

Research on Marketing Ability and Its Performance Impact Based on Collaborative E-commerce

Rong Kuizhen

Business school, Nanjing University, Nanjing, 210093, China

Keywords: Collaborative e-commerce; Marketing capability; Performance

Abstract: With the rapid development of modern society and economy, customers' demand for products is also gradually increasing. Under the increasingly fierce market competition environment, there is a close relationship between marketing ability and its performance. Marketing is a necessary experience link in the development of an enterprise, which is an important foundation to ensure the survival and development of the enterprise in the market. Only by improving the marketing ability of the enterprise can it really help to improve the market competitiveness of the enterprise. Therefore, it is the only way for enterprises to develop collaborative e-commerce in the new economic era. In this case, how to improve the enterprise's market capitalization ability and performance becomes more and more important. This paper expounds the internal relationship between the two and points out that the enterprise's market capitalization ability has a positive effect on the improvement of performance.

1. Introduction

Nowadays, with the rapid economic growth of the country and the continuous improvement of the living standards of the Chinese people, the demand for the quality of enterprise products gradually tends to be high-quality, diversified and humanized products [1]. Marketing ability is the basis for enterprises to survive and develop in the market. The improvement of marketing ability becomes the key to scientific development of enterprises, and marketing ability is closely related to enterprise performance. At present, the market demand is gradually diversified and personalized, and the market competition situation is increasingly fierce [2]. In order to promote the stable and sustainable development of enterprises, systematic analysis should be made in combination with their own actual situation. This makes it necessary for enterprises to enhance the strength of enterprises through various means such as improving marketing capabilities, so as to maximize the profits of enterprises, so that enterprises are in a favorable position in the market competition. Collaborative e-commerce is to coordinate and coordinate the various elements involved in e-commerce [3]. The system is placed in an overall organized state to function as a whole. Only by constantly innovating can companies win in the fierce competition. As a result, more and more companies are hoping to capture the market and compete for consumers through continuous new product development, thereby gaining company growth and corporate profits. Take effective measures to strengthen marketing capabilities, comprehensively improve the ability of enterprises to respond to the market, strengthen performance management, and promote enterprises to maximize corporate profits driven by effective marketing capabilities.

2. The Connotation of Marketing Ability and Its Performance

2.1 Marketing ability and enterprise marketing performance

At present, some scholars are committed to studying the influence of marketing capability on enterprise products and services. There is a close relationship between marketing capability and enterprise products and services. The stronger the marketing capability, the greater the potential value of the product, thus playing an important role in enhancing the economic value of the enterprise and promoting the stable operation of the enterprise [4]. How to strengthen the marketing

capability and enhance the potential value of products can effectively enhance the economic capability value of enterprises and enhance the successful operation of enterprises. Functional marketing theory is the bud of marketing ideas. As a way to develop marketing theory, functionalism has a unique function in marketing activities. The measurement and analysis of the marketing ability of an enterprise should start from the perspective of enterprise strategy and standardize the process of various economic activities. The marketing ability is the potential ability to optimize the allocation of internal resources to meet customer needs [5]. Only those companies that create superior customer value through the effective use of marketing capabilities can compete in an invincible position. Therefore, only by satisfying the needs of customers can the company's marketing ability be improved, and the company's business performance can be improved. Only companies that deeply understand this problem can gain a place in such fierce market competition.

2.2 Reflect customer value

Through the analysis of the marketing practice of the enterprise, the marketing ability has certain speciality, which is difficult to be imitated and replaced, which directly relates to the scientificity and effectiveness of the enterprise's own strategic decision-making. At the same time, the impact of marketing capabilities on business performance is also affected by environmental factors such as market volatility and technological turbulence. However, people's definition of marketing ability is not completely unified, but it is concluded that marketing ability needs to be considered from a strategic point of view, and is different from marketing resources [6]. Marketing activities have a more direct relationship with the company's new product commercialization performance, and to a certain extent, marketing activities can make up for the shortcomings of insufficient marketing resources. It is helpful to enhance the enterprise's own market competitiveness and promote enterprise marketing and small-scale promotion. Marketing is only a process. In the process of development, enterprises must be able to take the market as a guide, observe and evaluate various changing factors in time, and closely combine with the development of enterprises. Only in this way can they promote the good development of enterprises and improve their market competitiveness [7]. The marketing products of the enterprise have the advantages possessed by other products. The quality or performance of the products exceeds the expected experience of the customers and attracts the attention of the customers, thus promoting the smooth development of the marketing activities of the enterprise. 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.

2.3 The influence of market environment and enterprise learning on marketing ability

The market environment has been in the process of dynamic changes. In order to carry out business activities in this environment, it is necessary to constantly adjust the marketing strategies of enterprises according to the vibration of the market and seize the opportunities arising from the dynamic market in a timely manner, which plays a very important role in improving the profits of enterprises [8]. Enterprises have short-term marketing capabilities under the application of marketing theories, and strategic marketing theories have played an active role in promoting enterprises' short-term marketing capabilities [9]. With the continuous strengthening of employees' professional knowledge and skills, they can be well applied and developed in enterprises, and will also have a great impact on the development of enterprises. The commercialization ability of new products has a significant impact on the product innovation of enterprises. 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 will often deepen the customer's satisfaction, which will greatly promote the increase of corporate profits [10]. In Chinese high-tech enterprises, many senior managers also have a similar tendency. They believe that as long as they have advanced technological capabilities and develop products and services with advanced features, they can win competition. In the management of enterprises, companies that are targeting the market will be more inclined to continuously introduce new products and services to adapt to this change, so as to successfully grasp and predict the needs of customers, and further highlight the strategic value of

market competitiveness.

3. An Analysis of the Relationship and Influence between the Function and Performance of Sustainable Marketing Ability Based on Collaborative E-commerce

3.1 The function of enterprise's market sustainable marketing ability

In the research process of the enterprise's market sustainable marketing ability, it is necessary to play an important role in obtaining and maintaining its competitive advantage. Collaborative e-commerce is not only a matter between enterprises and customers, but also involves many departments and institutions in society. For example, the settlement of payment means requires the intervention of the banking industry, and the realization of online taxation requires the participation of the government. In such an environment, enterprises need to make continuous changes according to their own technical and marketing capabilities and in combination with the actual needs of society, so as to seize opportunities in a timely manner, which not only plays a role in the development of enterprises themselves. Marketing capability is the potential of an enterprise to allocate organizational resources to meet customer needs through effective and rapid processes and activities, which reflects the ability to generate and integrate market information (customers and competitors). Enterprises must work in concert with relevant social departments and be based on the electronicization of the whole society. Through online banking settlement, online insurance, online tax filing, online auditing, etc. Other enterprise capability systems foster and allocate enterprise resources, and gradually form a competitive advantage in delivering value to target market customers. In this development process, the company's sustainable marketing ability has a positive correlation with the company's performance. When the difference between a company's products and competitors' products or substitutes reaches a certain level, this difference will be considered valuable by consumers and will also bring good market performance to the company.

3.2 Analysis of the relationship between marketing ability and performance

There is a close relationship between marketing ability and performance. From the connotation of sustainable marketing ability, we can see that the main purpose is to obtain continuous customer satisfaction and ensure the coordination of internal organizations, so as to have a good communication with the market. Collaborative e-commerce can transfer real customer needs captured at the end of the value chain digitally among system partners. According to the requirements and priorities of different customer groups, different paths of information flow and material flow are selected and resources are allocated to achieve the synergistic advantage of the system. Through the development and application of unique capabilities, enterprises can achieve excellent performance. In order to be sustainable, these capabilities must be scarce, valuable, difficult to imitate and replace, and play a supporting role in corporate strategy. There are long-term and short-term differences in enterprise performance. These two different performances can change and influence each other. In the enterprise marketing culture, there are competitor-oriented, customer-oriented and internal customer-oriented elements. These elements play a role at the same time. An enterprise's potential ability to optimize the allocation of enterprise resources through effective transaction processes and related activities to meet customer needs is a comprehensive reflection of market effects. Through the cooperative work between enterprises and their partners, it can be expanded into an internet-based value cooperative network. The innovation of marketing plan can make the differentiation advantage of new products of enterprises not be destroyed by rivals very soon, and at the same time, the innovation of marketing plan can also bring good new product performance for enterprises.

3.3 An analysis of the influence of enterprise marketing capability on performance

Under the development environment of market economy, the improvement of enterprise's marketing ability becomes the basis for the improvement of enterprise's market competitiveness. Under this development situation, enterprises should pay full attention to the diversified application

of marketing methods, promote the improvement of enterprise's market competitiveness, and ultimately improve enterprise's performance. Effective strengthening of marketing capability is conducive to strengthening the central competitiveness of enterprises. Collaborative e-commerce providers not only provide their products to customers, they also provide complete services. From personnel training before system installation to system installation to maintenance and consultation during implementation, the service of product providers runs through all the time. The improvement of marketing ability plays a direct role in improving the enterprise's performance. We should pay attention to the value of marketing ability. In the process of market competition, the difference between value and cost is larger than that of competitors to ensure the embodiment of its value. However, driving customer choice behavior is not only a product that meets specific needs, but also the extent to which it can better meet specific needs. Companies using collaborative e-business solutions can leverage customer relationship management applications to optimize customer segment portfolios and interact in real time through call centers, web conferencing, email, and more. Companies that are targeting the market will be more inclined to continue to introduce new products and services to adapt to this change, so as to successfully grasp and predict customer needs, and further highlight the strategic value of market competitiveness.

4. Management Enlightenment

Marketing ability is an important factor in the process of enterprise development, which effectively promotes enterprise performance. Only in this way can we help to support the enterprise's strategy, thus better coping with the actions of competitors, and maximize the value of marketing strategy. The learning environment of the enterprise can achieve better learning effect and finally be reflected in the marketing ability, which is conducive to maintaining and enhancing the marketing ability. It requires enterprises to allocate resources around a common vision in order to further develop and strengthen their marketing capabilities. In the actual operation process of enterprises, organizational learning orientation requires enterprises to carry out diversified analysis of potential needs of customers based on their openness, and explore the direction of future changes in customer needs, so as to improve their marketing ability in an all-round way. In addition, the influence of marketing ability and performance is mainly reflected in organizational learning and marketing ability. Learning orientation and learning environment play a decisive role in the learning tendency and learning effect of enterprises. The learning environment of enterprises can show that enterprises are in a good state of operation. Strengthening the professional knowledge learning and training of marketing personnel can effectively enhance the marketing ability of the market. Through continuous research and analysis of the market, enterprises can improve their ability to identify market demand, customer demand trends and analyze the market.

Marketing capability not only directly drives enterprise performance, but also indirectly influences enterprise performance through customer value. In the market economy environment, technological turbulence has a moderating effect, but the greater the technological turbulence in the environment, the smaller the driving effect of marketing ability on enterprise performance, and the inverse proportional relationship between them. At the same time, collaborative e-commerce not only facilitates the collaborative work of relevant personnel, but also facilitates employees' participation in enterprise management. Thus greatly mobilized the enthusiasm of all staff, so that the enterprise is full of vitality. To implement marketing activities in turbulent environment, we should adjust marketing ability according to the turbulent degree of environment, so as to better meet the needs of customers in the market. Organizational learning orientation has a positive driving effect on competitiveness, but under the influence of factors such as the nature of marketing capability, organizational learning orientation has no obvious driving effect on marketing capability. This may be due to the nature of marketing capability, which requires enterprises to be open enough to capture customers' current needs and their future trends, and to learn about the characteristics of competitors' products and services and their future trends. In the actual process of strengthening learning, enterprises analyze and study the potential needs of customers according to their own conditions, strengthen the optimal and reasonable utilization of internal resources integration,

explore new resources, open up new markets, and realize the stable development of enterprises themselves.

5. Conclusion

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. The improvement of marketing ability has become the basis for the survival and development of enterprises in the market. We should pay full attention to these basic levels and consider the implementation of strategies to improve marketing ability in various aspects, so as to lay the foundation for the improvement of enterprise performance. Correspondingly, enterprises no longer only emphasize the life-and-death competition, but also pay more attention to the win-win of increasing revenue and cutting expenditure. Collaborative e-commerce just conforms to this trend. It emphasizes the coordination of departments and institutions, and forms a higher level virtual dynamic alliance among enterprises. In order to strengthen the enterprise's marketing ability, we should carry out all-round analysis according to our own reality, insist on keeping pace with the times, change the marketing concept, accurately grasp the customer's psychology, predict the change of customer's demand, optimize the enterprise's internal resources, develop the marketing ability, and comprehensively improve the economic and social benefits of enterprise operation.

References

- [1] Lin Jiabao, Li Ting, Lu Yaobin. Empirical Study on the Impact of Agricultural Products' E-commerce Capability on Enterprise Performance under Environmental Uncertainty [J]. Journal of business economics, 2018, 323(09):66-77.
- [2] Gu Leilei. Marketing Ability, Host Country Political Risk and Subsidiary Performance of Multinational Corporations-Evidence from ASEAN Free Trade Area [J]. Journal of Renmin University of China, 2018(2):104-115.
- [3] Ren Nan, Lu Li jun, he Meng jiao. Big data analysis ability, collaborative innovation ability and collaborative innovation performance [J]. China science and technology forum, 2018, no 266 (06): 65-72.
- [4] Xiao Liang, Wang Luya, Xu Yuwen, et al. Research on the Impact of Multi-knowledge Network Embedding on Cross-border B2C Export Enterprise Performance [J]. Journal of Management, 2018, 15(10):112-119.
- [5] Luo Chenyang, Ding Kun, Mu Rui, et al. Market-driven, Technology Learning and Innovation Performance: Qualitative Research Based on Government-aided Private Technology Platform [J]. Science and Technology Management, 2017(07):121-130.
- [6] Xingfei, Wang Hongjian. Enterprise scale, market competition and implementation performance of R&D subsidy [J]. Scientific research management, 2018, v.39; No.273 (07): 46-52.
- [7] Xu min, Yao mengqi. Business model, technological innovation and manufacturing performance-moderating effect of product market competition [J]. Friends of accounting, 2018, no 587 (11): 81-86.
- [8] Yuan Jingbo, Zhou Zhimin, Nan Zhou, et al. Enterprise Marketing Competition Action and Sales Performance after Deregulation-Barrier Effect of Mobile Barriers [J]. Economic Management, 2018, v.40 (06):102-116.
- [9] Jia Huiying, Wang Zongjun, Cao Zuyi. Impact of organizational R&D investment jump on organizational performance: the moderating effect of marketization [J]. China Science and Technology Forum, 2018, 270(10):79-87.
- [10] Liu xing, Lu Changjiang. strategic effect of tax avoidance-based on the impact of tax avoidance on market performance of enterprise products [J]. financial research, 2018, no 457 (07): 162-177.