will increase the cost of enterprises.

Opportunities

- (1) The green demand in the market continues to increase;
- (2) The space to make up for the cost of green marketing of enterprises continues to increase;

(3) The enterprise masters more advanced green technology and gains a competitive advantage;

(4) Waste recycling and reuse may form a new profit growth point for enterprises.

Threats

(1) The company lacks advanced green technology to support green marketing planning;

(2) Green marketing strategies may not bring positive effects on the environment for the company in the short term, and may cause consumers or the government to question the company;

(3) The new green technology has unknown risks and uncertainties;

(4) There are policy risks when enterprises explore and implement greening activities on their own.

1.3.4 Green marketing through STP

STP marketing is an acronym for Segmentation, Targeting, and Positioning – a three-step model that examines your products or services as well as the way you communicate their benefits to specific customer segments. In a nutshell, the STP marketing model means you segment your market, target select customer segments with marketing campaigns tailored to their preferences, and adjust your positioning according to their desires and expectations. STP marketing is effective because it focuses on breaking your customer base into smaller groups, allowing you to develop very specific marketing strategies to reach and engage each target audience. STP marketing represents a shift from product-focused marketing to customer-focused marketing. This shift gives businesses a chance to gain a better understanding of who their ideal customers are and how to reach them. In short, the more personalized and targeted your marketing efforts, the more successful you will be. Combined with green marketing, we can know more detailed things about what should we do in the segmentation, how can we target our audience for the

people probably with green awareness, and how can we position our brand to be green but unique.

Segmentation

The first step of the STP marketing model is the segmentation stage. The main goal here is to create various customer segments based on specific criteria and traits that you choose. The four main types of audience segmentation include:

(1) Geographic segmentation: Dividing your audience based on country, region, state, province, etc. About this, we can search which countries or cities have a very positive attitude towards the environmental problems, where people probably have the great green awareness, are willing to consume the green products.

(2) Demographic segmentation: Dividing your audience based on age, gender, education level, occupation, gender, etc. About this, under the nowadays environment of ecology issues existing, many people have already had the awareness towards the environment and related things. However, not everyone has much time to pay attention to this. For example, young people who just graduated from the university and he or she have to choose his or her job and there are many things to do, so even though they have the green awareness, they do not have much time to think about it. Therefore, we should put much effort to find who will have enough time to know the green things, like some green activities held by the enterprises, and are willing to consume the green products or services.

(3) Behavioral segmentation: Dividing your audience based on how they interact with your business: What they buy, how often they buy, what they browse, etc.

(4) Psychographic segmentation: Dividing your audience based on “who” your potential customer is: Lifestyle, hobbies, activities, opinions, etc. About this, many people who are willing to consume the green products, have the green lifestyle often. Other people who do not care about the environmental or ecology problems, do not have the great green awareness which make them buy the green products and services. Therefore, we have to pay attention to these people who already have

the green lifestyle and lift their preference to come to our store to buy the products and services.

Besides, segmentation of green consumers can be briefly divided them into five group, in accordance with their interest regarding environmental issues and activities that are undertaken:

(1) True-Blue Greens – very caring for the environment and actively want to achieve positive change: four times more likely to boycott products or organizations that are not responsible or in care of the protection of the environment; within this group there are three subgroups: passionate guardians of the planet, health fanatics, and animal lovers.

(2) Greenback Greens – they are not politically active, but are very likely to buy more environmentally friendly product than the average consumers.

(3) Sprouts – these are consumers that believe in caring for the environment in theory, but not in practice; they rarely buy green products, but it is easy to persuade them to move in any direction.

(4) Grouzers – this is group in which consumers are sceptical and ignorant when it comes to the environment and cynical about the positive changes they may bring; they believe that green products are overpriced and inferior compering to traditional ones.

(5) Basic Browns – they are burdened with everyday problems and do not care about social issues and the environment.

Targeting

Step two of the STP marketing model is targeting. Your main goal here is to look at the segments you have created before and determine which of those segments are most likely to generate desired conversions.

Your ideal segment is one that is actively growing, has high profitability, and has a low cost of acquisition:

Size: Consider how large your segment is as well as its future growth potential.

Profitability: Consider which of your segments are willing to spend the most money on your product or service. Determine the lifetime value of customers in each segment and compare.

Reachability: Consider how easy or difficult it will be for you to reach each segment with your marketing efforts. Consider customer acquisition costs (CACs) for each segment. Higher CAC means lower profitability.

There are limitless factors to consider when selecting an audience to target – we'll get into a few more later on – so be sure that everything you consider fits with your target customer and their needs.

Positioning

The final step in this framework is positioning, which allows you to set your product or services apart from the competition in the minds of your target audience. There are a lot of businesses that do something similar to you, so you need to find what it is that makes you stand out. As I said before, many enterprises are starting to enter the field of green marketing because of the environmental problem happened these years and the increasing green awareness for most people. When more and more enterprises do this, the unique point will be so important to make your products or services seen by your target customers.

All the different factors that you considered in the first two steps should have made it easy for you to identify your niche. There are three positioning factors that can help you gain a competitive edge. They are symbolic positioning, functional positioning and experiential positioning. I will show them one by one below:

Symbolic positioning: Enhance the self-image, belongingness, or even ego of your customers. The electrical car industry is a great example of this – they serve the same purpose as any other car but they also boost their customer's self-esteem and image.

Functional positioning: Solve your customer's problem and provide them with genuine benefits. For example, the enterprises can provide the entrance for recycle the products, which make the consumers really have the feeling of green care from the enterprises.

Experiential positioning: Focus on the emotional connection that your customers have with your brand. For example, the enterprises can irregularly hold some activities whose topics are about green, environment or ecology, which strength the green image in people's mind and clear brand's positioning.

The most successful product positioning is a combination of all three factors. One way to visualize this is by creating a perceptual map for your industry. Focus on what is important for your target customers and see where you and your competitors land on the map.

In addition, benefits of combination of green marketing and STP marketing can also be stated.

Because STP focuses on creating a precise target audience and positioning your products/services in a way that is most likely to appeal to that audience, your marketing becomes hyper-personalized.

Your brand messaging becomes more personal and empathetic because you have your customer personas and know exactly whom you're talking to.

Your marketing mix becomes more crystalized and yields higher return on investment because you're no longer wasting budget on channels that your audience simply ignores.

Your market research and product innovation become more effective because you know exactly whom to ask for advice and feedback in the development phase.

Finally, STP marketing levels the playing field. More and more companies are doing the green marketing and enter the battle ground of green marketing, but this combination allows small businesses and start-upshave the chance to find success in their markets.

1.3.5 Differences compared with traditional marketing

By comparing the difference between green marketing and traditional marketing, we can have a deeper understanding of the connotation of green marketing theory, and at the same time see the extension and development of green marketing more intuitively. Looking at all the links of marketing activities,

traditional marketing and green marketing are relatively similar in terms of basic marketing processes. With more in-depth research, it can be found that the two are different in terms of starting point, ultimate goal, behavioral principles, marketing strategies and features.

First of all, in terms of the starting point, traditional marketing starts from the point of view of obtaining profits by coordinating the relationship between enterprises, customers, and competitors. Eco-environmental protection is rarely considered in the marketing chain, while green marketing integrates eco-environmental protection into the entire marketing activities. Considering that by coordinating the relationship between enterprises, customers, competitors and the ecological environment, we can obtain profits while protecting the ecological environment and minimize the negative impact of marketing activities on the natural ecological environment. In terms of the ultimate goal, traditional marketing pursues the maximization of corporate profits and seldom considers social benefits, while green marketing attaches importance to the relationship between business activities and the natural ecological environment, and pursues long-term and sustainable development of the entire society. In terms of behavioral principles, traditional marketing often ignores the value of resources. The behavioral principles do not necessarily consider the ecological environment, and are restricted by the company's own sense of social responsibility and environmental protection, while green marketing has many strict principles that require planning and the development and utilization of resources are restrained, and the utilization of resources is improved through technological innovation, so as to achieve greening of the entire process from product design and production, sales and marketing, after-sales and processing. Finally, from the perspective of market strategy, traditional marketing and green marketing will face different markets in different regions and carry out marketing activities in accordance with local conditions.

1.3.6 The connotation of green marketing

With the in-depth research of scholars from all walks of life and the promotion of social and corporate practices, green marketing is no longer just a theoretical record on paper, but has become a corporate behavior that is active in people's lives. On the one hand, it is driven by environmental awareness. Gradually awakening in the hearts of business managers and consumers, on the other hand, green marketing is the inevitable choice for companies to achieve long-term and sustainable development. To implement green marketing correctly and appropriately, we must first study the definition and connotation of green marketing behavior. This paper sorts out the descriptions of green marketing behaviors of enterprises by scholars and documents as followings.

Peattie (1992) proposed a green marketing behavior model, which includes many types of factors. Since the first letter of each factor is P, it is summarized as the concept of greening P factor, and these P factors are divided into two types of greening factor. Among them, internal controllable greening factors include products, promotions, prices, places, providing information, processes, policies, and people. External uncontrollable greening factors include paying customers, suppliers, politicians, pressure groups, problems, predictions, and partners.

By using the greening P factor, companies can formulate and self-examine their greening behavior, and measure whether the company meets the needs of relevant parties, safe product production, and continuity of corporate behavior in each link of green marketing. [3] According to the effect of the company's green marketing behavior and the depth and breadth of the implementation process, Peattie believes that five types of progress can be used to measure the degree of greening of the company. This article organizes them as shown in below.

There are five types of greening. They are greening of appearance, greening of products, greening of marketing functions, greening of process and policy and greening of organization.

The appearance of greening refers to the company's efforts to achieve a competitive advantage, regardless of the actual environmental protection effect, only to make the appearance's greening.

The greening of products refers to the company making slight changes to the original products to establish a basic green image, adding green or environmental factors.

The greening of marketing functions means that the company strives to contribute to environmental protection, maintains its own green image, and makes major adjustments to its overall marketing strategy.

The greening of process and policy refers to the company's improvement from procurement, production, marketing and other levels, and use practical actions to support the implementation of green marketing strategies.

The greening of organization refers to the greening of the company from the enterprise to the personnel.

Peattie then put forward the principles of corporate green marketing behavior, including corporate products that are harmless to biological life; companies should rationally use resources and energy in the production process, and minimize environmental hazards; companies should not use excessive packaging cause too much unnecessary waste; companies should stop abusing organisms for unnecessary experiments or damage; companies should stop using rare resources as raw materials for manufacturing. [18] Davis (1993) pointed out that the implementation of green marketing behavior of enterprises attaches great importance to after-sales feedback and the best use of materials, designs products with long life cycles, reuses resources, and minimizes environmental pollution and waste of resources. [19] Kotler (1973) believes that both companies and society can implement or participate in green marketing activities, starting from the level of strategy formulation, in terms of the tangible products produced by the company, the company should choose the products that are the least harmful to the environment for production. In terms of the services provided, all parties should minimize the provision of services that cause serious environmental pollution, and provide waste recycling or harmless treatment services; in terms of the concepts held by all parties, companies, governments, environmental protection groups, etc. The concept of environmental and ecological protection should be closely

integrated, and environmental protection knowledge should be popularized for the public, and the public's awareness of environmental protection should be improved. [20] To sum up, the green marketing behavior of a company should be the behavior carried out to realize the company's green marketing strategy. From a principled point of view, the company's green marketing behavior should conform to the principle of reducing the consumption of non-renewable resources, the principle of reducing pollution in the production process, the principle of extending the life cycle of products or services, and the principle of eco-environmental friendliness.

1.4 Literature review of green marketing

Next, followings are some great articles to do the literature review and provides some important ideas for this thesis.

Analysis on the Necessity of Enterprises to Implement Green Marketing is written by Rongrong Liu. The author discussed the necessity of enterprises to implement green marketing. The implementation of green marketing by enterprises is the embodiment of people-oriented. The implementation of green marketing by enterprises is a demand for sustainable development. The implementation of green marketing by enterprises is a way to enhance competitiveness. The implementation of green marketing by enterprises is a requirement of legal operation. [21]

The Necessity of Green Marketing for Chinese Enterprises is written by Ao Zhen, Qingchen Liu and Binxu Zhao. The authors emphasize the necessity of developing green marketing in China from the perspective of the enterprise itself, the society and the people's livelihood, and the natural environment. For enterprises themselves, green marketing is a key opportunity to enhance social image, enhance their own competitiveness and business transformation. For society and people's livelihood, green marketing is a long-term mechanism to realize a resource-saving and environment-friendly society, and it is also one of the important contents of promoting the construction of China's ecological civilization.

As far as the natural environment is concerned, the production stage under the concept of green marketing must fully proceed from consumer psychology. [22]

Significance and Countermeasures of Implementing Green Marketing is written by Yanan Liu, ChenxiZhu and Chunlei Wang. The authors explained the significance of implementing green marketing. There are similarities between green marketing and sustainable development strategy. Green marketing emphasizes the combination of economic development and environmental protection. The sustainable development strategy emphasizes the coordinated development of economy, society, resources, and environmental protection. The sustainable development strategy is proposed. In order to solve the problems of environmental damage and misuse of resources. Green marketing needs to be realized by companies. Because companies implement green marketing, companies should start with the concept of green culture in terms of product manufacturing, price setting, and channel selection. The formation of the concept of green consumption does not happen overnight. Consumers are required to purchase green products. Through analysis of purchase experience, product quality, price, product use, and the excess value brought to them by using green products, consumers are required to purchase green products. [23]

Reasons and Countermeasures Restricting China's Small and Medium-sized Enterprises to Carry out Green Marketing is written by Jing Yang. The author believes that there are five reasons that restrict China's SMEs. First, China has not yet formed a society-wide demand for green consumption. Second, most companies have not yet established a green marketing concept. Third, many small and medium-sized enterprises in my country have lagging production methods, high input but low output, which not only wastes energy, but also generates a lot of industrial waste. Fourth, the government has not formulated enough measures to support the development of green marketing. Fifth, Chinese consumers still lack green awareness. Therefore, the author proposes five countermeasures. Enterprises should establish green marketing concepts. Companies should design more green products, where the physical part of the product should reduce the consumption of

resources and use renewable resources. Although the marketing of green products by enterprises will increase the cost in a short period of time, in the long term, this will not only make the enterprise profitable, but also gain an advantage in the competition of the same industry. Enterprises should also implement more promotional activities related to green marketing. [24]

Analysis of Countermeasures for Chinese Enterprises to Develop Green Marketing is written by Naiqun Dong and Jia Wang. The authors believe that companies should establish marketing concepts from three aspects. First, companies should collect green intelligence information, including green consumption information, scientific and technological information, resource information, and green product development, regulations, prices, competition, and market size. Second, companies should establish a new system for corporate environmental management, and change from forcing companies to do environmental protection work into companies consciously doing environmental protection work, so as not only to obtain profits on the basis of meeting consumer needs, but also to achieve social and economic. The goal of coordinated development with the ecological environment. Third, companies should cultivate and introduce specialized talents to continuously develop high-quality and efficient green products, guide the trend of green consumption, and seize the market. In addition, companies should optimize green marketing strategies. In terms of products, companies should focus on the production of green products, try to use natural energy and raw materials that are conducive to consumer health and do not pollute the environment, and use green technologies that are conducive to environmental protection and ecological balance to produce green products and introduce them Environmental label certification mechanism. In terms of price, the expenditures of enterprises for environmental protection and environmental consumption need to be included in the cost of the product, reflecting the value of resources and the environment in the price, forming a green cost, and making it a part of the green price of the product. In terms of channels, companies should establish green distribution channels and follow the principles of economy, control

and suitability to ensure a smooth product distribution system. In terms of sales promotion, enterprises should appropriately carry out green promotion, and through holding green product fairs, business meetings and supporting publicity, shape a good corporate image and induce and create consumers' green demand. In short, follow the green trend, meet the green demand, implement green production, create and launch green products, prices, publicity, distribution and services that conform to consumers' green consumption psychology and behavior, and guide consumers to develop consumption patterns that conform to the meaning of green consumption. It is also an inevitable choice for the sustainable development of an enterprise, and it is also a social responsibility. [25]

Analysis on the Problems and Countermeasures of Enterprise Green Marketing is written by Jun Lei. The author believes that there are three main problems in green marketing for Chinese companies. First, China is still in a developing country stage. Many consumers spend their consumption at the level of satisfying primary needs such as clothing, food, housing, transportation, and so on, and they have little awareness of green consumption. Second, Chinese companies have insufficient awareness of green marketing. Third, companies have no real mastery of green marketing. In the process of green marketing, many companies only pay attention to whether the product is green, and the combination and deployment of marketing strategies are limited to traditional methods. In this regard, the author provides three countermeasures. First, companies should promote green production and attach importance to the development and production of green products. The development of green products has more advantages in the long-term strategic planning of enterprises, and has increased value to the social green economy and ecological environment. Then, companies should carry out more green promotion activities. Companies promote the concept of green consumption knowledge through green marketing activities, expand the influence of green products, help companies establish a good green image, and ultimately achieve value-added benefits. Finally, companies should help consumers develop awareness of green consumption. Enterprises should also increase the promotion of green consumption

concepts in the actual production and operation process, guide consumers to green consumption, and allow consumers to subtly enhance their green consumption awareness in the actual consumption process. [26]

Analysis of Green Marketing is written by Dan Yao and Chao Zhang. At the beginning, the author introduced the theoretical connotation of marketing standards for green market development. Later, the author believes that my country's development of green marketing is relatively late. In order to effectively improve pollution and control emissions, it is necessary to landfill industrial waste, improve the increasingly serious problem of global pollution, and gradually improve the ecological effect. Specifically, there are the following three points. First, companies should establish green marketing development goals, proceed from the actual situation, continuously improve market interests, clarify actual publicity standards, determine corporate decision-making effects, attach importance to the coordination of environmental protection, and take the path of effective, sustainable and stable development. Second, green marketing often requires higher costs and is a business model aimed at high consumers. In order to effectively obtain short-term benefits and marketing models of enterprises, it is necessary to continuously improve the development of market management, realize the control and management of output, input, and waste energy, maximize the management of green product operations, and control the cost level of enterprises. Third, China is still in the initial stage of green economy development, and the overall consumption level is insufficient. Therefore, the author puts forward six countermeasures for this --- the country should establish a good standard for the management of green government functions; major companies need to improve the awareness and management level of green environmental protection; companies should strengthen the green laws and regulations in accordance with short-term and long-term development goals Construction; companies should innovate and develop green product economy; companies should consider product portfolio pricing and conduct green marketing strategy analysis on pricing; companies should conduct a pricing strategy analysis for new green products. In short, the

development of a green market economy is premised on effective environmental development. Enterprises need to strengthen the response effect of consumption, clarify the development standards of actual benefits, accelerate the pace of sustainable and stable construction, and create a reasonable green industry marketing environment for the good of mankind. Build a suitable environment for survival. [27]

Analysis on the Mode of Green Marketing of Chinese Enterprises is written by Yewen Lu. First, the author took us to understand the meaning and current situation of green marketing. The author believes that green marketing has strategic and prominent significance for the development of the entire green model. Next, the author elaborated on the connotation and related expansion of green marketing. The core concept of "green marketing" is to attach importance to the protection of the ecological environment, reduce resource consumption through "green behavior", and coordinate with "green production" and "green consumption" to realize people's demand for "green behavior", thereby contributing to economic and social development. Continuous development lays a solid foundation. After that, the author introduced us to the current main green marketing models of Chinese companies. The author divides the green marketing model into four categories. The first is to advocate the production of green products; the second is to promote the marketing of green products by distinguishing prices from ordinary products; the third is to place green advertisements to increase consumers' attention to green products; the fourth is to emphasize the establishment of green channels with green partners Partnership. Finally, the author believes that the rise of "green marketing" is closely related to the long-term development of enterprises. "Green marketing" can continuously enhance the environmental protection concept of enterprises in the actual operation process, and can also encourage consumers to consciously participate in the ecological environment. Go under protection. [28]

1.5 Circular economy

Human society civilization continues to develop and progress, and human ecological resources continue to be depleted. This phenomenon is worthy of widespread concern and effective action by all mankind. It is not only saving the use of resources, but also looking for resources to circulate and reuse technology and development, civilization and ecology are both grasped together. As early as 1972, a research report pointed out that “if the world's population, industry, pollution, crops and energy consumption continue to grow at this rate, our planet will reach an extreme value.” [29] Since then, the ecological environment will be the first time. As the reason for curbing economic growth, it has attracted worldwide attention. In the 1990s, the concept of circular economy was gradually introduced to China through international sharing, and soon attracted the attention of the government, experts from various departments and scholars from all walks of life.

With the strengthening of people’s awareness of the concept of circular economy, the research and understanding of the theory of circular economy has also developed from the definition of connotation to the economic development model of the coordinated development of ecological economy. The deepening of this understanding and research has a positive and positive effect. Promoting the guidance of macro policies and corporate practices, there are also more and more studies linking circular economy with green marketing.

1.6 Consumers purchasing behaviour

In this part, I will understand the consumers purchasing behavior from existing theory, the green purchasing behavior and consumers’ environmental concern.

1.6.1 Consumer behavior theory

Consumer behavior occupies an important position in the modern marketing theory system. As an independent discipline system that has been highly concerned

by the academic and business circles, its related theories and practices have been gradually improved with the development of social economy. Consumer behavior can not only dynamically study micro-market details, target market positioning, formulate marketing strategies, etc., but also apply it to macro-level control and control. Many scholars and economists have systematically elaborated on consumer behavior and related research. Quesnay (1979), a French classical economist, believes that consumption is conducive to wealth growth and complements social reproduction. At the same time, he advocated that the promotion of productive consumption can promote economic development and social prosperity. [30] Keynes (1983), the founder of macroeconomics, believes that consumer demand and investment demand together constitute demand, and investment is to generate more consumption. From this, it can be inferred that consumption should be studied as a major part of macroeconomics. British economist and philosopher Smith (2011) showed for the first time that consumption will not only promote the satisfaction of consumers' interests, but also realize the interests of producers. [31] British economist Marshall (2011) put forward the concept of consumer surplus, that is, if consumers believe that the price of a commodity is lower than their expected price, they can not only be satisfied with their consumption desire, but also get a "The remaining satisfaction." [32] The research of Lynn (2018) shows that consumers' expectations of products have a direct impact on the feedback behavior of products after sales. [33] The American AMA believes that consumer behavior is an interactive process among multiple factors, including consumer feelings, trends, perceptions, and external factors. [34] Research on consumer behavior is not limited to theoretical and connotative research. Scholars and experts from all walks of life have more diverse research perspectives. Consumer behavior can not only be used to help companies study consumer needs and develop innovation, but also help enterprises broaden their market share and obtain more profits. Some scholars have also tried to integrate consumer behavior into research in many fields such as psychology, sociology, macroeconomics, natural ecological protection, and smart cities.

1.6.2 Green purchasing behavior

When green and environmental protection become an important part of the sustainable development strategy, the social economy has shown a brand-new development outlook. As people's attention continues to increase, greening has also derived into the consumer field. Green consumption supports various green activities, advocates and guides consumers to pay attention to ecology, and produces green purchase behavior from the perspective of environmental protection. [35] Carlson (1993) believes that consumers' purchase, use and disposal of products considering the impact of their own behavior on the environment is the embodiment of green consumption in order to maximize long-term benefits. Green consumption behavior refers to the purchase of products or services that meet environmental protection standards or meet green characteristics. [36] Zhiyun Zhao (2010) believes that green consumption is a general term for various forms of consumption activities, and its main purpose is to reduce resource consumption and maintain ecological and biological health, and to continuously promote scientific research and development and environmental protection development of the main production body. [37] Guanglin Bai (2012), based on psychological theory, uses three indicators of green consumption cognition, green consumption attitude and green consumption behavior or the prescribed level of awareness. Green consumption attitude refers to their own willingness to green consumption; green consumption behavior refers to the actual purchase of products or services that meet environmental protection standards or meet green characteristics. [38] The China Consumers Association pointed out that consumers are the main body of green consumption activities. When choosing, they should pay attention to products or services that should not cause harm to organisms and ecology, and there should be no waste or pollution in the disposal process after use. If such environment-friendly consumption habits are formed, it will play a continuous role in ecological protection. [39]

1.6.3 Consumers' environmental concern

Consumers will be affected by many factors from the understanding of green consumption to the specific implementation of green consumption behavior. Among them, consumer environmental awareness is one of many factors.

Consumers' implementation of green consumption behavior requires a certain foundation of environmental cognition and environmental awareness to support. Different people have different environmental awareness. People with strong environmental awareness may be more likely to make green consumption actions. Environmental awareness shows a collection of ideas, beliefs, and awareness in the process of human beings and ecological nature. Maloney (1973) believes that environmental awareness includes three aspects of cognition, emotion and behavioral intention, and the strength of its environmental awareness is also reflected in these three aspects. [40] Roszak (1995) believes that environmental awareness integrates the environment and the individual as a part of self-concept, and that not doing behaviors harmful to the environment means not doing behaviors harmful to oneself. [41] Schlegelmilch (1996) proposed that environmental awareness can be summarized and embodied by environmental knowledge, environmental attitudes and environmental behaviors, which have a positive impact on consumers' green consumption willingness and behavior. [42] Environmental knowledge refers to the consumer's understanding and ability to discern information related to environmental protection and green products. Environmental attitude refers to the consumer's feelings or attitudes towards environmental issues, that is, the degree of approval of consumers' willingness to take action or money for environmental protection activities. Environmental behavior refers to the consumer's past experience of purchasing green products or other green consumption behaviors.

1.7 The future of green marketing

Green marketing is becoming popular since environmental sustainability is a primary concern among consumers. According to a new survey done by Futerra of over 1,000 consumers in the US and UK, they found that a very high number (96%) of people feel their own actions, like donating, recycling, or buying goods can make a difference. Therefore, companies need to incorporate sustainability strategies in their business. However, corporate social responsibility alone does not achieve a long-term impact. Sustainable development should be firmly rooted in the company's vision and goals. Besides, businesses that implement environmentally friendly practices have a lot to gain.

The importance of green marketing is growing and more companies produce and sell eco-friendly products. Once most consumers gain the knowledge about the importance of buying products and services that don't harm the environment, green products will get cheaper and cheaper to produce when the demand grows.

Summary

As a new type of marketing method and marketing development direction in the current era, the green marketing is in line with the sustainable development concept of the current society. The concept of green marketing has achieved good results in practical applications. Therefore, it is very necessary to continue implementing green marketing. The current problems in the field of green marketing require the joint efforts of enterprises, consumers and the government. Relevant companies should continue to innovate their own business models and carry out related product production activities based on green marketing concepts. In addition, large-scale industrial enterprises must follow the trend of green development, follow the general trend, turn ideals and beliefs into actions, improve the corporate philosophy of green development, innovate green products, create green channels, and do a good job in green public relations. Establish a good environmental image, build a systematic green marketing model, and continuously improve the production, development, and management of green enterprises,

improve market competitiveness, and increase product share. After that, green marketing will become more and more popular.

2 BRANDS IN GREEN MARKETING

In this paper, I will focus on the analysis of four brands. They are respectively Chinese auto brand named BYD, American outdoor brand called Patagonia, American technology brand named Apple and British cosmetics brand called The Body Shop. Firstly, I will give a brief introduction to each brand in order to become more familiar with the brand. Secondly, I will analyze the status of the brand or the company's use of green marketing strategies. Finally, there will be a summary and some comments for the brand.

2.1 BYD case

The first case is about a Chinese auto brand named BYD. Firstly, I will have a brief introduction to BYD. Then, I will point out the green marketing included in BYD and use SWOT method to analyze it. Finally, the strategies of green marketing in BYD will be indicated and I will give some comments about how to do better marketing strategies according to the current auto market situation.

2.1.1 BYD introduction

BYD was founded in 1995 and is listed in Hong Kong and Shenzhen, spanning three major industries: IT, automotive and new energy. BYD currently employs about 180,000 people, covers a total area of nearly 15 million square meters, in China has Shenzhen, Beijing, Shanghai, Xi'an, Changsha and other 12 industrial parks, and in the United States, Europe, Japan, Taiwan and other countries and regions with branches or offices.

As for the development of BYD's new energy vehicle business. In 2003, BYD bought Xi'an Qinchuan Automotive Industry, and officially entered the field of automobile manufacturing. In June 2006, BYD's pure electric vehicle F3E was successfully developed, opening up the new energy vehicle industry. In 2010, the introduction of rechargeable dual-mode electric vehicle F3DM is a big leap forward in China's automotive industry.[43] Subsequently, BYD also developed a pure electric car E6, in May 2010 into the Shenzhen City into operation of 50 E6,

achieved good performance. In September 2010, BYD launched the all-electric bus K9, which was put into trial operation in Shenzhen and Changsha bus systems in early 2011. Since entering the automotive sector, BYD has made full use of its technological advantages and actively developed and optimized new energy vehicle products.[44]

2.1.2 Green marketing in new energy vehicles

Green marketing refers to a marketing method in which enterprises aim to promote sustainable development and focus on the coordination of economic interests, consumer needs and environmental interests. BYD new energy vehicles in the product development, design, production, pricing, sales process, from the protection of the ecological environment, and strive to avoid environmental pollution. Not only to enable enterprises to obtain higher profits, but also to meet the requirements of consumers for useful use. In carrying out the new energy vehicle business, it has the concept of green marketing, that is, demand view, resource view, environment view, benefit view, people-to-people view, so as to achieve sustainable development, enterprise profitability, consumer demand unity.

2.1.3 SWOT analysis of BYD

Strengths

(1) Cost advantage. For BYD, the consistent development logic of the new energy vehicle business is to imitate each other's technology. BYD's F3, introduced in 2005, is an imitation of the Toyota Corolla. Through imitation, BYD has saved a lot of technical and capital costs, so BYD's new energy vehicles have a greater cost competitive advantage than other competitors.

(2) Strong adaptability of business strategy. BYD, as the representative of domestic automobile production enterprises, actively responds to the call of the country "energy conservation and emission reduction, environmental protection", attaches importance to the new energy vehicle market, produces and develops

various new energy vehicle products, and in the context of the world's green economy, flexible green marketing activities.

Weaknesses

(1) Technical disadvantage. BYD's new energy vehicle business does not yet have a mature core technology, which directly affects the safety performance and cost of its vehicles. BYD's new energy power system technology, such as motors and transmissions, is not perfect, so that new energy vehicles in the process of use of various functions cannot be guaranteed.

(2) Brand building is at a disadvantage. Because BYD's research and development technology strength is not close, cannot independently research and development, so imitation is BYD's consistent production capacity. While this will allow BYD to survive, it will do great harm to BYD's own branding. Imitation behavior can not only make consumers doubt the quality of the car, but also can make consumers aversion, which is not conducive to by BYD brand building and promotion.

(3) New energy vehicle charging is not convenient. Charging electric vehicles is difficult and inconvenient for consumers in BYD's new energy vehicle industry. However, if you want to popularize electric vehicles on a large scale, you need to realize the popularity of charging devices, and this initiative will involve the municipal government, transportation, city regulations, power grid and other relevant departments, which increases the difficulty of achieving the popularity of charging devices.

Opportunities

(1) New energy vehicles, electric vehicles production and sales situation is good. China's new energy vehicle production and sales scale increased year by year, and the growth rate is fast, from January to July 2016, new energy production and sales increased by 119.8%、122.8%; From 2011 to 2015, China's production and sales of pure electric vehicles increased significantly, and from January to July 2016, the production and sales of pure electric vehicles increased by 156.4% and

160.9%。 This means that the new energy vehicle and electric vehicle market has great potential for development.

(2) New Energy Automotive Industry Alliance. Beijing, Jilin, Chongqing and Guangdong provinces respectively in 2008 and around 2009 launched the establishment of provinces and cities “new energy vehicle industry alliance.” The alliances have successfully combined government forces, academic resources of universities and enterprise resources to lay a good foundation for the development of new energy vehicle industry in various provinces and cities.

(3) Policy support. BYD's new energy vehicle industry has responded to the global call for green energy conservation and emission reduction and protected the natural environment, so it has been encouraged and supported by the government.

Threats

(1) The development of pure electric vehicle industry meets the bottleneck period. Materials show that although the country has been advocating the promotion of all-electric vehicles, but in fact, the new energy vehicle industry is still difficult to cross the stage of hybrid vehicles. At present, China's pure electric vehicle supporting policy is not complete, the national strategy needs to be further clarified. China's pure electric vehicle charging equipment and other supporting facilities are not perfect.

(2) There is a lot of competitive pressure. With the popularization of the government's new energy industry incentive policy and the increase of subsidies, other industries, traditional enterprises to open up new areas, new enterprises, etc. will become BYD's competitors, BYD's original part of the market share is divided, market competition pressure increased. [45]

2.1.4 BYD green marketing strategies

Next, we will discuss the green marketing strategies of BYD from four perspectives of price, channels, promotion and products.

As for price strategy, in terms of BYD's product positioning, its targeting customer base is mainly aimed at mass consumers, the production of ordinary consumers can consume civilian models. In addition, BYD's core parts are almost self-produced, with only 30 per cent of the external supply chain. This allows BYD to achieve lower production costs and a cost advantage over other competitors. As a result, BYD can set a lower pricing level in order to attract consumers.

As for channel strategy, firstly, in the initial stage, BYD adopted a combination of bus electric bus K9 plus electric taxi E6 into the public transport sector, the implementation of public transport priority strategy, including three models: the establishment of a taxi joint venture, zero-dollar bus and off-the-go plant. Secondly, BYD's new energy vehicle sales, mainly through agents in the provinces and cities to set up stores and participate in auto trade fairs, through sales staff and customers to negotiate to achieve sales goals. Domestic second- and third-tier cities are the main business scope, relying on the quality of living standards to promote the sale of new energy vehicles.

As for promotion strategy, in terms of product promotion, BYD fully takes into account the seasonality and particularity of regional markets and other factors, different regions to adopt different promotional strategies, BYD commonly used promotional methods are mainly free maintenance, gifts, price discounts and so on. In addition to the above promotion methods, BYD also closely followed the global auto exhibition, and strive to make BYD new energy vehicle products debut, so as to achieve the general consumer publicity and promotion effect. [46]

As for product strategy, BYD has officially entered the field of automobile manufacturing since its acquisition of Xi'an Qinchuan Automotive Industry Co., D.A. BYD developed the F3E in 2006 to launch its new energy business. In 2010, the F3DM, a rechargeable dual-mode electric vehicle, was launched, followed by BYD's E6 and k9 pure electric vehicles. In the initial stage, BYD because of the financial strength, technical strength is not enough, does not have the strength to develop their own, the main production logic is to imitate the technology of competing companies, take low-cost competition with each other in the market.

2.1.5 Development discussion of BYD

Firstly, BYD should increase green brand building efforts. BYD should continue to develop and produce new energy vehicle products, actively participate in public welfare activities related to environmental protection and sustainable development, and promote BYD's green corporate image to the community through advertising and other methods. At the same time, regular training of employees in the company on environmental protection and other aspects, and strive to create a love of nature, the protection of nature of the working environment. By establishing a good green corporate image through the above behavior, BYD can stand out from many brands and win the trust and favor of consumers, thus enhancing its brand competitiveness.

Secondly, BYD should develop new markets for hybrids. Based on the analysis of hybrid vehicle production and sales from 2011 to 2015, the production and sales of hybrid vehicles in 2015 increased by 1.87times in China's market performance. Although the Ministry of Science and Technology has been supporting the promotion of pure electric vehicles, but the current development of new energy vehicles is difficult to go beyond the hybrid stage. From a practical point of view, within a decade, the technology most likely to be popular should still be hybrid. Therefore, in the context of the good prospects of the hybrid market and the mature hybrid factors, it is suggested that BYD's new energy vehicle business can expand its hybrid vehicle business and develop new hybrid markets while continuing to develop pure electric vehicles.

Thirdly, BYD should pay attention to the main city sales channels. BYD's automotive business should pay attention to the sales of Beijing, Shanghai and Guangzhou, and expand its sales channels according to its automobile demand. Beijing from 2001 on the proposal, to pay attention to the development of high-power ground charging stations. It plans to operate 120 car charging piles in 2010. It can be seen that the Beijing Municipal Government's vigorous subsidy policy,

gradually improve the charging network, have met the requirements of consumers for the use of pure electric vehicles, Beijing electric vehicle use will be with the implementation of various supporting policies for electric vehicles and explosive growth. Therefore, BYD new energy vehicles should pay attention to the Beijing market, increase sales. Shanghai area: Shanghai has always attached great importance to the development of new energy vehicles, a number of new energy vehicles research and development platform has been built, with the promotion of new energy vehicles a good basis for development. Electric vehicles can meet the daily mileage requirements of most consumers in Shanghai. Therefore, BYD should broaden the sales channels in Shanghai and make full use of Shanghai's good new energy vehicle demonstration and operation base. Guangzhou has been a pilot city for the promotion of new energy vehicles for 6 consecutive years, and the government has a strong subsidy policy. Guangzhou is BYD brand depth of the region, should be BYD's new energy vehicles as the main market development.

Fourthly, BYD should master the core technology of new energy. Because BYD does not have a strong new energy core technology, so cannot develop their own, but imitate the technology of competing companies. This is not only detrimental to corporate brand image, but also not conducive to corporate profitability. Analysis of Shanghai automotive group's new energy vehicle technology route, it can be found that SAIC group identified the "three powers" core technology route – "motors, electric control, batteries", in early 2015 to harvest the new energy single, from then on sales gradually increased, in 2015 Rongwei E50, Rongwei E550 sales increased by 145 percent compared to 2014, 291.6%, achieving a significant increase in corporate profits. It can be seen that mastering the core technology of new energy is an important guarantee for the company to realize the profitable growth of new energy business. Therefore, BYD's new energy vehicle industry should invest in learning to master the core technology in order to enhance its competitiveness.

Fifthly, BYD should do online shopping. As of December 2015, China's Internet penetration rate reached 50.3%, and the size of Internet users from 2010

to 2015 is a trend of gradual growth. Through the analysis of the development of mobile Internet from 2010 to 2015, it can be obtained that China's mobile online shopping will continue to maintain rapid growth, which is conducive to BYD's new energy vehicle online shopping and other marketing means of innovation and realization. BYD should pay attention to the Internet as a potential market, by creating the corresponding shopping page or software, the new energy vehicle products published on the web page, to attract the attention of consumers, so that online purchases.

2.2 Patagonia case

The second case is about the American outdoor brand, named Patagonia. Firstly, there will be a brief introduction to the brand Patagonia. Next, the green marketing strategies of Patagonia will be analyzed in details.

2.2.1 Patagonia introduction

Founded in 1973 by surfer and mountaineer Yvonne Chouinard, Patagonia is a high-end outdoor brand that combines clothing, backpacks and shoes, with a mission of "making better products, avoiding unnecessary environmental harm, and finding solutions to environmental crises through business operations" and making products beloved by outdoor people and high-end consumers around the world. Located in Ventura, Southern California, Patagonia has direct stores in 17 countries, opened its first store in Beijing in 2012, moved into T-mall in 2014 and generated sales of approximately \$200 million in 2017.

Patagonia has been calling for environmental protection since 1993, using 100% organic cotton fabrics and introducing recycled plastic beverage bottles to make clothing fabrics. In 2000, it worked with independent blue label standards to evaluate and review aspects of the production supply chain to ensure compliance with environmental standards and consumer safety, and in 2001 created the 1% for Planet Alliance, which commits to donating 1% of annual sales revenue to Grassroots conservation groups; clothing recycling campaigns in 2006; support for

grassroots activists and salmon trout conservation associations in 2015; and calls for the protection of the last surviving Gondwana natural rainforest in north-west Tasmania from 2016 to the present. and mobilize social forces to protect public lands.

2.2.2 Patagonia green marketing strategies

The green marketing strategies will be analyzed from price, advertisement, promotion, its 5R strategy and research and development.

Patagonia implements a green price strategy. Green price refers to the company's environmental expenditure into the cost, as part of the green price, which means that the price of green products is higher than non-green products. Patagonia is committed to using eco-friendly fabrics and blending high technology to provide high-quality outdoor sports equipment for permanent use by outdoor explorers, high-end consumers and environmentalists around the world, so its products are overpriced. Patagonia's pricing is significantly higher on T-mall's platform compared to TOREAD and The North Face, in accordance with Table 2.1.

Table 2.1 – Outdoor brand price comparison (unit: Chinese yuan)

	Patagonia	The North Face	TOREAD
Jackets (Male)	1159-5335	798-2998	647-1429
Fleece (Male)	1195-2429	318-1998	269-599
Skin coat (Male)	974-1104	478-998	399-499

Patagonia implements a green advertising strategy. Green advertising refers to the concept of environmental protection in advertising, to promote ecological protection, resource conservation, moderate consumption of green consumption. The implementation of green advertising strategy, can establish a green image of enterprises, guide green consumption, enhance the competitiveness of products. In its 44 years of establishment, Patagonia has not published a television ad. It wasn't until 2017 that Patagonia spent \$700,000 on a one-minute television ad calling for

the protection of public lands in the United States. The ad has nothing to do with Patagonia's main business, but it seems irrelevant, but it fully demonstrates a sense of social responsibility and a forward-looking environmental awareness to protect the land heritage of the next generation, cementing its image as an environmental pioneer in the minds of consumers. Instead of using stars as spokesman, Patagonia is working with outstanding explorers in the field of outdoor sports to inspire people to go outdoors and enjoy the natural environment.

Patagonia implements a green promotion strategy. Green promotion is to abandon the traditional model of simply encouraging consumption, guide consumers to green consumption, the majority of promotional forces into environmental protection-related public welfare activities. Black Friday in North America is a national shopping carnival, with major businesses carrying out a variety of promotions to suggest consumers are buying. And in 2011's "Black Five", Patagonia published an ad in Time magazine that said it takes 135 liters of water to produce an R2 jacket that releases 20 pounds of carbon dioxide. Yet such anti-consumer advertising has won over consumers, with Sales of the Patagonia Black Five up 30% from the same day last year. In Black Friday 2016, Patagonia donated about \$10 million in total sales for the day for environmental causes. Since 2017, Patagonia has encouraged consumers not to donate love indirectly by buying clothes, but to donate money directly to non-profit organizations.

Patagonia implements a green 5R strategy. 5R means reduce, repair, reuse, recycle and reimagine. First, Patagonia makes wearable clothes and advocates not buying what you don't need; second, Patagonia offers after-sales repair services; third, helps you sell or give away clothes you don't already need so they can be reused; fourth, recycle worn-out clothes so they won't be thrown into garbage mountains or incinerators; and fifth, look forward to the future with you – we'll only use naturally degradable things. Patagonia, aware of the adverse effects of industrial cotton cultivation on soil, water, atmosphere, human body, etc., decided in 1994 to gradually replace industrial cotton with organic cotton. Today, Patagonia's products promise to use 100 % organic cotton, and more than 56 % of

Patagonia's products use environmentally friendly fabrics, including recycled polyester fabrics, recycled nylon organic fabrics, hemp fabrics, and chlorine-free wool. Patagonia has 54 Reno repair centers worldwide in 2017, and consumers can find clothing maintenance and repair advice available in six languages on its website. A total of 70,337 items of clothing were patched at a repair center in Patagonia in 2017, and 17,272 Patagonia products were recycled as a result of the inability to repair them, about the sum of their 2015 and 2016 recycled products. Patagonia's green 5R strategy has a profound impact on its industry and consumers, reflecting its environmental responsibility. [47]

Patagonia implements a green research and development strategy. The research and development strategy of garment enterprises refers to the application of new technology, new materials to develop products with new functions, or on the basis of the original products, the use or partial use of new technologies, new materials, new processes, the structure, process, performance of the original products to improve the formation of different from the original products of differentiated products. Patagonia's research and development strategy are aimed at reducing unnecessary environmental impact, and in terms of fabrics, Patagonia uses natural organic cotton and recyclable, renewable materials to provide consumers with high-quality, high-performance, environmentally friendly products. In 1993, Patagonia first turned recycled plastic bottles into polyester from clothing for use in new product lines, and it was the first outdoor sports brand to "turn plastic bottles into treasures". To date, Patagonia's global stores have recycled 12 million plastic bottles as a source of clothing fabrics, significantly reducing dependence on oil. On the other hand, Patagonia has developed several scientific and technological patents, such as waterproof breathable film, warm fabrics, strong deodorization, ultraviolet protection, etc., to better meet the requirements of consumers for outdoor sports.

2.2.3 Summary for Patagonia

Patagonia, a small and medium-sized unlisted company, had sales of \$800 million in 2016, twice as much as in 2010. In short, its rapid development, and global visibility, influence, mainly due to the implementation of its scientific and effective green marketing strategy, in the formulation of corporate development planning and production, marketing, management, all always pay attention to the penetration of green environmental awareness, not only physically, but also the concept of sustainable development to share with the company's employees, consumers, peers. Patagonia's green marketing strategy responds to the green needs of consumers, protects the earth's ecological environment, and preserves resources for the next generation in order to achieve the long-term goal of sustainable development. With the promotion of Patagonia and other enterprises, more and more enterprises focus on green marketing, and strive to green concept to impress consumers, adapt to the development needs of the new era.

2.3 Apple case

The third case is about the technology brand named Apple. We will have a brief understanding of Apple's green characteristics and then make a detailed analysis of Apple's green marketing strategies.

2.3.1 Apple's green characteristics

As for Apple's green characteristics, Apple "green" its raw materials, and Apple actively fulfill corporate environmental responsibility.

In the field of green materials, Apple has made great efforts to make raw materials harmless since responding to Greenpeace's timetable for removing toxic substances from its products. According to Greenpeace's list of green products, Apple has achieved its goal of removing all toxic substances from its products by the end of 2008, in addition to a technical hurdle: a certified PVC-free power cord.

For decades, Apple's designers and engineers have led the way in developing smaller, thinner, lighter products. With the stronger the performance of the product, the less material is required to manufacture and less carbon emissions are

produced. For example, while today's iMac is more powerful and equipped with a larger screen than the first-generation iMac, it is designed to save 50 % of raw materials and reduce carbon emissions by 50 %. Even the iPad is 33 % thinner, 15 % lighter, and 5 % less carbon emissions than the previous generation.

Environmentally friendly products must take into account the environmental impact of the raw materials used. From glass, plastic and metal to packaged paper and ink, Apple's goal is to reduce or stop using environmentally harmful substances and stay ahead of the industry. One of the challenges facing the industry is the presence of toxic substances such as arsenic, skunk flame retardants (BFRs), mercury, phthalates and PVC. Although most countries still allow the use of these substances, Apple has partnered with manufacturers to stop using these substances in Apple's products. Not only are all products sold free of toxic substances such as odorizing flame retardants, but thousands of Apple components have also been identified as Odor-free and chlorine-free, significantly ahead of other companies in the industry. In addition, all Apple-made displays, whether built into the product or sold independently, use mercury-free LED backlighting technology and arsenic-free glass.

In addition to removing toxic substances and designing product casings with highly recyclable aluminum alloys, Apple also uses environmentally friendly materials, including recycled plastics, recycled paper, bio-polymers and vegetable inks. Apple, meanwhile, meets the high standards of Apple's design by reprocessing secondary ingredients. Apple's cooling fan components, for example, use advanced ingredients extracted from re polymerized plastic bottles, and thousands of speaker components and internal bays are now made from recycled PC-ABS. Apple's packaging is designed to be made from pulp fibers from consumers recycling paper and to print manuals using vegetable inks. Millions of iPhone packages are made of renewable cassava paper foam, while iTunes Gift Card uses 100 % recycled paper.

In the field of environmental responsibility, Apple has taken aggressive steps to address new high environmental standards after Greenpeace set stricter standards

for the use of toxic chemicals and e-waste recycling policies, as well as new energy consumption targets for companies. In specific energy conservation and emission reduction to put into practical action, and actively fulfill the carbon emissions strict control of corporate obligations. Apple provides a complete environmental impact report that focuses on the product: the process of designing the product, the process of manufacturing the product, and the process of taking the product home for use. Apple uses comprehensive life cycle analysis to understand the sources of greenhouse gas emissions. Emissions from the manufacture, transport, use and recycling of products, as well as from equipment, are included in the calculation. It was found that about 98 % of Apple's carbon footprint came from Apple's products, and the remaining 2 % related to Apple's devices. [48]

2.3.2 Current situation of green marketing

Next, I will analyze the current situation of green marketing of Apple products from three perspectives of sales efficiency, consumer awareness and social identity.

Apple's total market capitalization is nearly 2 trillion dollars, the highest in the world, thanks to its unique consumer experience and unique product features. It can be said that a large part of Apple's success has a lot to do with the design of its products. It's not so much Stephen Jobs is a professional business manager, rather than a great design expert. Its unique marketing philosophy has contributed to Apple's success. Jobs himself is a legend full of green marketing ideas. On September 10, 2008, Apple CEO Steve Jobs announced at Apple's Let's Rock conference that the new iPod will no longer contain toxic chemicals – PVC, BFR and mercury. It is the third company to make such a commitment, after Nokia and Sony Ericsson. "Apple's commitment to phase out materials containing PVC and BFR by the end of 2008 is a big step forward for Apple. However, mobile devices' batteries cannot be removed at will nowadays, which creates problems for replacing the battery and makes it difficult to separate and recycle, not to mention increase the burden of e-waste disposal.

Most of the reason consumers choose Apple's range is because they're attracted to his cool shell. And these shells are made of cleaning materials that embody the concept of green marketing. In the choice of safe and non-toxic process materials, reflecting Apple to meet consumer demand for green health harmless products. It requires companies to consider the health and safety of consumers and their impact on the environment in the development of green products, and to assume their obligations. This is the support point for enterprises to implement green marketing. According to the content category of green marketing, the core product of green marketing is to develop products to meet the needs of consumers. Apple strives to provide consumers with the need to meet green and safe consumption through environmentally friendly choices for raw materials.

Apple's business efficiency is booming, and consumers are very good about its word-of-mouth. In the corporate social commitment and social responsibility is also as far as possible to achieve the efficient use of environmentally friendly materials, and choose low clean pollution. Apple's commitment to reducing carbon emissions from the production process has been difficult for many companies to do, and Apple has been making progress in this regard. According to Greenpeace's green product rankings, Apple's ranking is improving, and its commitment to reducing harmful substances in raw materials has created a good image for the company.

2.3.3 Apple's green marketing strategies

Next, I will analyze Apple's green marketing strategies these years through 4Ps of product, price, place and promotion.

As for green product, take iPhone 12 as an example, it is made with better materials of 99 % recycled tungsten and 98 % recycled rare earth elements. Apple engineers designed the A14 with exceptional performance and superior energy efficiency. It also has better energy efficient, which is 53 % energy consumed than the U.S. Department of Energy requirements for battery charge system. With them, your Apple devices can easily perform complex tasks while maintaining maximum

battery life. This configuration increases battery life and protects the environment in the long run.

As for green price, as we know, the increase in performance and better materials will inevitably lead to an increase in cost. Therefore, Apple has enriched its product line to keep its total price range the same as the previous year's products.

As for green place or green distribution, Apple employs a team of design and engineering experts to develop packaging that is minimally lightweight and provides the best protection. This efficient packaging design not only reduces material use and waste, but also helps reduce carbon emissions from product delivery. For example, the iPhone 12 is nearly 50 % less than iPhone 11 packaging, which means that almost 100 % more iPhone 12 boxes can be stored per shelf, each ship or cargo ship can carry more shelves, and the number of times ships and cargo ships are used will be reduced, thereby reducing carbon emissions. Besides, Apple inspires and guides the green consciousness of middlemen, establishes appropriate interest relationships with middlemen, constantly discovers and selects enthusiastic marketing partners, and gradually establishes a stable marketing network. Apple selects manufacturers with a green production concept as partners in its product processing, and annually considers green marketing benefits as an indicator for evaluating partners. Apple also has built as short and wide channels as possible, reducing channel resource consumption and channel costs.

As for green promotion, Apple was the first company to report its own carbon emissions, and one of the few that continues to do so. To manage overall carbon emissions, Apple fully measures and reports the environmental impact of its operations and product development. [49] Apple directs consumers to understand and accept advertising demands through advertising's green orientation of its products. In the green product market investment period and growth, through a large number of wide-ranging green advertising, to create a green atmosphere of marketing, to stimulate consumers' desire to buy. A large part of Apple's advertising is about the consumer experience. On the one hand is to promote

Apple's material non-toxic security, green advertising investment so that consumer awareness of Apple's concept of green enterprises. In addition, Apple has built good relationships by working closely with social and environmental groups, such as fulfilling efforts to reduce carbon emissions signed by Greenpeace. Among the five best-known brands of personal computers, Apple is sticking to their timetables for removing toxic substances from their products. It really achieves profitability, brand and environmental protection. [50]

From the above content, we have seen Apple's efforts in environmental protection these years, and I wish that more technology companies and even other companies can integrate green marketing into their products and services.

2.4 The Body Shop case

The fourth case is a cosmetic company named The Body Shop. Firstly, we will have a brief understanding of The Body Shop company. Secondly, we will analysis the green strategies of The Body Shop. Finally, I will have some development discuss of The Body Shop.

2.4.1 Introduction to The Body Shop

The Body Shop is an international competitive green brand that provides its customers with ecofriendly, naturally inspired beauty and cosmetics products. It was founded in 1976 by Anita Roddick it currently has 2500 stores worldwide in 61 countries. In 2006 the body shop was bought by L'Oréal and it is now listed in the Paris stock exchange.

The main products of the body shop include skin and hair products. The body shop successfully combined their green sense with their products but insist of using natural material. For example, the soaps made by the body shop were made from palm wine and verifies by the roundtable on sustainable palm oil (RSPO) which was established by the major key players and manufacturers of palm oil industry. In recent research all the customers regard the products as natural and good

quality. As for wood all their eye pencils, diffusers and massagers are sourced from FSC which means they get a stable timber supply while protecting the environment.

2.4.2 Product concepts of The Body Shop

(1) Community fair trade

The community fair trade of The Body Shop began in the late 1980s when Anita set up a fair and mutually beneficial trade relationship with the communities she met during her travels around the world. In the world, from Australia to Zambia, about 25 countries trade with them, ranging from Nicaragua sesame farms to Indian handicraft producers and suppliers. Community Fair Trading is a long-term procurement plan to support long-term support groups of poor and resource-deficient tribes, organizations, and even unemployed vagrants to purchase local raw materials or handmade groceries at fair prices. This income allows them to maintain skills and build medical and educational facilities. The Body Shop has more than 1,800 branches around the world, so the purchasing ability is amazing, and they hope that their transactions can create changes for the local community, and it is a double change-not only in the economy, but also in the society, and used in the society.

(2) Against animal experimentation

Body Shop not only does not do animal testing itself, but replaces it with other scientific and technological methods. It also strictly reviews and controls raw material suppliers and never purchases animal-tested ingredients. From the earliest series of skin care products to the hair care and cosmetic products developed later, the principle that Body Shop product development has always adhered to is advocating nature. That is, we insist on using pure natural raw materials to manufacture various cosmetics and skin care products. Until today, the Body Shop regards this purpose as the company's development and brand building program. In fact, this purpose expresses a value orientation of the corporate brand, establishes a market image with the protection of animals as its brand appeal, and highlights the

mission and values of "protecting animals". The founder, Anita, actively promotes it through activities. Finally, thanks to the hard work of the Body Shop and its business partners, the cosmetics industry and consumers received support during the period. Until now, European countries such as Germany and the Netherlands have banned the use of animals to test cosmetics. The Body Shop has also been honored by international organizations for its contribution.

(3) Awakening consciousness

The Body Shop promotes women's consciousness. They support women to vote, receive education, work in an equal environment and treatment through advertisements, activities, and publicity, and they oppose gender discrimination, domestic violence, and child abuse. More importantly, they oppose the use of perfect models in the media and the cosmetics industry to make all other women feel guilty.

(4) Maintain human rights

Body Shop believes in natural human rights, including freedom of speech, protection of life and property, and the rights to work, education, housing, medical care, etc., and express their support and maintenance of basic human rights with practical actions. They oppose anyone being persecuted for political or economic benefits. They are committed to helping people of all countries who have been deprived of their rights to health care, education and work due to war and poverty. They also believe that everyone has the power to stop any persecution of human rights.

(5) Protect the earth

The principle that The Body Shop product development has always adhered to is advocating nature. That is, we insist on using pure natural raw materials to manufacture various cosmetics and skin care products. All products adopt simple packaging to support environmental protection, and we are committed to advocating the 3R principles: recycling, reuse, refill. Since its inception, the principle that the Body Shop has always established its brand is to pay attention to the contribution to the social environment and the protection of animals and natural

resources, which is embodied in insisting on and opposing the use of animals to conduct any product experiments, and all product raw materials the source is taken from nature. In the body shop, people are not only consuming skin care products or cosmetics, but also caring for mankind and the earth. [51] The Body Shop satisfies the needs of the present without sacrificing the future and social interests to ensure the long-lasting and effective operation of the company.

2.4.3 The Body Shop's green marketing strategies

In this part, I will discuss the green marketing strategies of The Body Shop free three aspects – sales channel, product and price.

Firstly, let us analyze the sales channel strategies. The Body Shop founder Anita Roddick has adopted and implemented The Body Shop many unique management methods and management systems. From product development to human resource management, the outside world has mixed opinions on The Body Shop for "innovation", "daring" and even "radical". The wise see the wise and the benevolent. But one thing is undoubtedly its great success. Its franchise chain management system promoted its explosive international growth to the beginning of 1991. There were 586 body shops around the world. Only 10 of these stores are directly operated by the Body Shop, but these shops directly operated by the Body Shop play an important role. They are responsible for the testing of new products, the planning of marketing concepts, and the understanding of consumer interest and preference trends. By appointing a general franchisee in each major country to manage other franchise stores Anita Roddick in that country, it is possible to get rid of the interference of administrative affairs and personnel management and other trivial matters and concentrate on the production of new products and the company's global strategy. The contract period of the franchise is generally 5 or 10 years involving an investment of 152.5 million pounds of investment of about 27.45 million dollars. Shop opening costs include shop decoration, opening products and inventory, shop rental and management fees for franchising using the Body Shop brand. Generally speaking, it takes 2-3 years for a franchise store to

become profitable. Anita Roddick strictly controls the franchise application process. Each time there are more than 5,000 applicants, it is not easy to review the information of these applicants. The entire application process includes personality test, home visits, assessment of applicants' business abilities and attitudes towards people and the environment, and so on. It may take as long as 3 years for an applicant from the time the application is submitted to the approval review. Anita Roddick often conducts final interviews with applicants in person and often asks unexpected questions, "how do you like to die?", in literary works, such as "you like that heroine" and so on. Her purpose is to ensure that the image and principles of the Body Shop can be accepted and maintained in the franchise chain stores and will not be weakened by the franchise. "We only choose those who are passionate about our products and ideas to be franchisees" Anita Roddick explained. Once selected, the applicant will receive a series of systematic training in product knowledge, sales planning and store management.

Secondly, let us analyze its product strategies. The Body Shop adopts a "natural and professional" product strategy, emphasizing that no animal testing is used, and through fair trade purchase of natural materials to find the highest quality natural materials, cultivate and cultivate in an ethical and responsible manner. Procurement and production with innovative ideas to support community trade, safeguard human rights, oppose animal testing, actively support self-esteem and protect our planet, and spare no effort to promote social and environmental reforms.

In order to realize its "natural and professional" product strategy, it is the first to advocate the improvement of corporate transparency, and launch various actions based on the five values to support community trade, safeguard human rights, oppose animal testing, actively support self-esteem and protect our planet. No effort is spared in social and environmental reforms. Products reflect our love of life, respect for our living environment and personal spirit, and the belief in fair trade. Both the characteristics of the product and the concept of the brand are in line with our public thinking. On the other hand, the success of The Body Shop also

benefits from its clever product portfolio strategy. Effectively combine the length, width and depth of the product with the research and development of thousands of products. The product matching effect of "1+1>2" for different age groups and the fashionable and fresh outer packaging have laid a solid foundation for its success in varying degrees.

Thirdly, let us analyze the price strategies. Adopt parity strategy in price. The target consumer group of The Body Shop is college students and young people, mainly customers aged 18-30 years old. This type of buying group has high requirements for their own skin conditions and has a certain consumption ability but does not have the ability to frequently consume high-end luxury brands. The natural and effective low-priced products of the company can meet the needs of this group of people. In terms of pricing, The Body Shop captures female consumers' attention to fashion and beauty, and the pursuit of individualized irrational impulsive consumer psychology and adopts a moderate price positioning, achieving a competitive price positioning, and at the same time maintaining profit margins. It is more expensive than mass-produced cosmetics, but cheaper than branded cosmetics in the counters of department stores. The company's salespersons have to undergo rigorous training to become friendly and professional and not arrogant at all.

There are many leaflets on various topics in The Body Shop. For example, "the packaging method of the products of the body shop", "against animal testing", "how to help the poor in the third world" and so on. In addition, there are also a series of product information brochures detailing various products. As the boss of a cosmetics company, Anita Roddick said, "In cosmetics, there is no magical medicine at all. There is no miraculous elixir and no rejuvenating face cream. What skin care products can do is clean the skin and make the skin smoother. As well as protecting the skin, all these others are blowing."

2.4.4 Development discussion of The Body Shop

The Body Shop should still be consistent about their quality of product that already known as a good cosmetic product. The Body Shop should still guarantee their product as a safe product for skin.

As a green product, The Body Shop should take care about the natural resources that used as a raw material. So, it can be compatible with consumer's skin or body. The Body Shop should improve their product so it can be compatible for any kind of skin.

The consumers of The Body Shop are female and young people. Beside of the quality, they also influenced by the promotion. The Body Shop should maintain and also improve the promotion to get more consumers also make it as attractive as possible.

In general, the company's marketing strategy in particular by paying attention to consumer behavior in relation to purchasing decisions, and green marketing as a factor that can influence it. Green promotion partially and significantly influences to consumer buying behavior of The Body Shop. Therefore, in my opinion, the Body Shop should continue to increase its investment in green marketing to make its brand image more deeply rooted in the hearts of the people.

Summary

As a new type of marketing method and marketing development direction in the current era, the concept of green marketing has achieved good results in practical applications. Therefore, relevant companies should continue to innovate their own business models and carry out related product production activities based on green marketing concepts. In addition, large-scale industrial enterprises must follow the trend of green development, follow the general trend, turn ideals and beliefs into actions, improve the corporate philosophy of green development, innovate green products, create green channels, and do a good job in green public relations. Establish a good environmental image, build a systematic green marketing model, and continuously improve the production, development, and management of green enterprises, improve market competitiveness, and increase product share.

3 THE IMPACT OF GREEN MARKETING ON CONSUMER BEHAVIOR

In order to better understand the relationship and influence between green marketing and consumer buying behavior, I made a questionnaire.

The questionnaire is not only from the green marketing and consumer buying behavior themselves, I subdivide green marketing into two aspects: green products and green marketing. In addition, I think consumer environmental awareness also has a very important relationship between green marketing and consumer purchasing behavior.

3.1 Questionnaire design

The first is consumer environmental awareness. Consumer environmental awareness means that consumers regard the environment as a part of their self-concept, which can represent the degree of consumer concern about the environment. I designed five questions, from consumers' perceptions of green products, consumers' own consumption behavior and consumers' concerns about environmental issues.

The second is green product. A green product is a sustainable product designed to minimize its environmental impacts during its whole life-cycle and even after it's of no use. I have designed four questions, from the three aspects of reducing the consumption of non-renewable resources, reducing pollution in the production process and extending the life cycle of products or services.

The third is green promotion. The green promotion means that a company spends expenditures on environmental protection should be advertised, the company should have a communication with the market which should put stress on environmental aspects, and the company should sponsor the natural environment. I have also designed four questions for it. It is from whether the company itself has properly publicized its contribution to greening, to whether the company has set up additional department to carry out activities, even having a cooperation with green organizations.

The last one is consumer purchasing behavior. I start with whether consumers will give priority to purchase, whether they will pay higher cost and multi-purchase.

3.2 A complete questionnaire

Question 1: Your gender: [single choice question]

- A. Male
- B. Female

Question 2: Your age: [single choice question]

- A. Under 18 years old
- B. 18-25 years old
- C. 26-30 years old
- D. 41-50 years old
- E. 51-60 years old
- F. Over 60 years old

Question 3: Your education level: [single choice question]

- A. Senior high school or vocational high school or below
- B. Associate degree
- C. Bachelor degree
- D. Master degree or above

Question 4: Your disposable monthly income: [single choice question]

- A. Below 1000 yuan
- B. 1000-2000 yuan
- C. 2000-3000 yuan
- D. 3000-4000 yuan
- E. More than 4000 yuan

Question 5: Do you know what a green product is? [single choice question]

Do you know what a green product is?

- A. Do not know
- B. Know (products that are beneficial to the ecological environment)

Question 6: Have you ever consumed green products? [single choice question]

- A. Never consumed

B. Consumed

Question 7: How often do you go to the supermarket to bring your own reusable bags?[single choice question]

A. Every time

B. Usually

C. Sometimes

D. Never

Question 8: How often do you use disposable tableware in restaurants?[single choice question]

A. Always use

B. Rarely use

C. Never use

Question 9: Do you feel worried when you come into contact with ecological and environmental issues?[single choice question]

A. Yes

B. No

C. Never touched

Question 10: About green product[matrix question]

A. Strongly disagree

B. Slightly disagree

C. Neutral

D. Slightly agree

E. Strongly agree

Question 10-1: Should enterprises reduce the use of non-renewable resources?

Question 10-2: Enterprises should try to use non-toxic and harmless raw materials?

Question 10-3: Should enterprises develop long-life or reusable products?

Question 10-4: Should enterprises do a good job in the recycling and disposal of waste products?

Question 11: About green promotion[matrix question]

A. Strongly disagree

B. Slightly disagree

C. Neutral

D. Slightly agree

E. Strongly agree

Question 11-1: Should enterprises vigorously promote their contribution to product greening?

Question 11-2: Should enterprises carry out green activities and call on people to go green?

Question 11-3: Should enterprises set up a green or environmental protection department?

Question 11-4: Should enterprises cooperate with green organizations?

Question 12: Among similar products, would you give priority to green products?[single choice question]

A. Yes

B. No

Question 13: Are you willing to spend more money on green products?[single choice question]

A. Yes

B. No

Question 14: Would you buy green products repeatedly or multiple times?[single choice question]

A. Yes

B. No

3.3 Data analysis of questionnaire results

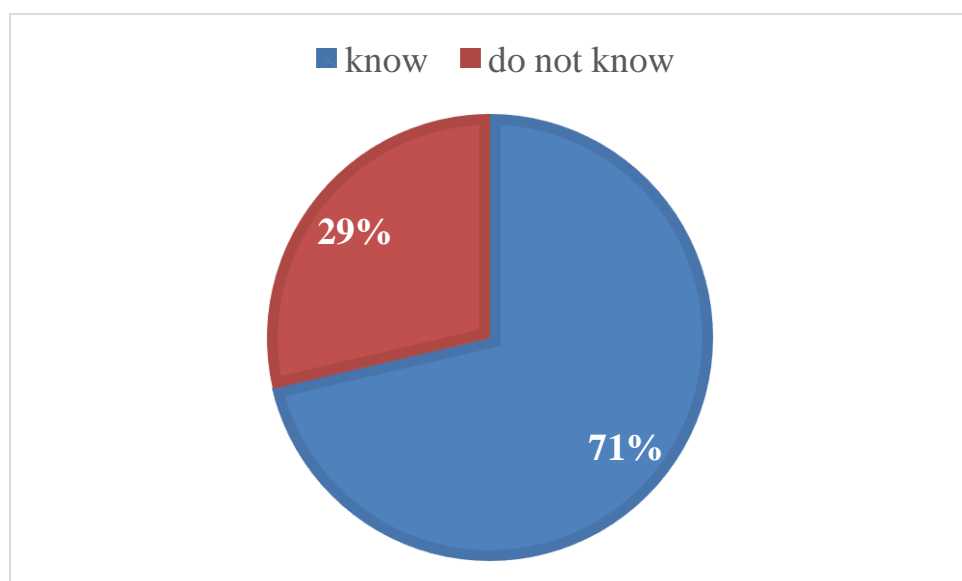
This section will analyze all the results of the 213 valid questionnaires. It includes the description of the sample, the research model involved in this study, data verification and analysis.

3.3.1 Sample description

This research uses the network questionnaire survey method. Because this study has no special requirements for samples, convenience sampling is used to conduct the survey. The questionnaire is distributed in the form of a link to the questionnaire on the network platform, and the research purpose and main purpose are explained. The questionnaire editing software has set up a mandatory answer mode for each question and a page turning mode that is more suitable for readers to read, and all questions are reasonably distributed. Data collection started in April 2021 and ended in May. The survey samples filled out questionnaires based on their true feelings. A total of 213 questionnaires were collected, of which 213 were valid complete questionnaires after screening, and the efficiency of the questionnaire survey was 100 %. The following From this table, we can easily know that the results of the survey this time will mainly point to men and women aged 18-25 with non-low education level.

3.3.2 Consumers' greenawareness

This part will use diagrams and corresponding descriptive analysis, which contains the results of question 5-9.



Picture 3.1 – Do you know what a green product is?

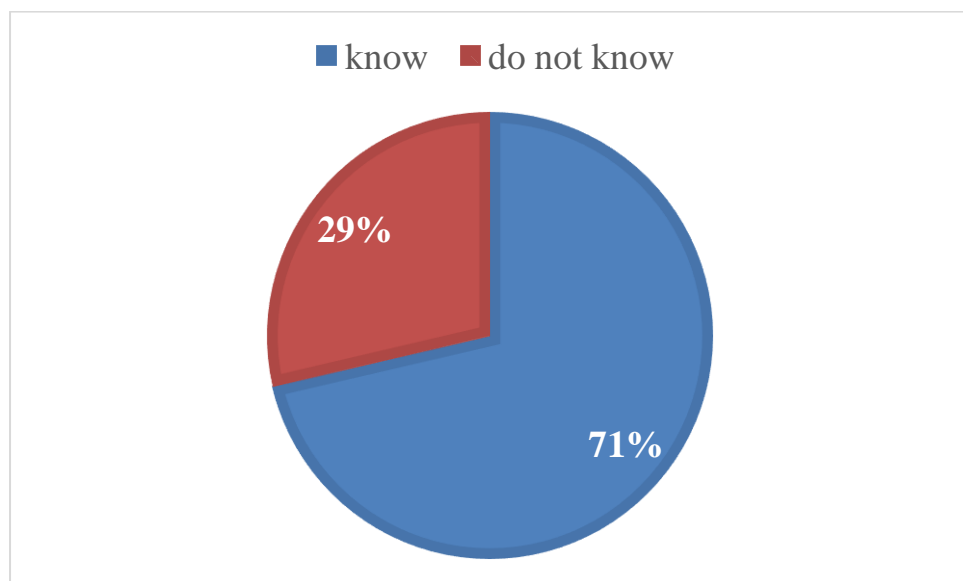
As for the consumers' green awareness, the first question is "do you know what a green product is". In accordance with Picture 3.1, 71.36% of people know it, there are also 28.64% of people do not know what the green product is. Therefore, we can know the concept or definition of green product is not totally popularized among people. The enterprises should stress the promotion on "green product" itself to let other people be familiar with it.

Table 3.1 shows the demographic characteristics of valid sample data, which was collected from the results of question 1-4:

From this table, we can easily know that the results of the survey this time will mainly point to men and women aged 18-25 with non-low education level.

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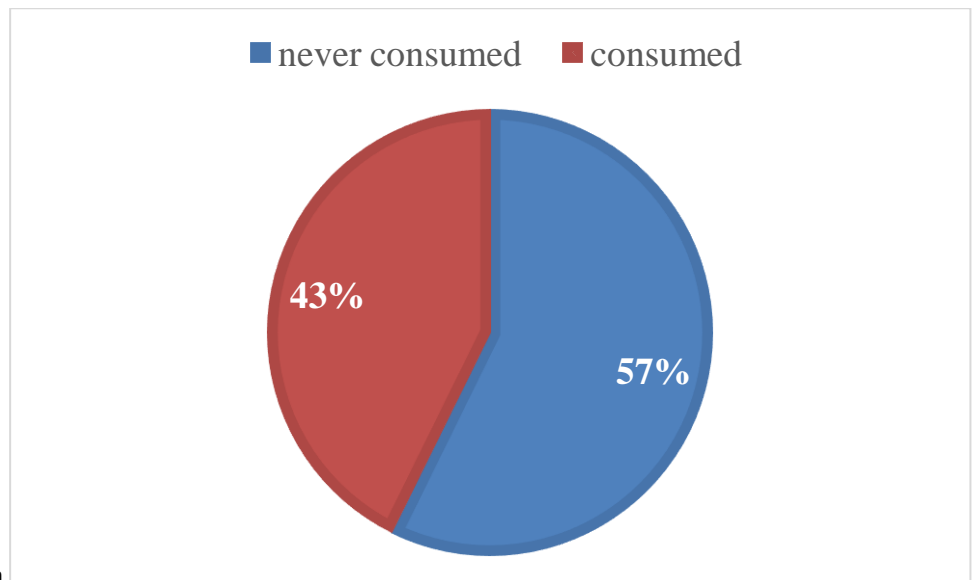
among people. The enterprises should stress the promotion on “green product” itself to let other people be familiar with it.

Table 3.1 – Demographic characteristics of the sample

Demographic variables	Variable level	Quantity	Percentage
Gender	male	98	46.01 %
	female	115	53.99 %
Age	under 18 years old	0	0.00 %
	18-25 years old	213	100.00 %
	26-30 years old	0	0.00 %
	41-50 years old	0	0.00 %
Age	51-60 years old	0	0.00 %
	over 60 years old	0	0.00 %
Education level	senior high school or vocational high school or below	0	0.00 %

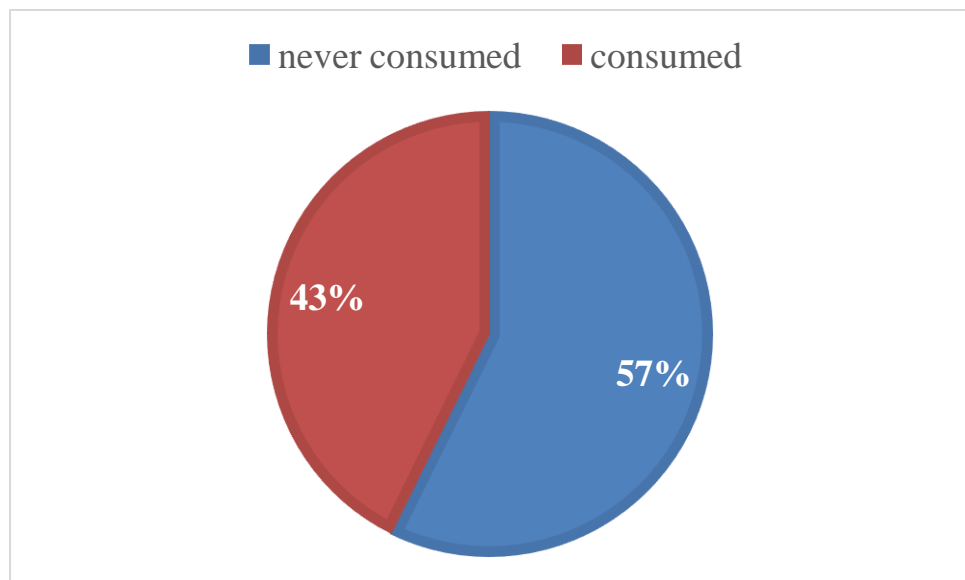
End of table 3.1

	associate degree	73	34.27 %
	bachelor degree	117	54.93 %
	master degree or above	23	10.80 %
Disposable monthly income	below 1000 yuan	50	23.47 %
	1000-2000 yuan	62	29.11 %
	2000-3000 yuan	48	22.54 %
	3000-4000 yuan	25	11.74 %
	more than 4000 yuan	28	13.15 %

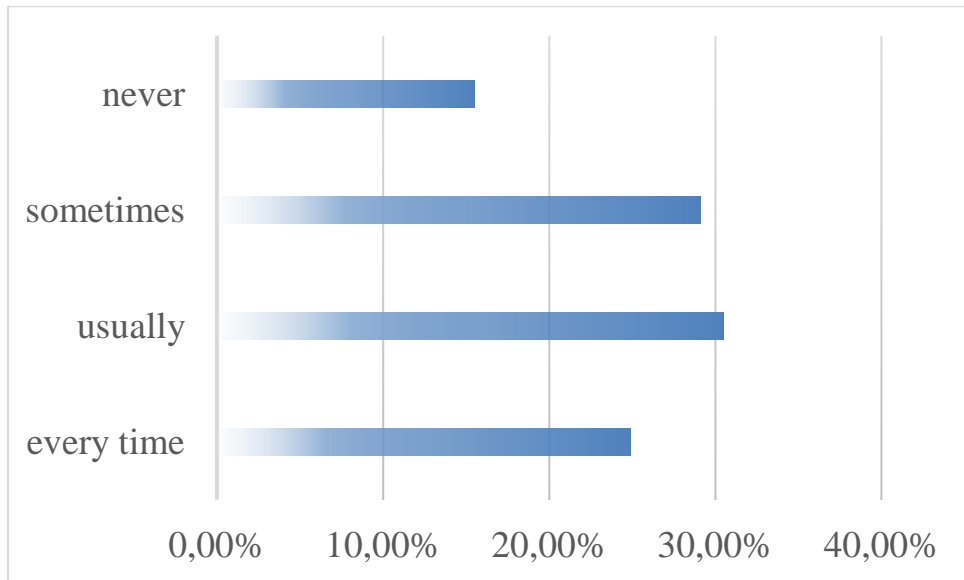


In accordance with

Picture 3.2, it is the results of “have you ever consumed green products”. In it, only 42.72% of people have bought the green product, while more than 50 % of people did not buy it before. Therefore, there are some people who know the green product but they never buy it. The enterprise should think the reason why those people never buy it, and should think more carefully the advantages of its green products compared with the normal goods.

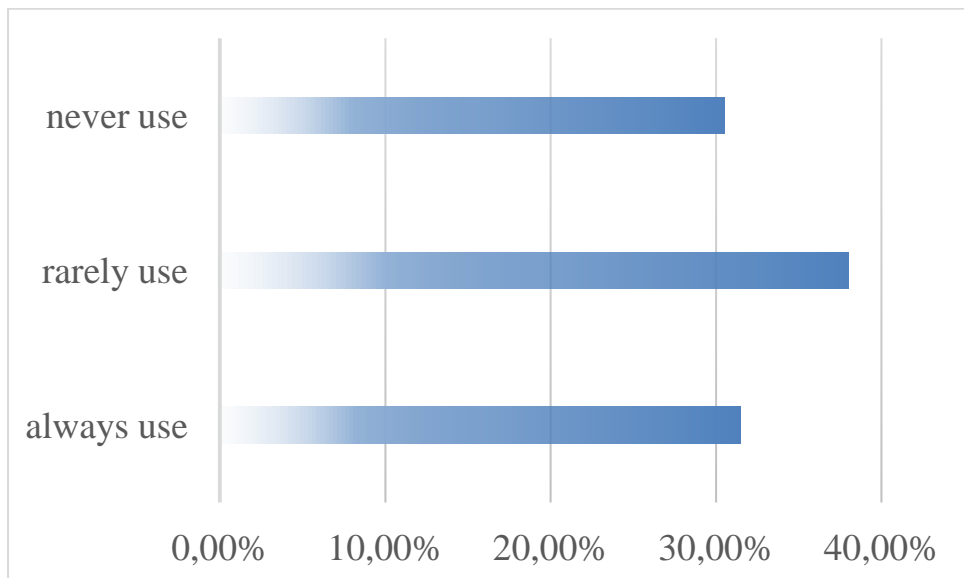


Picture 3.2 – Have you ever consumed green products?



Picture 3.3 – How often do you go to the supermarket to bring your own reusable bags?

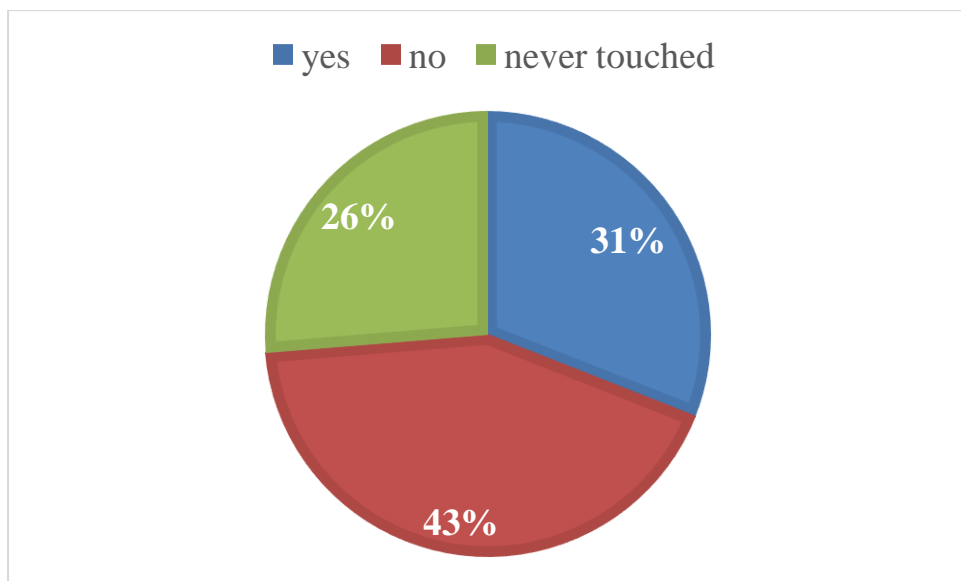
Looking at the Picture 3.3, it is the results of question “how often do you go the supermarket to bring your own reusable bags”. The data shows that 30.52% of people usually take the reusable bags when they go to the supermarket and 29.11% of people take them some times. 15.49% of people never use the reusable bag. Besides, 24.88% of people take their reusable bags every time, which should be praised and appealed. Overall, most of people have the awareness to use the reusable bag and some people have already made it to be one of their habits.



Picture 3.4 – How often do you use disposable tableware in restaurants

The Picture 3.4 is the results of the “how often do you use disposable tableware in restaurants”. In accordance with it, we can see that nowadays most of people will spontaneously give up using the disposable tableware. Only 31.46% of people always use the disposable tableware. Besides, some restaurant should replace the disposable tableware with normal tableware as much as possible.

In accordance with Picture 3.5, it is the results of “do you feel worried when you come into contact with ecological and environmental issues”. From this picture, we can see that only 30.99% of people will feel worried. In fact, some damage to the environment has reached the point of irreversibility. However, there are still 42.72% of people do not feel worried about it. Even 26.29% of people never touch this kind of ecological and environmental related issues. The media should also think about the exposure of think kind of news. It is necessary to let people know the current situation.



Picture 3.5 – Do you feel worried when you come into contact with ecological and environmental issues?

Overall, taking a comprehensive look at the above consumers green awareness. It is still not positive enough now. This cannot depend on the consumers or people themselves. The whole society, the media, the government and others should make more efforts together to increase people’s green awareness.

3.3.4 Research model

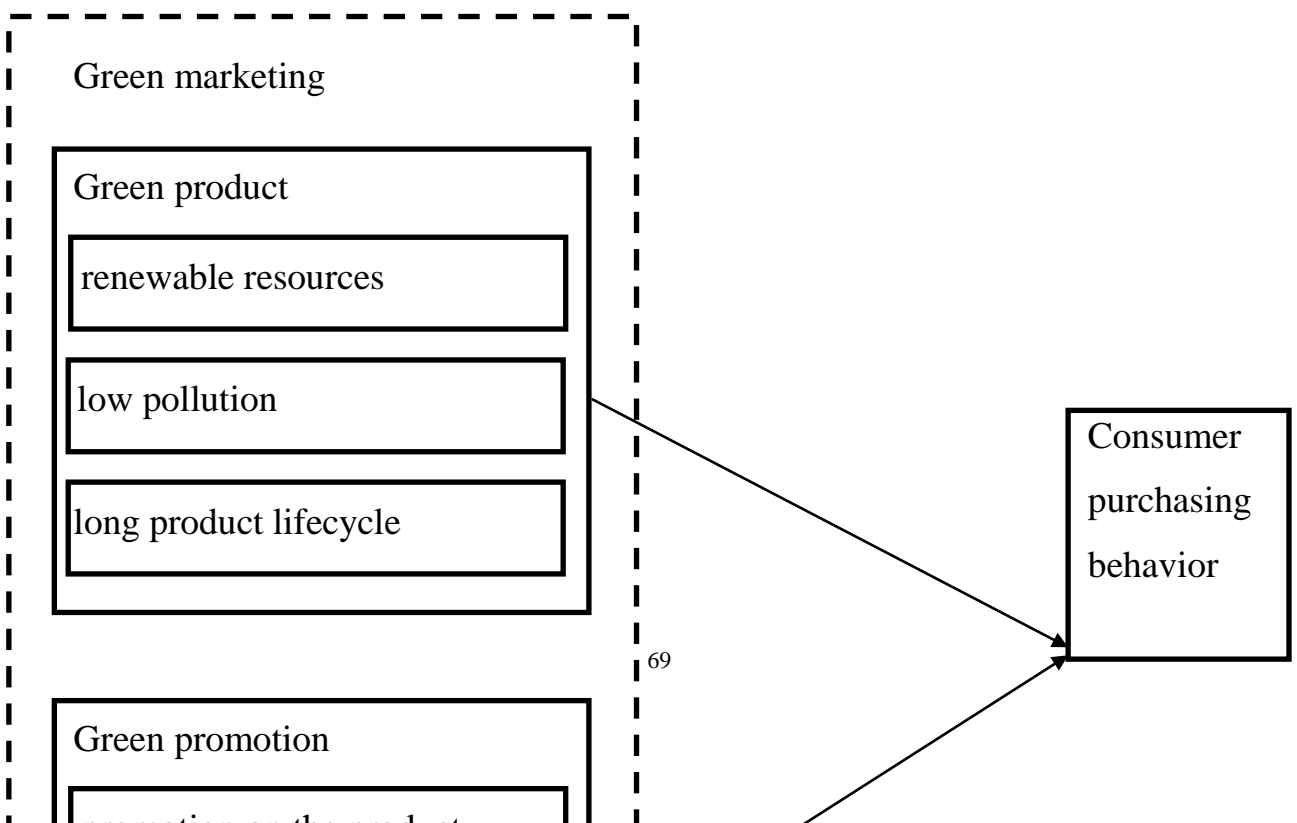
In order to understand the relationship between green marketing and consumer purchasing behavior in more detail.

The first is whether the enterprise will do enough promotion on their products to try to convey to the customers. The second point is whether the enterprise is going to hold some activities about ecology, environment or nature. The third is about if the enterprises have their branches or departments which aim to make the balance between the products and the environment. The last one is about whether the enterprises have the cooperation with the green organizations, like Greenpeace, WWF, etc.

The matrix questions 10-11 are correspond to this model. The two variables – green product and green promotion both are measured with Likert scale, which have choices of “strongly disagree”, “slightly disagree”, “neutral”, “slightly agree” and “strong agree”. In the subsequent data analysis, I will substitute 1-5 points for statistics. In addition, before analyzing these results, it is very necessary to do the reliability and validity test first.

I set up the model as below:

Looking at this



cooperation with green
organization

Picture 3.6 – A model of influencing factors of consumer purchasing behavior

cooperation with green
organization

Picture 3.6, I choose green product and green promotion as the main influence elements of the consumer purchasing behavior. More, I measure the green product from whether the enterprises use the renewable resources, whether the enterprises are trying to reduce the pollution during the production process, and whether the enterprises are making some efforts on prolong the life cycle of their products. As for green promotion, I measure it from four aspect

3.3.5 Reliability and validity test

Reliability is the overall consistency of a measure. It is always described by reliability coefficients. I use Cronbach's α coefficient to measure the reliability of variable items. It is generally believed that $\alpha < 0.5$ is unacceptable, $0.5 \leq \alpha < 0.6$ is

poor, $0.6 \leq \alpha < 0.7$ is questionable, $0.7 \leq \alpha < 0.8$ is acceptable, $0.8 \leq \alpha < 0.9$ is good, $\alpha \geq 0.9$ is excellent.

The source of the questionnaire collection for this study is an online sample survey. The following table is the reliability test results of the various variables of this study.

Table 3.2 – Data reliability analysis

Variables	Questions	Cronbach's α
Green product	10	0.907
Green promotion	11	0.908

In accordance with Table 3.2, we can see that the reliability analysis value of each variable item is greater than 0.7, which indicates that it is more credible and has good reliability.

Validity is a concept, which refers to whether the design of a research item is scientifically reasonable. The higher the validity, the more the survey results of the designed questionnaire show the main characteristics of the research question. This study uses both content validity and construction validity as a tool to measure the validity of the questionnaire to verify that the questionnaire items have a certain degree of validity in terms of content.

Content validity means that the design of the research item is professional, researchable, and recognized by experts, etc. It refers to the extent to which the measurement tool can cover the research topic, that is, the content is representative and the suitability of population sampling. In terms of representativeness, commonly used criteria are subjective judgments, but the judgment process needs to be combined with legal and regulatory documents, literature discussions, and expert research.

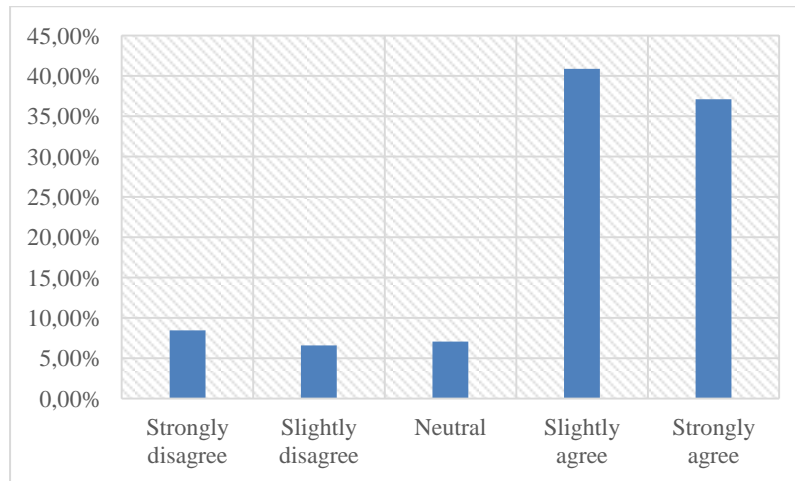
Table 3.3 –Data validity analysis

Variables	Question	Factor loading	Cumulative explanatory variable	KMO	Bartlett's sphericity test		
					Approximate chi-square	Df	Sig.
Green product	10-1	0.884	78.342 %	0.838	551.911	6	0.000
	10-2	0.887					
	10-3	0.870					
	10-4	0.899					
Green promotion	11-1	0.884	78.329 %	0.842	551.019	6	0.000
	11-2	0.903					
	11-3	0.882					
	11-4	0.871					

For the questionnaire construction validity test, the KMO test and Bartlett sphere test are first performed on the questionnaire, as shown in Table 3.3. The data show that KMO is higher than 0.6, and the significance of Bartlett has reached a significant level of 0.000, which proves that the scale is valid for factor analysis. Then through the principal component analysis method, according to the principle that the characteristic value is greater than 1, the factors extracted by each scale are consistent with the dimension design of the scale, and the factor loading value of each item is greater than 0.4, and the cumulative variance contribution rate of the factors is greater than 50 %, which can show that the validity of the scale is good.

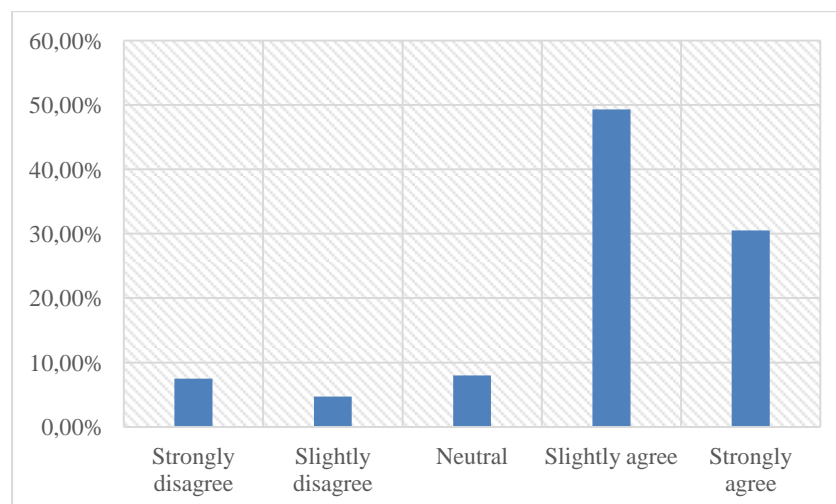
3.3.6 Green product and green promotion

This part will use diagrams and corresponding descriptive analysis, which contains the results of question 10-11. Among them, there are four small questions of green product and other four small questions of green promotion. I will analyze them one by one in accordance with their diagrams.



Picture 3.7 –Should enterprises reduce the use of non-renewable resources?

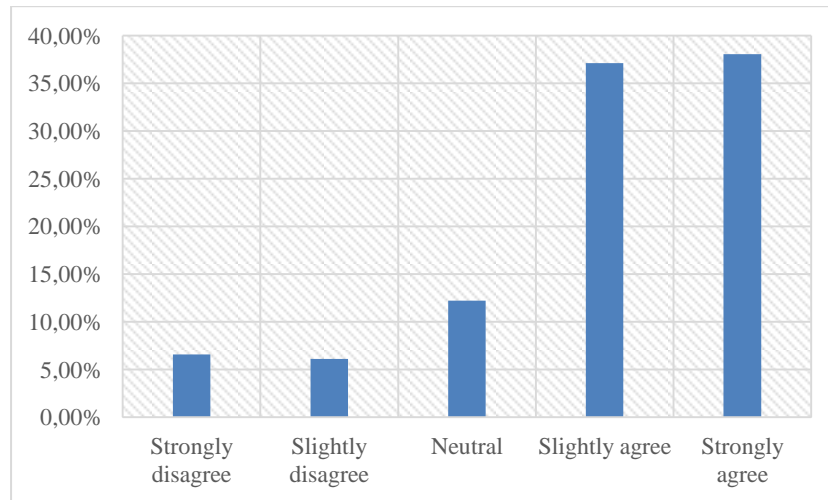
Looking at the Picture 3.7, it is the result of question “should enterprises reduce the use of non-renewable resources”. This is aim to reduce the consumption of the non-renewable resources. The diagram shows that most of people agree with this kind of method. In it, 37.09% of people strongly agree with this method and 40.85% of people slightly agree with it. 7.04% are keeping the neutral attitude. As for people who disagree with it, 6.57% of people slight disagree with it and 8.45% of people strongly disagree with it. Therefore, it is necessary to try to use the recyclable resources, instead of using the non-renewable resources for the enterprises.



Picture 3.8 –Enterprises should try to use non-toxic and harmless raw materials?

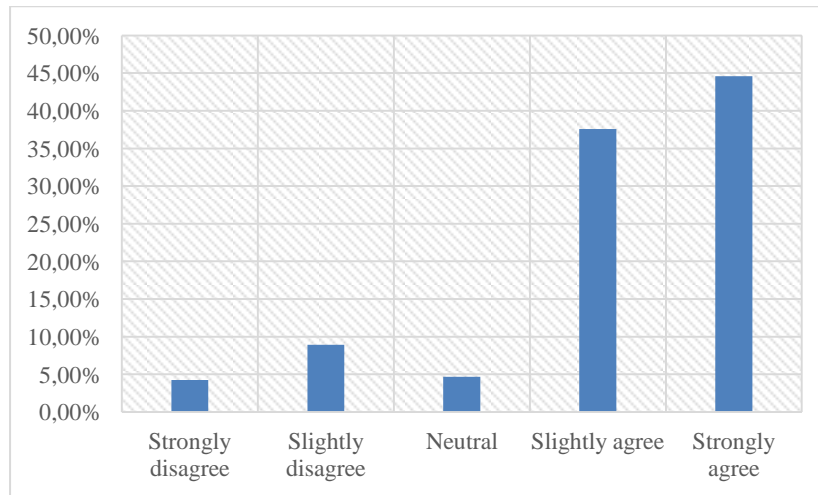
The Picture 3.8 is the result of the question “enterprises should try to use non-toxic and harmless raw material”. This is aim to reduce the pollution during the

production process. The diagram shows that 30.52% of people are strongly agree with it and 49.03% of people are slightly agree with it. However, there are still 7.51% of people strongly disagree with it and 4.69% of people slightly disagree with it. Besides, 7.98% of people do not care about it. Actually, this item is not one that customer can directly feel about it. It should mainly depend on the enterprises themselves to try to use the non-toxic and harmless raw material in the process of production.



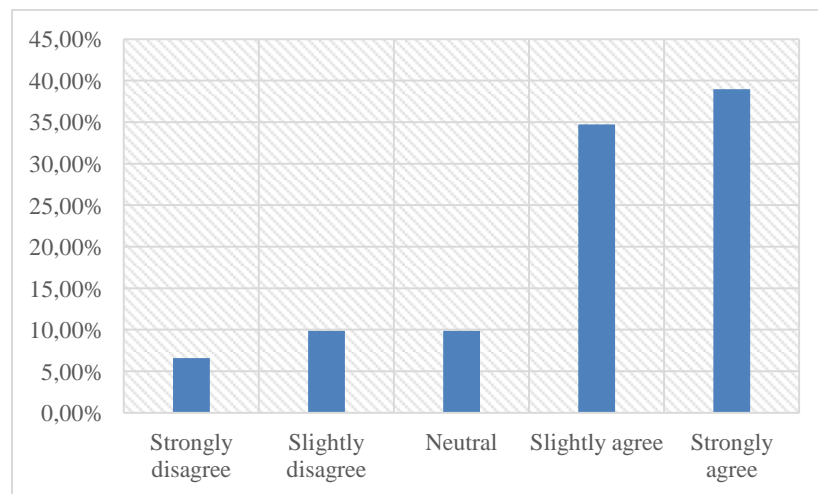
Picture 3.9– Should enterprises develop long-life or reusable products?

Looking at the Picture 3.9, it is the result of question “should enterprises develop long-life or reusable products”. The result shows that 38.03% of people strongly agree with it and 37.09% of people slightly disagree with it. In it, 12.21% of people have no attitude towards it. Besides, 6.10% of people slightly disagree with it and 6.57% of people strongly disagree with it. Obviously, most of people like the product which has longer life. However, this is a difficult one for the enterprise to keep the balance between long-life product and its profit.



Picture 3.10 – Should enterprises do a good job in the recycling and disposal of waste products?

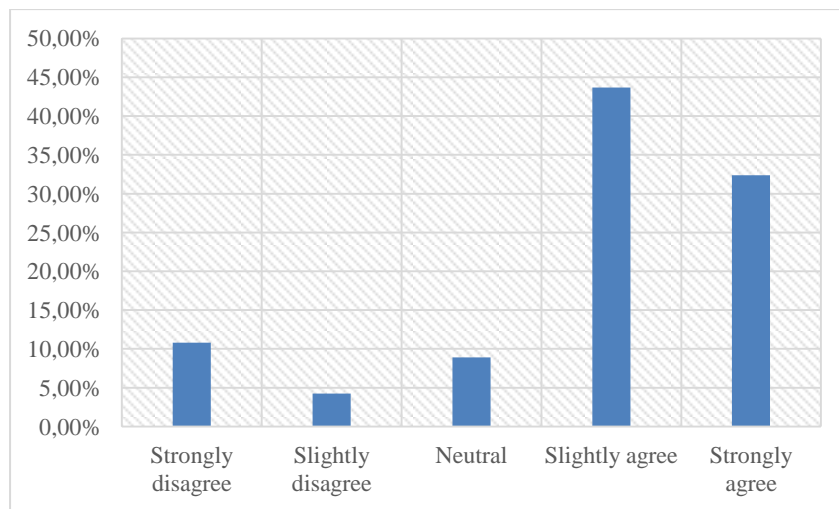
In accordance with Picture 3.10, there are 44.6% of people strongly agree with it and 37.56% of people slightly agree with it. On the contrary, 8.92% of people slightly disagree with it and 4.23% of people strongly disagree with it. In addition, 4.69% of people do not care about it. From it, we can see that most people wish to the enterprise offer the entrance of recycling.



Picture 3.11 – Should enterprises vigorously promote their contribution to product greening?

Looking at the Picture 3.11, it is the result of “should enterprises vigorously promote their contribution to product greening”. There are 38.97% of people strongly agree with it and 34.74% of people slight agree with it. Besides, there are 6.57% of people strongly disagree with it and 9.86% of people slightly disagree with it, and 9.86% of people keep no attitude towards it. Obviously, most

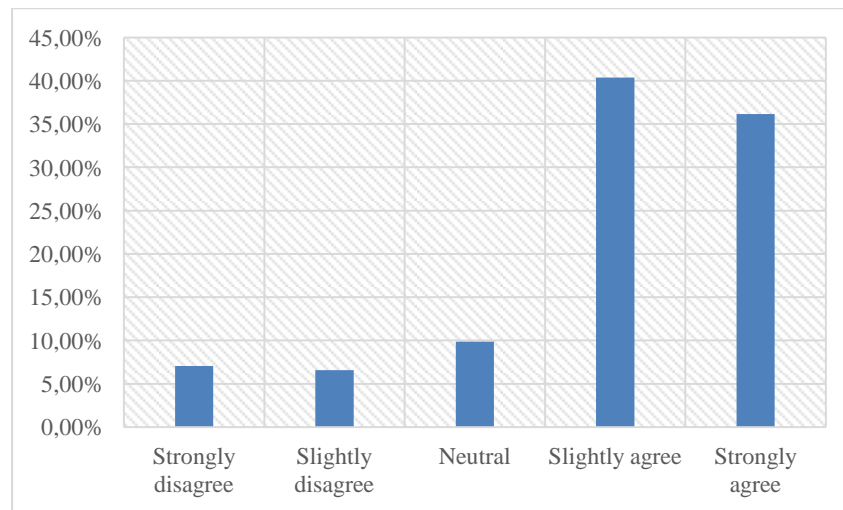
consumers hold the view that the enterprise should promote their product vigorously.



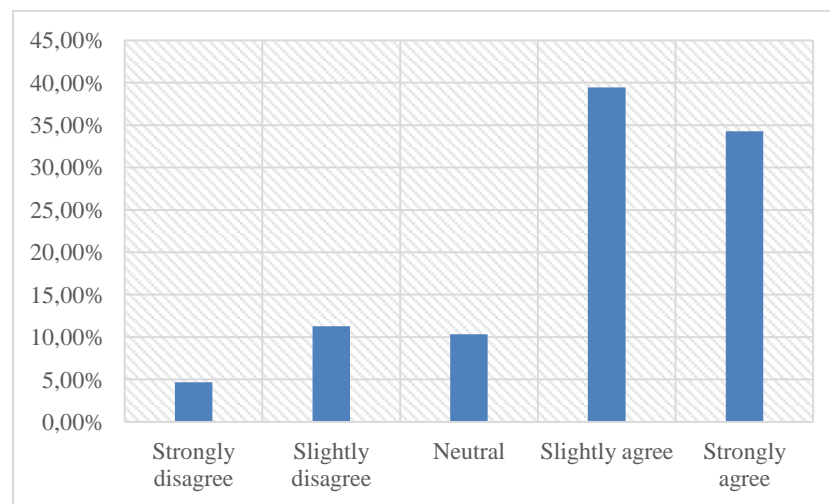
Picture 3.12 – Should enterprises carry out green activities and call on people to go green?

Looking at the Picture 3.12, it is the result of question “should enterprises carry out green activities and call on people to go green”. In it, 32.39% of people strongly agree with it and 43.66% of people slightly agree with it. There are 8.92% of people keep neutral towards it. Besides, there are 4.23% of people slightly disagree with it and 10.80% of people strongly disagree with it.

In accordance with Picture 3.13, there are 36.15% of people strongly agree with it and 40.38% of people slightly agree with it, and there are 9.86% of people have no attitude towards it. Besides, 7.04% of people strongly disagree with it and 6.57% of people slightly disagree with it. Therefore, we can see that, though there are some people who think that there is no need for the enterprises to set up the environmental branch specifically, most people think it is necessary.



Picture 3.13 – Should enterprises set up a green or environmental protection department?



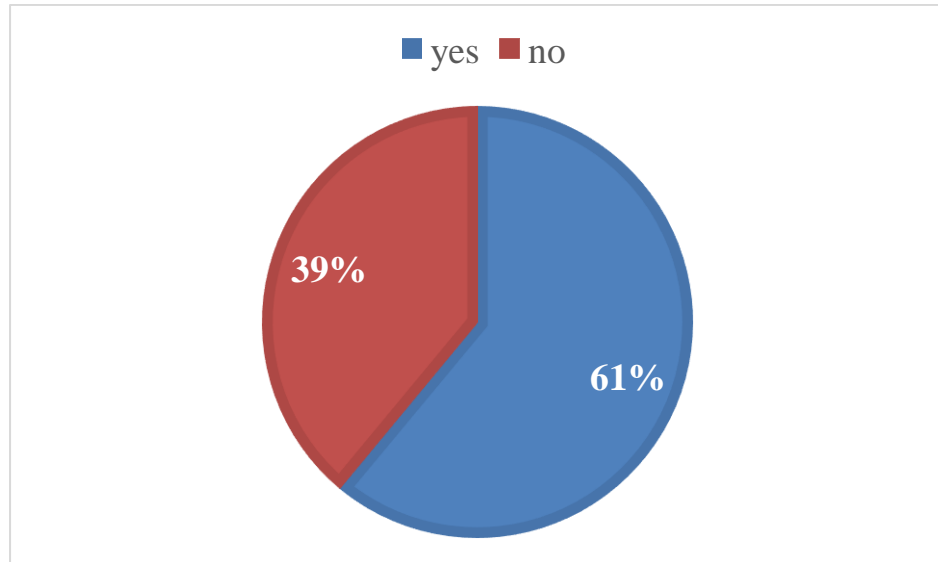
Picture 3.14 – Should enterprises cooperate with green organizations?

In accordance with Picture 3.14, this is the result of question “should enterprises cooperate with green organizations”. There are 34.27% of people strongly agree with it and 39.44% of people slightly agree with it. There are 10.33% of people keep neutral towards it. Besides, 11.27% of people slightly disagree with it and 4.69% of people strongly disagree with it. Thus, we can see that the customers are willing to see that the enterprises have the cooperation with the green organizations.

Overall, as for these requirements for the green product and the enterprises themselves, most customers are willing that the enterprises greening themselves and be beneficial to the environment.

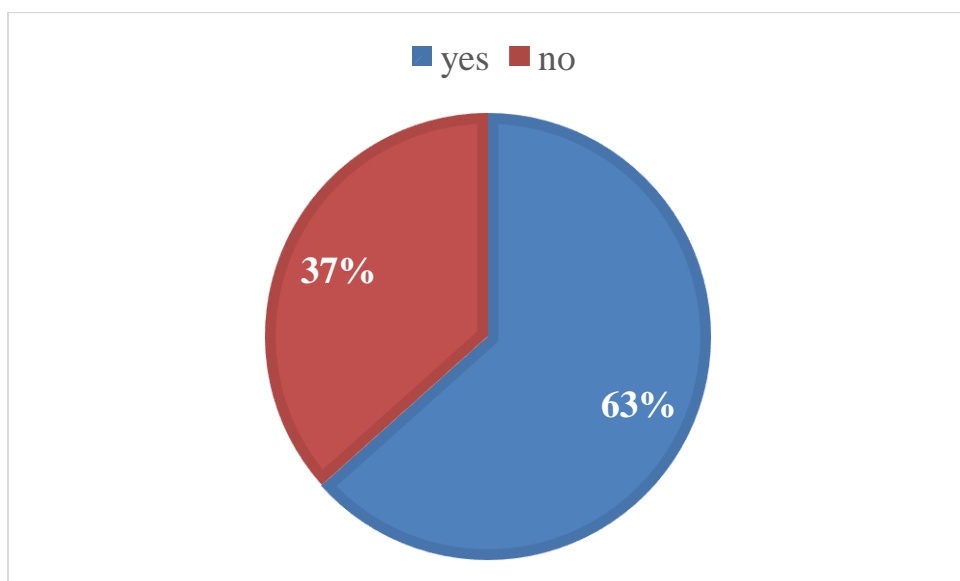
3.3.7 Consumer purchasing behavior

As for the consumer purchasing behavior, I measure it from there aspects of their purchasing priority, willingness to spend more and multiple purchasing behaviors.



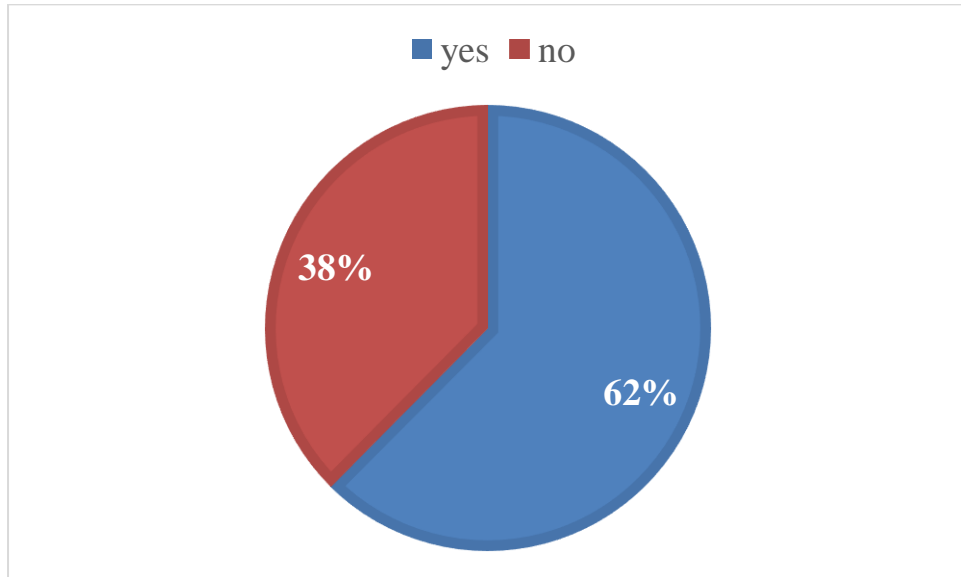
Picture 3.15 – Among similar products, would you give priority to green products?

The first question is “among similar products, would you give priority to green products”. In accordance with Picture 3.15, the results show that 61.03% of people will give this chance to the green products. On the contrary, 38.97% of people say no to the priority of green products.



Picture 3.16 – Are you willing to spend more money on green products?

The second question is “are you willing to spend more money on green products”. The Picture 3.16 shows that there are 63.38% of people have the willingness to spend more money on green products. Besides, 36.62% are not willing to spend more money on the green product. Therefore, the enterprise should control the cost of product when developing green products.



Picture 3.17 – Would you buy green products repeatedly or multiple times?

The third question is “would you buy green products repeatedly or multiple times”. In accordance with Picture 3.17, 62.44% of people will buy the green products for many times, while 37.56% of people will not buy it for many times. Therefore, the enterprise should think carefully about the advantages of their green products compared with normal products, trying to highlight the unique pros of green products.

Overall, approximately two-thirds of the people’s purchasing behavior will be affected by greening. They are willing to give the priority to the green products, willing to spend more money on it, and willing to buy it repeatedly.

3.4 Recommendations to enterprises

Marketers of enterprises can take the first step based on the actual degree of greening and greening goals of the enterprise. The five levels of corporate greening progress proposed by Peattie can be used to measure the level of corporate greening degree, namely, greening of appearance, greening of products, greening

of marketing functions, greening of process and policy and greening of organization. The enterprise should first clarify which level of greening it is in, and then carry out greening behaviors in accordance with the progressive greening standards, and finally reach the level of greening the entire organization.

Green marketing behavior of enterprises has a positive impact on consumers' green awareness. The green marketing behavior of enterprises should be closely integrated with the 4Ps, focusing on improving consumers' environmental awareness at all levels of product, price, place and promotion, so as to enhance more consumers' willingness to consume green products. For example, in the stage of green product development, the enterprise can do research and collect consumer product needs and environmental issues that are urgently desired to be improved. In the stage of price setting, the psychological expectations of consumers and the acceptance of green costs need to consider at the same time. In the stage of place development, the enterprise can choose energy-saving transportation methods. In the stage of promotion planning, the enterprise can reduce the waste of excessive packaging and distribution materials, and increase the interaction with consumers.

Enterprises should reasonably formulate expected investment in green marketing, and implement substantive green marketing activities. If the expected investment is not enough to support the company's implementation of substantive green marketing activities, the enterprise should choose to carry out meaningful low-cost marketing activities as much as possible. Substantive marketing activities include, product-driven behaviors, and pollution prevention and environmental technology innovation activities, which basically involve the entire process of enterprise production activities, enterprise new product development and technological innovation links, and pollution prevention and governance activities. It will require companies to consume more on financial, human resources and time, and the company's existing production management processes may undergo changes. However, when the company has not formulated comprehensive green marketing strategies, the enterprise can choose to carry out some meaningful and low-cost green marketing activities, including carrying out environmental

protection knowledge popularization, environmental protection promotion, establishing green or environmental protection departments, applying for green trademarks, and cooperate with green organizations. Enterprises should strive to popularize environmental protection knowledge, raise people's environmental awareness, deepen environmental protection concepts within the enterprise, and establish a solid foundation for the implementation of green marketing strategies in the future.

CONCLUSION

Through the above study between green marketing and consumer purchasing behavior. I have the following results:

Green consumption has the characteristics of idealization and moderate consumption. In terms of idealization, when consumers buy products, they often consider the environmental protection of the products, and will give priority to products. In terms of moderate consumption, green consumption attaches importance to products economy and effectiveness. Nearly two-thirds of people already have the green awareness and would like to buy the green products. At the same time, they are willing to spend more money on them and buy them for many times.

The concept of green marketing still needs to popularize for the other people. Now it is a good chance to increase people's green awareness under the environment which affected by pollution and other ecological issues. There is a trend that people begin to pay attention to the health, safety and environmental protection of consumer products. In other words, consumers' green demand is constantly increasing, and green consumption is also expanding. However, this cannot depend on the consumers themselves. The enterprises, the media, the government and other public should make more efforts to increase people's green awareness.

As for enterprises, in the traditional marketing, they often pay more attention to the acquisition of profits, ignoring the importance of resources and the environment, resulting in industrial production not only destroying the ecological environment, but also wasting a lot of resources. Green marketing emphasizes the importance of protecting the environment and saving resources. Enterprises need to strengthen their operations and management. It is necessary for enterprises to try to use the recyclable resources, instead of using the non-renewable resources, and try to use the non-toxic and harmless raw material in the process of production. The enterprises should also keep the balance between long-life products and their

profits. For most people's wishes, the enterprises can offer the entrance of recycling.

Green products are sometimes not welcomed by consumers because they do not understand them enough. The enterprises should do good at promotion vigorously, trying to let the customers know its green products and know the advantage of its green products compared with normal products, trying to highlight the unique pros of green products. More, the enterprise can try to convey the green ideas of the company and its green image. There are some things can be done, such as setting up the environmental branch specifically, cooperating with the green organizations, organizing the green events, etc.

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