

# Research on Green Marketing from the Perspective of Marxist Ecological View

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**Abstract:** Under the background of the increasing ecological crisis caused by the unreasonable and unsustainable economic development model, Marxist ecological concept has attracted more and more attention from people all over the world. In the report of the 19th National Congress of the Communist Party of China held in 2017, it was clearly proposed to speed up the construction of ecological civilization and build a beautiful China. In the "fourteenth five-year plan", we will continue to promote the reform and innovation of ecological environment policies, and promote the modernization of ecological environment governance system and governance capacity. At the same time, how to carry out this arduous task at a specific level has become the direction of academic research. Through the study of green marketing from the perspective of Marxist ecological view, this paper attempts to further clarify and analyze the specific content of Marxist ecological view to provide a theoretical basis for the comprehensive and sustainable development of green marketing in our economic development model, and combined with the green marketing link in the green whole industry chain, which is of great significance. At present, it is of great significance to further promote the construction of socialist ecological civilization in China.

**Keywords:** Marxist Ecological View; Ecological Environment Policy; Green Marketing

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## Introduction

Since the industrial revolution in the 1860s, human civilization has reached an unprecedented height in the fourth scientific and technological revolution since the beginning of the 21st century. But during this period, the endless exploitation of the ecological environment and the man-made destruction to natural resources has made great damage to the natural environment and seriously violated the objective laws of nature, which aggravates the seriousness of the ecological crisis. For example, the excessive emission of greenhouse gases and the rise of sea level caused by global warming will endanger more than 180 countries and regions in the world; the rapid melting of Antarctic glaciers and plateau icebergs will lead to the recovery of more ancient microorganisms and aggravate the threat of global spread of diseases; the ozone hole will bring strong ultraviolet radiation, causing damage to the organisms on the earth. In view of this, under the guidance of Marxist ecological view, we need to change human development thinking, adjust the mode of economic development, formulate tasks scientifically and reasonably, so as to deal with the challenges brought by the ecological environment. This paper will discuss the specific measures that human beings need to take to deal with the deterioration of the ecological environment from the perspective of Marxist ecological view from the theoretical basis, development direction and specific practice.

## 1. The theoretical basis of green marketing from the perspective of Marxist ecological view

### 1.1 Theoretical origin

Marx and Engels did not directly and systematically expound Marxist ecological view in their academic works, but the ecological problems they discussed embody the basic content of human ecology and social ecology, among which the core is "nature including human is an organic whole", "human is a natural existence directly".<sup>[1]</sup>Marx's exposition of ecological problems shows that nature exists before man, and it follows its own law of development and is not changed by man's behavior. From the perspective of Marxist ecological view, as a social historical existence and creator of social history, human beings must follow the objective laws of nature to explore and develop. On the premise of keeping the natural ecosystem in a dynamic balance, we should improve our own development mode, liberate productive forces, improve production efficiency and enhance human labor ability.

Marx and Engels neither belong to anthropocentrism nor ecocentrism, but insist on the dialectical unity of human and nature. Engels put forward the "two reconciliation" thought of "reconciliation between human and nature and reconciliation of human itself"; Marx also regarded communism as "the real solution of the contradiction between human and nature, between human and human".<sup>[2]</sup>Therefore, the theory and practice of Marx and Engels are striving for the realization of the goal of "two reconciliation", and take the reconciliation of human beings as the precondition of the reconciliation between man and nature. Under the background of worsening global environmental problems, the key to human reconciliation is to implement more scientific, reasonable and sustainable human practice in the process of development, change the excessive consumption mode and life mode formed in the industrial revolution era, improve the utilization efficiency of resources, reduce waste and pollutant emissions, and better prevent the future outbreak of ecological crisis. <sup>[3]</sup>Therefore, the implementation of the "green" development model has become the key to promote the reconciliation of mankind itself.

## **1.2 The meaning of green marketing**

Green marketing is the closest link to consumer groups in the whole green industry chain. The concept of green marketing was born in the 1970s and 1980s. The general point of view has two aspects: broad sense and narrow sense. In broad sense, green marketing is that enterprises can put green values throughout the whole marketing activities, and it is an unfriendly marketing behavior with independent initiative and spontaneous protection of the ecological environment, not taking and implementing environmental damage; in narrow sense, green marketing is a kind of green marketing, which requires enterprises not only to consider the interests of consumers and enterprises themselves, but also to consider the balance between consumers' needs and ecological environment with a unified and full perspective.<sup>[4]</sup> From the perspective of Marxist ecological view, green marketing is committed to coordinating the development among enterprises, customers, competitors and ecological environment, so as to improve the efficiency of green development mode, optimize the product quality of market supply side, improve the consumption concept of market demand side, incorporate the concept of ecological environmental protection into it, protect the ecological environment while making profits, and promote marketing activities. The negative impact on the natural ecological environment is minimized.

## **2. The development direction of green marketing from the perspective of Marxist ecological view**

### **2.1 Practice development background**

From the perspective of Marxist ecological view, human beings are natural beings and depend on nature from birth to death. At the same time, the characteristics of human consciousness such as rationality, creativity and spiritual activities cannot get rid of the constraints of nature. Without nature, human activities will become rootless wood and water without source.<sup>[5]</sup> In order to protect nature, we must first regulate human behavior and avoid the negative effects of human behavior on nature. With the rapid development of industrialization, the ecological environment in various regions of the world has been damaged to varying degrees, which has aroused the systematic research on ecological environment protection by scholars.

Since the 1960s, western scholars have applied the system approach to the study of ecosystem, which has brought the ecological philosophy into a new stage. Ecological Marxism is one of the contemporary Western Marxist thoughts. Ecological Marxism attributes the destruction of ecological environment to the profit seeking nature of capital and the capitalist mode of production. The pursuit of luxury consumption leads to overproduction, which destroys the ecology, pollutes the environment, wastes resources and worsens the relationship between man and nature. In this process, human beings can change the capitalist mode of production, use the Marxist ecological concept as a guide, develop the green economy in accordance with the reality and seek truth from facts, change the traditional profit seeking nature into the pragmatism in line with the progress of the times, and change the old development mode of low efficiency and high loss into the one of high efficiency and low loss, which is beneficial to the improvement of the ecological environment and establishment of a new development model in line with the laws of nature.

## **2.2 The choice of practice development**

Ecological culture requires us to take the sustainable development road of saving resources and protecting environment. China's population base is large, energy resources are relatively insufficient, and ecological environment carrying capacity is weak.<sup>[6]</sup> Therefore, we need to re plan the realistic development mode, and take the circular economy, low-carbon economy and green economy as the general development keynote. In order to make the ecological concept deeply rooted in the hearts of the people, it is necessary to firmly establish a correct relationship between man and nature in the hearts of every generation of Chinese people in the future, so that people can consciously follow the ecological law in their daily behavior and way of thinking, green travel, green production and green consumption, so as to form a green market-oriented cycle. In the process of development, more advanced science and technology, more green consumer products are bound to emerge. To carry forward the ecological culture is to let everyone believe in the advanced ideas of ecological civilization, establish the correct ecological concept, carry out scientific ecological practice, and finally realize the harmonious coexistence of human and nature.

Men and nature are the community of life. There is no substitute for the ecological environment, so it is hard to use and lose. We should look at the problem from the perspective of Marxist ecological view. In the process of the country's overall development, as General Secretary Xi said, "We should adhere to the principle of giving priority to conservation, protection and natural recovery. We should not only pay attention to demand without investment, development without protection, utilization without restoration. We should protect the ecological environment as we protect our eyes, and treat the ecological environment as we treat life."<sup>[7]</sup> In the process of national development, it is our practical development choice to implement green marketing, take low-carbon environmental protection as the core idea, advocate green consumption, and advocate green, harmless and recyclable products. Research shows that with the popularization of green concept, more and more consumers prefer to choose green products rather than products that have negative effects on the environment, and even if the price of green products is slightly higher than that of traditional similar products, consumers are more and more inclined to pay high prices for green products. Therefore, only by practicing and starting from small things can we create a good ecological environment.

## **3. The concrete practice of green marketing from the perspective of Marxist ecological view**

### **3.1 National policy orientation**

As China's major social contradictions are transformed into contradictions between the people's growing needs for a better life and unbalanced and inadequate development, the people's yearning for a more beautiful ecological environment has become the goal of our party and government. Therefore, at the level of theoretical guidance, the state has launched the "five in one" major theoretical and practical innovation. From the perspective of Marxist ecological view, while promoting

the development and progress of human civilization, China should realize the sustainable development of ecological environment, adhere to the development concept of harmonious coexistence between human and nature. As president Xi said, “Green water and green mountains are golden mountains and silver mountains”, it is of great significance to further realize the harmonious development of human and nature.

Based on China's new development concept, promoting the innovation of economics related concepts is of great significance to actively promote China's contemporary economic construction and promote the harmonious development of man and nature.[8] Marx believes that natural productivity is as important as social productivity, which is related to the improvement of human productivity and labor productivity. In the process of promoting the economic development of socialism with Chinese characteristics, we should improve the understanding of the connotation and characteristics of natural productivity under the guidance of Marxist productivity thought, and play an effective role in the economic and social development. The implementation of China's policy is based on the guidance of Marxist ecological concept. At the same time, the guidance of green marketing needs to be further improved and implemented.

Firstly, China clearly needs to establish and improve the mechanism of ecological civilization construction. In the ecological protection work, the relevant functional departments connected with social enterprises should effectively play their own functions, define their own position of power and responsibility, improve policy transparency, actively guide the standardized operation of social enterprises, and regularly inspect the operation of high pollution and high energy consumption enterprises such as heavy chemical industry. Secondly, we should promote the development of circular economy. From the perspective of Marxism ecology, the recycling of production and living waste is emphasized. Therefore, we should promote the reform and innovation of traditional economic development mode, construct a virtuous circular economic development mode, effectively reduce the cost of environmental resources and promote the harmonious development of human and nature. Finally, we should promote green consumption mode. To realize the sustainable development of economy and society, we must start from Marxist ecological view, abandon Western consumerism values, promote green consumption mode, and promote the promotion of the sustainable development of economic and social by developing spiritual cultural consumption to improve the spiritual and cultural living standards of the public.

### **3.2 Transformation of market supply and demand**

In order to comply with the trend of the era of green development mode, enterprises and individuals in the society need to be more actively involved in the development trend of industrial transformation and upgrading. With the establishment and improvement of the relevant green industry laws and regulations by the national government, the institutional framework to promote the enterprise's own reform is becoming more and more mature.[9] For example, we should take certain measures to stop the bad behaviors of enterprises, increase the sanctions on those illegal enterprises that cause environmental damage, and avoid the occurrence of market economic system harming the ecological environment; at the same time, those enterprises that actively cooperate with national policies, actively transform and upgrade, and upgrade their products to meet the standards should be given preferential policies and should be encouraged and advocated. These are the overall plans made by the national government from the macro level according to its own functions.

In the market, all walks of life should regulate their operation according to law. First of all, enterprises themselves can increase investment in science and technology, increase R & D efforts, create products more in line with the green concept, enhance their market competitiveness, or develop products to reduce losses in the production process, so as to make more efficient use of resources and reduce losses and emissions of pollutants; Secondly, enterprises should strengthen cooperation. The upstream, middle and downstream enterprises in an industry should negotiate reasonably, coordinate actively, form a good cooperative relationship, and avoid duplication of labor. Enterprises in the same industry should avoid vicious competition. They should strengthen mutual technical assistance, work together to overcome difficulties, benefit together and make technological progress, and gradually achieve the grand goal of carbon neutrality; Finally, the consumer market should be guided by the concept of green development, enhance their sense of social responsibility, and help the era move towards the direction of green, low-carbon and environmental protection from the details of daily life. For example: go shopping with

their own paper, cotton material packaging, refuse to use one-time, biodegradable plastics; actively learn and actively participate in waste classification, and young people, especially educated college students, should take the lead in waste classification in the family, help the elderly and children understand the significance of waste classification.

## 4. Conclusion

To sum up, Marxist ecological view clearly discusses the positioning of "human" in nature, and the reason that the development of human civilization can only be sustained through the unremitting solution of the problem of "two reconciliation". Marxist ecological view has laid the most fundamental theoretical basis for us to build a modern sense in line with the law of natural development and the concept of human sustainable development as well as the dialectical unity of man and nature. In Marxist ecological view, "ecological value" and "ecological benefit" are two important categories. It requires us to pay attention to the historical unity of economic and social values and economic and social benefits, and strengthen the understanding and respect of ecological values and benefits on this basis. Green marketing belongs to the production mode reform in the process of modern social development, which conforms to the green development trend of the times. It is closely related to the national government, production enterprises and consumer groups in modern society. It plays a role in the production and life of human society, which has the most practical effect, and provides a way for Marxist ecological theory to go to reality.

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