

Research on Marketing Ability and Its Performance Impact Based on Customer Value

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Keywords: Customer value, Marketing ability, Performance impact, Relationship

Abstract: With the economic development and progress of the society, people have higher and higher requirements for the quality of commodities. In the fierce market competition, how to enhance the market sales ability and enterprise performance research. In order to further improve the marketing ability of enterprises and lay a good foundation for social and economic development. Many enterprises have not only carried out in-depth research and analysis on various factors that affect the marketing ability at this stage, but also further discussed the promotion of marketing performance and other contents, thus providing favorable conditions for the smooth development of follow-up enterprises. Based on this background, this paper focuses on the influence of marketing capability and performance based on customer value, and objectively analyzes the relationship between marketing capability and performance, as well as the relevant influencing factors of marketing capability and performance. In the new situation, scientific development suggestions are put forward to improve the marketing ability and performance of enterprises, so as to better enhance the operating efficiency of enterprises.

1. Introduction

In the process of China's socialist modernization, enterprises are also doing a good job of transformation in the face of changes in market demand trends. However, in the process of transformation of modern enterprises, the pressure of customer market competition and the improvement of marketing capability and performance level have become the reform and development goals of enterprises [1]. In the development of recent years, many enterprise leadership teams have not only conducted in-depth research on the relationship between the current business situation and marketing capabilities of enterprises, but also further explored the customer value and environmental turbulence factors.

Customer value is a hot topic in current research, because providing more customer value to customers plays an important role in attracting new customers and maintaining old customers. At the same time, the research on customer value is also one of the cores of customer relationship management [2]. This makes it necessary for enterprises to enhance their strength through various means such as improving their marketing capabilities, so as to maximize their profits, thus enabling enterprises to be in a favorable position in the market competition [3]. Although most company managers admit that providing more customer value to customers can generate higher enterprise income, they are also worried that providing more customer value requires more cost [4]. Therefore, for the enterprise itself, it is necessary to do all the preparatory work well, combine with the current situation of its own company, continuously improve its marketing capability based on customer value, gradually increase the efficiency of the enterprise, and strengthen the emphasis on performance. To promote enterprises in the top 100 industries in a very high position.

2. Analysis of Related Concepts of Marketing Ability and Its Performance

The so-called marketing capability has not been clearly explained by the academic circles at this stage. From the perspective of the marketing effect of products, it mainly refers to the ability of enterprises to use a series of marketing methods to promote products in every link from product production to sales [5]. Especially in today's super-competitive era with customers as the center, it

is more difficult for customers to meet their needs and exercise their purchasing rights carefully. This has laid a foundation for the marketing center to be customer-oriented. On the basis of clear market objectives, the consumer behavior of social groups should be analyzed in depth to meet the unique needs of different consumers to the greatest extent. For enterprises, marketing ability is directly related to the operating efficiency of enterprises [6]. Nowadays, in the operation and development of enterprises, marketing ability has gradually become the core competitiveness in the development of enterprises. Therefore, only by satisfying the needs of customers can the marketing ability of enterprises be improved, and also can the operating performance of enterprises be improved. Only enterprises that have a deep understanding of this problem can gain a place in such fierce market competition.

3. Analysis of Relevant Influencing Factors of Marketing Ability and Its Performance

3.1 Dealer and Supplier Factors

The development of marketing activities and the improvement of marketing capability and performance of an enterprise cannot only depend on the management of the enterprise itself, but also depend to a large extent on the cooperation of distributors and suppliers with the enterprise. Suppliers and distributors, as upstream and downstream resources in the link of marketing industry, directly determine the supply and sales of enterprise products. However, the definition of marketing capability is not completely unified, but it is mainly concluded that marketing capability needs to be considered from a strategic perspective and is different from marketing resources. Generally speaking, due to the different starting points of analysis, there are certain differences in the definition of marketing capability by social groups. However, after induction and analysis, it can be determined that the measurement and analysis of enterprise marketing capability should be based on the enterprise strategy and standardize the process of various economic activities. Effective coordination between distributors, suppliers and enterprises will further enhance the marketing capability and performance level of enterprises, make marketing activities more flexible, and enhance the competitiveness of the marketing industry [7]. A complex model coordinated by customers and marketing resources. Marketing is not just the result of marketing, but a combination of long-term actual marketing.

3.2 Factor Analysis of Consumers

The target of enterprise's marketing activities is mainly the end consumers in the market, the actual purchasing power of consumers, and the expiration of products, etc. all directly affect the enterprise's marketing activities. Enterprise's marketing ability and its performance level are also the direct embodiment of customer value. For a market with such fierce competition, it is an advantage to occupy the market and expand marketing volume. If the marketing ability is strong, it can often deepen the satisfaction of customers, which will greatly promote the increase of corporate profits. It provides a reliable basis for enterprises to occupy advantages in the fierce market competition, promotes enterprises to expand marketing volume, helps to improve customer satisfaction, improves economic and social benefits in the overall operation process of enterprises, and promotes the rapid development of enterprises. Only by improving the value of consumers as much as possible, satisfying the actual needs of consumers, and reducing the gap between cost and price to the greatest extent can the marketing capability and performance of enterprises be better improved. If the market competition is more intense, the market share of the products developed by the enterprise will be larger. While creating the economic value of the enterprise, it also lays the foundation for the long-term development of the enterprise [8]. After marketing has an impact on the value of products, it can strengthen customers' continuous consumption of products and effectively improve the economic level of enterprises.

3.3 Factors of Marketing Environment

The marketing ability and performance level of an enterprise depend not only on its own

management level, but also on macro-market economy and marketing environment. In international and Chinese enterprises, the weakening of marketing functions is extremely serious. It is believed that as long as the enterprises have advanced technology, modern information means and management methods, the new products developed will surely get favorable comments from customers. Moreover, with the application and development of employees' knowledge and skills in the management process, the knowledge of the enterprise will accumulate and expand continuously, which will also have a greater impact on the competitiveness of the enterprise (including market competitiveness, of course). According to the analysis of actual marketing capability and performance marketing, the essence of marketing capability is redefined from the perspective of enterprise function on the basis of market-oriented framework, and the intermediary position of customer value is also shown. The innovation of marketing methods and technologies, the competition of enterprises in the same industry and the change of marketing trend have great influence on the marketing ability and performance of enterprises. As environmental turbulence is mainly reflected in resource turbulence, technology turbulence and market turbulence. In order to fully understand and master the relationship between environmental turbulence and marketing capability, scientific and effective plans should be formulated for reasonable control. In the operation and management of enterprises, the constant changes in the market will speed up the renewal of products and service concepts. Predicting customers' needs in time can highlight the market's competitiveness and strategic value.

3.4 Marketing Team Factors of Enterprises

The marketing team of an enterprise is the key factor that determines its marketing capability and performance. Nowadays, with the increasing pressure of market competition, marketing talents are an important force to enhance the marketing ability of enterprises in the process of modernization development. Excellent customer value means that enterprise marketing products can create experiences beyond the expectation of customers, so that customers can clearly feel the differences with other products. However, according to the actual situation of current enterprise operation, under the influence and restriction of external environmental conditions, the weakening of marketing functions of some enterprises is relatively common, and the emphasis of enterprise operation falls on technical means and management methods, thus neglecting the importance of marketing capability to a certain extent. In the marketing team of an enterprise, specialized marketing talents, specialized marketing theories, scientific marketing organization structure and internal marketing resources are needed. Based on the perspective of learning orientation, the analysis of the promotion of marketing ability is conducive to the stable development of enterprises.

4. Based on Customer Value, Enterprise Marketing Ability and Effective Countermeasures to Improve Its Performance

4.1 Pay Attention to the Study of Customer Value

The in-depth study of customer value is also of great significance and influence to the implementation of enterprise marketing strategy. Relevant departments of the enterprise need to make clear the relationship between customer value and marketing capability, and make an integrated analysis of the capability needed in the development of the enterprise at this stage. If the enterprise itself can develop its marketing capability more effectively and make reasonable use of it according to its own situation in the process of development, it can better enhance its own market competitiveness and effectively promote its own economic growth. For higher quality customers, the value lies in the advantages between the enterprise and the product. Enterprises will make their products to the extreme or even exceed the expected value of customers, thus increasing customers' desire to buy products, which also paves the way for later marketing activities.

The customer of the final product determines the value of the capability. In other words, the utility or value of a certain ability depends on its potential to meet specific customer needs. In a typical value-price-cost (VPC) framework, those enterprises that achieve the largest difference

between value and cost often have advantages over their competitors [9]. In competition, ability is valuable only when the difference between value and cost is greater than the difference between competitors. Figure 1 shows the driving effect of organizational learning orientation on marketing capability.

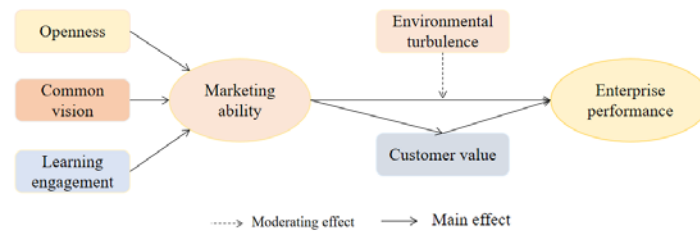


Fig.1 Conceptual Model

In the process of meeting customers' needs, enterprises also need to pay attention to the creation of higher expectations, that is, to let customers realize the differentiated development level of enterprises and bring more possibilities for the promotion of customer value. The quality and performance of the products exceed the customer's original expectation and experience of the products, which can better attract the customer's attention, thus strengthening the smooth development of enterprise marketing activities. In the operation and management of enterprises, enterprises will be more inclined to continuously introduce new products and new services to adapt to the changes in the market, thus successfully grasping and predicting customer needs and further highlighting the strategic value of market competitiveness.

4.2 Actively Understand and Master the Changing Trend of the Market

The key to improving the marketing capability of an enterprise is to take the development of the market as a guide and actively understand the development trend of China's market economy and the changes in the marketing environment. In order to carry out business activities in such an environment, it is necessary to constantly adjust the marketing strategy of the enterprise according to the vibration of the market and seize the opportunities arising from the dynamic market in a timely manner. It plays a very important role in improving the profit of the enterprise and can also meet the needs of customers most effectively. In the actual operation process of the enterprise, organizational learning orientation requires the enterprise to conduct diversified analysis of the potential needs of customers according to its own openness, and to explore the future change direction of customer needs. Reasonable allocation and control of corresponding organizational resources are required to meet the needs of customers to the greatest extent. This way can not only effectively improve the service quality, but also further improve the marketing ability, which also has an important impact on enterprise performance. On this basis, only by innovating the product structure of the enterprise can it be more targeted and effective. Secondly, enterprises should actively establish a long-term communication and information contact platform with grassroots consumers to keep abreast of changes in consumer demand and the development of the same industry. Through continuous research and analysis of the market, enterprises can improve their ability to identify market demand, customer demand trends and analyze the market.

4.3 Innovating Marketing Methods and Modes to Create Diversified Marketing Channels

The key to improving the marketing ability lies in the support of effective marketing channels. Under the new situation, enterprises need to further innovate their own marketing methods and modes in the face of fierce market competition. The traditional single marketing system can no longer meet the development of modern marketing market. Through further development and utilization of this capability, the performance of the enterprise can be increased, laying a foundation for the enterprise to occupy the market and win favorable comments from customers. The learning environment of an enterprise can have a better learning effect and finally be reflected in its marketing ability, which is conducive to maintaining and enhancing its marketing ability. Enterprises can actively build a diversified marketing system and marketing network, based on

traditional distributor distribution, advertising marketing and modern Internet marketing, to further enhance the industry influence of enterprise products and services. The learning environment of the enterprise can see the good operation state of the enterprise. Strengthening the professional knowledge learning and training of marketing personnel can effectively enhance the marketing ability of the market. It requires enterprises to allocate resources around a common vision in order to further develop and strengthen their marketing capabilities. Because of this, the important role of openness and common vision may weaken the driving effect of learning input on marketing ability.

4.4 Improve the Marketing Analysis Ability of Enterprises

Nowadays, enterprise marketing competition is not only about quality and service, but also about the analysis ability of marketing team and marketing. Moreover, with the application and development of employees' knowledge and skills in the process of operation, the knowledge of the enterprise will accumulate and expand continuously, which will also have a greater impact on the competitiveness of the enterprise. At the same time when enterprises are moving towards diversification, they should be learning-oriented, constantly explore the direction of diversification, constantly explore customer needs as a guide, and constantly explore the market to occupy a strong position. Enterprises should actively integrate their own marketing teams, give full play to the advantages of specialized marketing talents, and use quantitative data indicators and analysis models to speed up the analysis and interpretation of current marketing. Enterprises operating in a turbulent environment need to constantly adjust their marketing capabilities according to the degree of environmental turbulence in order to meet the needs of customers most economically and effectively. In the environment of market economy, in the process of studying the operation and development of related enterprises, organizational learning of enterprises has strengthened their competitiveness. We will improve our marketing capabilities in an all-round way, strengthen the optimal allocation and rational use of resources within the enterprise, actively develop new resources and broaden the market so as to realize the stable and sustainable development of the enterprise itself.

5. Conclusion

To sum up, the marketing capability of an enterprise is an important factor in the operation and development of the enterprise. It can not only improve the marketing performance of the enterprise, but also indirectly display the customer value, thus laying a solid foundation for the comprehensive development of the enterprise. The important development factor of an enterprise is the operation and development of its marketing capability, which can not only improve its marketing performance, but also better demonstrate its product value and customer value, thus laying a foundation for the development of a comprehensive market. Attention should be paid to the issue of marketing capability of enterprises, which can not only effectively improve the internal performance capability of enterprises, but also effectively demonstrate the importance of customer value. For enterprises to seek more perfect development space, and constantly prepare for the realization of the value of the enterprise's marketing capabilities. Therefore, in the future development, the relevant departments of the enterprise need to pay more attention to the research on the market influence ability. For the difficult problems involved in the market competition, they also need to properly prevent and control the relationship between marketing ability and performance.

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