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RESEARCH ON MARKETING STRATEGY INNOVATION OF CHINESE ENTERPRISES IN THE CONTEXT OF DIGITAL AND GREEN TRANSFORMATION

Hua YANG[1], Tao YANG[2]

[1]Sumy National Agrarian University, 160 Gerasym Kondratiev Street, Sumy, Sumy Region, Ukraine
[2]Inner Mongolia University, 235 University West Road, Hohhot, Inner Mongolia, R.P. China

Corresponding author email: 506742398@qq.com

Abstract

With the rapid development of digital technology and the deepening of the concept of sustainable development, the dual transformation of digitalization and greening has become crucial for Chinese enterprises to gain a competitive advantage. This paper uses literature review and theoretical discussion to analyze the problems existing in the marketing process of Chinese enterprises and proposes innovative paths for marketing strategies under the background of dual transformation. Chinese enterprises face problems such as an imperfect green certification system, an incomplete digital marketing system, and insufficient innovation in new media marketing scenarios. The study finds that these problems can be effectively solved by constructing a unified and coordinated green certification standard system, building a digital and intelligent marketing system, and actively exploring innovative digital marketing models. The research results provide practical guidance for the digital and green marketing transformation of Chinese enterprises and contribute new research perspectives to the theoretical research of digital and green marketing, possessing certain theoretical and practical significance.

Key words: *digital transformation, green transformation, marketing strategy innovation, ESG, sustainable marketing.*

INTRODUCTION

Currently, the digital technology revolution and green sustainable development are key to the economic development of countries worldwide. On July 28, 2025, the European High-Level Forum on Standardization released standardization recommendations for the EU's annual work plan for 2026, proposing 100 action initiatives focusing on digital transformation, green transformation, and cross-sectoral coordination. These initiatives aim to provide strategic guidance for EU standard setting and support long-term growth and sustainable development goals. This strategy not only improves business efficiency and economic value but also emphasizes environmental protection and social responsibility to ensure sustainable economic development. As the world's second-largest economy, China actively responds to this trend. The government, in policy documents such as the "Overall Layout Plan for the Construction of Digital China" and the "Action Plan for Carbon Peaking before 2030", explicitly states that enterprises should promote a dual transformation of digitalization and greening.

However, under the dual transformation context, Chinese enterprises still face many challenges in their marketing processes. Many enterprises treat digitalization and greening as separate entities, lacking a synergistic and integrated strategic perspective, and lacking a systematic exploration of marketing strategy innovation mechanisms. Therefore, this study explores how Chinese enterprises can innovate their marketing strategies under the dual transformation context to achieve a win-win situation for economic and environmental benefits, aiming to provide enterprises with a set of intelligent marketing methods that are highly operable and widely adaptable. The research findings can provide practical references for Chinese

enterprises to formulate and implement marketing strategies under the dual transformation context, helping them effectively enhance their market competitiveness and sustainable marketing capabilities.

LITERATURE REVIEW

Evolution of Digital Marketing Research

In recent years, with the development of technologies such as artificial intelligence, big data, and blockchain, data-driven marketing, intelligent recommendation, and immersive experience have become new research directions. The main advantages of digital marketing are: precise reach, interactive experience, and measurable effects. Cui (2024) pointed out that with the rapid development of emerging technologies such as big data and artificial intelligence, the marketing field has undergone significant changes and improvements. As a data-driven marketing method, digital marketing pays more attention to data-driven and effect optimization. By continuously testing and optimizing strategies, it seeks the most profitable marketing strategy combination, and is not limited by channels, resulting in more significant marketing effects. Qiao et al. (2024) believe that digital marketing, as a mainstream marketing method today, has brought disruptive changes to the innovation activities of small and medium-sized enterprises.

Development of Green Marketing Theory

In recent years, under the background of the "dual carbon" goal, scholars' research on green marketing has shown new characteristics. On the one hand, research is paying more attention to the effectiveness evaluation of green marketing, and how to quantify the environmental and economic value of green marketing has become a research hotspot. Huang (2025) believes that in the context of global carbon neutrality, introducing green product design, promoting technological innovation, optimizing supply chain management, and stimulating consumers' green demand can achieve a balance between economic and ecological benefits. On the other hand, research on corporate green marketing innovation strategies is constantly deepening. Zhang (2025) proposes that enterprises should build a new green marketing system centered on products, prices, channels, and promotions, optimize cost control mechanisms, and strengthen industry-university-research collaborative innovation. By establishing green supply chain management, digital marketing transformation, and improving talent training mechanisms, enterprises can effectively enhance their market competitiveness and promote the sustainable development of new material manufacturing enterprises under the "dual carbon" goal.

Research on the Integration of Corporate Marketing Strategies under the Background of Dual Transformation

Although scholars have achieved certain research results in digital marketing and green marketing, few have combined the two in their research. Existing studies mainly focus on integrating digitalization or greening with corporate marketing strategies, which has significant shortcomings. These shortcomings are mainly reflected in: first, few scholars have simultaneously applied digitalization and greening to the marketing process; second, there is insufficient research considering the specific development situation of Chinese enterprises, and no research has been conducted on the impact of China's institutional environment and market characteristics on marketing strategies under the dual transformation. Therefore, this study delves into the innovation of marketing strategies of Chinese enterprises under the background of digitalization and greening, aiming to fill the gaps in existing research.

CURRENT PROBLEMS IN THE MARKETING PROCESS OF CHINESE ENTERPRISE

Incomplete Green Certification System

In the context of the dual transformation of digitalization and greening, the green certification system, as one of the important standards for measuring the environmental protection level of enterprises, plays a key role in green marketing. However, the current green

certification system in China is incomplete, hindering enterprises from carrying out green marketing. Inconsistent certification standards and low international recognition. Currently, China's existing green certifications include green product certification, environmental labelling certification, and energy-saving product certification. There are still significant differences between different certification types, and the evaluation dimensions are not uniform, resulting in enterprises having to bear very high costs if they want to obtain multiple certifications. In terms of international recognition, there are many differences between Chinese green certifications and internationally accepted standards.

Inadequate Digital Marketing System

With the rapid development of big data technology, product information, customer information, and market information can be shared and integrated, making the establishment of a digital integrated marketing system crucial for enterprises. Currently, most Chinese enterprises suffer from untimely communication between their marketing departments and other departments, resulting in severe information asymmetry. Only the marketing department actively participates in marketing activities, while other departments lack marketing responsibilities. Due to the lack of a digital and intelligent marketing system, staff in production, technology, human resources, and finance departments are not involved in marketing activities. Even in a few enterprises that have implemented digital marketing systems, relevant personnel still rely on traditional marketing methods, demonstrating poor ability to leverage digital technology to expand marketing channels. Consequently, a comprehensive, multi-channel digital marketing system has not been formed, resulting in poor marketing effectiveness.

Insufficient Innovation in New Media Marketing Scenarios

Currently, many Chinese companies publish the same content on different platforms during their actual marketing processes, resulting in severe homogenization of new media marketing information. Furthermore, companies have poor capabilities in applying technologies such as blockchain, AR/VR, and big data, lacking innovation in marketing content formats and user interaction. Existing marketing content mostly focuses on entertainment, creating overly simplistic consumption scenarios for customers. In terms of brand promotion, they fail to create emotional resonance with customers and lack interaction, leading to low customer trust in the brand.

Frequent Data Privacy Leaks

Frequent data leaks and security issues are common problems faced by enterprises in the marketing process. Data leak are frequent when enterprises use new media marketing technologies to process customer’s information during marketing activities. To achieve precise marketing, enterprises need to leverage digital technology to create customer profiles and target specific customer groups. However, data collection involves a large amount of sensitive user information. If data security is not guaranteed during collection and processing, this sensitive information can be obtained by hackers, easily leading to privacy leaks.

Poor Green Brand Value Marketing Capabilities

In new media marketing, maintaining a green brand image and marketing brand value are crucial. As people's incomes gradually increase, consumers' demands on brands are also rising. While some companies have created their own green brands, their brand value marketing capabilities are very poor. Incomplete consumer analysis, inaccurate product brand positioning, unclear value propositions, and a lack of authenticity in social media content all contribute to errors in product promotion. Furthermore, some social media marketing involves over-promotion and misleading advertising, leading to a decline in consumer trust in green brands and damaging the brand image.

MARKETING INNOVATION STRATEGIES FOR CHINESE ENTERPRISES UNDER THE DUAL TRANSFORMATION OF DIGITALIZATION AND GREENING

Building a Unified and Coordinated Green Certification Standard System

Relevant departments should establish a national-level green certification standard system to systematically optimize existing, fragmented green certification standards. Specific measures include: First, formulating unified green certification standards, using carbon footprint, environmental labelling, and energy-saving performance as unified certification standards. Second, establishing a unified dynamic updating mechanism for green certification standards. Relevant departments should evaluate and update certification standards every two years to ensure they adapt to market development. Third, establishing green certification standards at different levels for different industries.

Building a Digital Marketing System Currently

Chinese enterprises should efficiently utilize big data, integrate existing marketing resources, and build a digital marketing system guided by marketing objectives, led by the marketing department, and supported by other departments. This involves breaking down information barriers, promoting the sharing of customer, market, and product information, and encouraging resources such as production, technology, human resources, and finance to contribute to the company's marketing efforts. Furthermore, enterprises should improve their intelligent product recommendation systems, deeply mine and analyze customer historical purchase data and browsing records, gain insights into consumer behaviour, analyze and predict market trends, and provide data support for marketing decisions.

Actively Innovate Social Media Marketing Scenarios

Enterprises should deeply analyze current social media marketing trends and fully utilize technologies such as short videos, blockchain, AR/VR, and big data. Combined with user behaviour tags and scenario characteristics, they should deepen innovation in content formats, technology applications, user interaction, and data analysis. This will transform users' cognitive surplus, emotional fluctuations, and even biometric data into quantifiable and tradable marketing production factors, thereby attracting traffic and improving user engagement and conversion rates. Strengthen real-time marketing by implementing interactive promotions through live streaming, limited-time discounts, and interactive games to create a sense of urgency and participation, shorten the decision-making process, and drive rapid conversion from "interest" to "purchase."

Strengthen Green Brand Value Marketing

Enterprises should accurately position their differentiated advantages based on product characteristics, clarify brand positioning and unique value proposition through consumer insights and competitive environment analysis, refine the connotation of green brand culture, strengthen systematic brand management, formulate brand visual identity and behavioural code manuals, and enhance long-term brand value through social media operations. A multi-channel communication matrix should be built, consumer research strengthened, and a strategic layout implemented on mainstream platforms such as WeChat, Weibo, and Douyin (TikTok). Based on platform characteristics and different audience groups, differentiated content should be carefully designed, and execution strategies dynamically optimized. Weibo should respond quickly to public opinion, WeChat should provide in-depth interpretations of brand connotation, and Douyin should showcase product advantages through short videos, extending consumption scenarios and directly reaching users to achieve product market expansion and consumer recognition.

Emphasize Privacy Protection and Strengthen Marketing Data

Security to address the challenges of user information privacy leaks and data insecurity faced by enterprises in the process of new media

marketing, enterprises should strengthen user privacy protection and enhance data security. Enterprises should establish a sound new media marketing data security management system, classify and process new media marketing data, set access permissions for personnel, anonymize sensitive user data, and encrypt data storage and transmission to ensure the security of the entire process of new media operation data collection, processing, analysis, transportation, storage, and sharing.

CONCLUSIONS

In the context of dual transformation - digitalization and greening - marketing strategy innovation has become crucial for Chinese enterprises to increase market share and achieve sustainable development. This study finds that digitalization and greening are not independent but rather mutually reinforcing and deeply integrated. Digital transformation can promote green innovation, thereby enhancing enterprises' green competitive advantage in marketing activities. Under the dual transformation of digitalization and greening, enterprises can adopt five main methods for marketing strategy innovation: building a unified and coordinated green certification standard system, constructing a digital marketing system, actively innovating social media marketing scenarios, strengthening green brand value marketing, and strengthening marketing data security. The theoretical contribution of this study lies in enriching sustainable marketing theory and providing practical reference for enterprises to formulate and implement dual transformation marketing strategies. Future research can focus on cross-cultural comparisons and the impact of emerging technologies to further expand the research scope of marketing strategy innovation in the context of dual transformation.

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