

Research of Marketing Capability and its Performance Influence Capability

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Abstract. Currently, people lack common theory to explain features of the industrial environment (such as market volatility and technical volatility) dynamic capabilities and its impact on business performance for what will be the effect. By using adjustment model, this paper adopts developing countries-China's enterprises to explore the background of marketing capabilities and its impact on business performance. This paper extends and expands the enterprise resource theory, analyzes its application in a dynamic environment, while beyond the market-oriented framework, redefine the marketing capabilities and verify the customer value of intermediary role.

Introduction

Enterprise resource theory claims that companies can lack elasticity of supply through the use of valuable resources and the ability to obtain and maintain a competitive advantage. Many scholars have developed this theory, which is linked to factors other industrial conditions and innovation. Recently, some studies began to consider a number of external factors in the traditional enterprise resource theory ignored. However, there is still a lack of general theory to explain the characteristics of industrial environment (such as market volatility and technical volatility) dynamic capabilities and its impact on business performance for what will be the effect. Thus, advocates of the theory of enterprise resource recent emphasis should be put into the value of the concept of contingency evaluation capacity among organizational resources. But so far, no one on the marketing ability of contingency factors affecting business performance for specialized research, but the current enterprise resource theory is based on a multi-concept is developed contingency-based economy.

Therefore, this paper aims to fill this gap, by using adjustment model to developing countries-China's enterprises to explore the background of marketing capabilities and its impact on business performance. Specifically, the objectives and the potential contribution of this paper mainly manifested in the following three aspects: This extension and expansion of the enterprise resource theory, analyzes its application in a dynamic environment. By the traditional view of corporate resources and contingency integrate theory, this paper strengthen a dominant position in this theory to explain the performance difference between the corporate sectors. Secondly, beyond the market-oriented framework, redefine the marketing capabilities and verify the mediating role of customer value. According to Levitt's views "should not be in accordance with the type of product should be defined in accordance with customer demand enterprise", the paper goes further, based on the functions of the companies rather than the type of resource to define marketing capabilities, thereby helping to strengthen managers understand the marketing capabilities and customer value. Third, the paper discusses the role of learning guide for driving marketing capabilities, so as to build a strong business foundation marketing capabilities.

Conceptual Model and Key Factor Analysis

In today's customer-centric super competitive era, customers are becoming more demanding, more mature, professional and power. As a result, how to effectively manage marketing capabilities by meeting customer needs, and thus enhance the business performance becomes a strategic issue for all companies must pay attention to. Only those through the effective use of marketing ability to

create superior customer value of enterprise, in order to remain invincible in the fierce competition. Conceptual model is the result of enterprise resource theory, dynamic capabilities theory, organizational learning theory and marketing theory and analysis of comprehensive sort. The model includes four components: marketing capabilities, business performance, contingency factors and organizational learning guide, and outline the relationship between them. By creating and delivering superior customer value, marketing capabilities can enable enterprises to achieve superior performance through better meet customer needs. Meanwhile, the impact of marketing capabilities on firm performance will be affected by market volatility and technical volatility and other environmental factors. In addition, Figure 1 shows the driving role of organizational learning guide for the marketing capabilities. In fact, many scholars have found: Organizational learning is closely related to the development of new knowledge, and the latter for the marketing ability to build and improve business performance is essential. In fact, there are many factors that will have an impact on business performance, such as research and development capabilities, technical capabilities and ability to integrate with external factors, but all factors are studied in a model is unrealistic, so this article only concerned with marketing capabilities and its impact on business performance is how to produce.

Marketing Capability and Enterprise Performance. Currently, there are many studies show that the ability to operate successfully marketing products and services with a significant contribution. But the people on the marketing capability of understanding are not consistent. For example, Day the marketing capabilities as a kind of integration process, aimed at the use of collective knowledge, skills and resources to address market-related issues and create superior customer value. At the same time, the concept of market-related asset is also of concern, Hooley will be divided into marketing assets, customer assets, internal assets and supply chain assets 4 categories. In addition, Li and Calantone from the use of the ability to define the market knowledge of the marketing process point of view of marketing knowledge. This article is consistent with the majority of studies that is different from the marketing resources marketing capabilities, and based on the strategic background to define the marketing ability, marketing ability is considered by effective and rapid business processes and activities to configure the organizational resources to meet customer needs potential, reflects the ability to generate and integrate market information (customers and competitors) is through learning by doing and marketing resources and coordination of complex model is cumulative result of corporate marketing practices, including market research, marketing channels and customer relationship management, identify and respond quickly to competitor actions, customer knowledge and customer obtain its ability.

Enterprise resource theory, able to strengthen the competitive advantages related results can be described as endless. Marketing capabilities often helps improve customer satisfaction, customer satisfaction and corporate profitability will have an impact. For example, customer demand for a fast and effective response can provide enterprises with first-mover advantage. However, some scholars have found that in international business, the marketing function is gradually losing its importance, manager of marketing strategy attention gradually weakened. High-tech companies in China, many executives there is a similar tendency to think that as long as companies have advanced technological capabilities, developed with advanced features of products and services, we can win the competition. They are convinced that the rapid growth due to the huge size of the market and the economy, with outstanding technological capabilities of enterprises can sell their produce any product with advanced features.

The Intermediary Role of Customer Value. Most scholars believe that through the development and use of the unique capabilities, companies can get excellent performance. To be sustainable, these capabilities must be scarce and valuable, difficult to imitate and alternative business strategies and supportive role. Of course, the marketing ability is no exception. However, in practice, companies often emphasize certain characteristics of them while ignoring the other properties, particularly the ability to ignore the value of the property. Worse, some of the features of the meaning is often ambiguous. For example, Barney can react according to whether the ability to enable enterprises to environmental threats and opportunities to define value. But in fact, it is a

value based on the concept of demand is the customer of the final product determines the value of the capacity. In other words, some kind of utility or value depends on its ability to meet specific customer needs of potential. In a typical value-price-Cost (VPC) framework, those between value and cost to achieve the greatest difference with respect to the companies often competitors. That is to say, only has the ability to be difficult to imitate not necessarily have a competitive advantage. In competition, only the difference between the value and costs is greater than the difference between the competitors, the ability to only have value.

Excellent customer value means continuing to create a customer experience beyond customer expectations, and thus constitutes a strategic driver of corporate performance and form the basis of differential advantage in the customers mind. According to the existing research results, it is a trade-off the cost of the customer obtained from the product or service and the customer paid for this purpose between the customer value. As Peteraf and Bergen emphasized the value of the resources derived from its use in the product market, and is closely related to the final to meet customer needs. However, the driving customer choice behavior, not only is the possibility of a product to meet specific needs, but also that it can better meet the specific needs of the extent. Thus, marketing capabilities only helps to create and deliver superior customer value while, it may have an impact on business performance. In other words, marketing capabilities first impact on the customer value, and have an impact on business performance through customer value.

The Regulation of Environmental Turbulence. We are consistent with previous studies, technical volatility and market turmoil (including competition intensity factors including) two angles to analyze the environmental turbulence. The former refers to a technical environment perception is that people are unable to accurately predict or fully understand a technical environment; the latter refers to the composition and changes in customer preferences and competitive strength, and Kohli et al. The concept of environmental turbulence described more consistent. Comprehensive previous relevant research, regulatory and environmental turbulence similar relationship of market orientation and business performance, expand business activities in the turbulent business environment, the need to constantly adjust their marketing capabilities in accordance with the degree of turbulence environment to the most cost-effective meet customer needs. More specifically, to carry out business activities in the market is highly volatile business environment, often more inclined to continue to introduce new products and new services or adjusted by the marketing capabilities to support business strategies in order to successfully predict, identify and meet changes in customer demand or respond to competitors' actions to further highlight the strategic value of marketing capabilities. In comparison, in the face of a relatively stable customer preferences, due to the need to adjust the marketing mix of pressure and efforts have reduced the role of marketing capabilities is also relatively lower. A high degree of volatility in the technology environment, due to the key challenge is how to catch up with the trend of technological development or implementation of technological innovation, contribution to the marketing ability is gradually reduced, this time on the marketing capability of huge investments often only on the accurate prediction and successfully meet the rapidly changing needs of customers to make a small contribution, and sometimes even a waste of resources.

Organizational Learning and Marketing Capabilities. In practice, the study guide or learning environment determines the tendency of companies to learn, the learning process and learning outcomes employed, and the final decision to build and update marketing capabilities. According to research results Baker and others, through the following three dimensions herein to reflect directed learning into organizational learning, a common vision and openness. Among them, the learning into enterprise focus on learning and advocacy level learning. It refers to a common vision across the enterprise focus on learning. The lack of a common focus of attention, it will reduce the motivation to learn. Openness refers to the criticism of business practices and willingness to accept new ideas. In fact, the study will also help improve the corporate identity guide customer demand, changes in customer demand forecasting and market segmentation capabilities.

Conclusion

The conclusions of this paper have instructive effect for research and practice. From the research point of view, we find that marketing capabilities may have different effects in different situations. It is through intermediaries, even indirectly on business performance to produce through an intermediary or interaction with environmental impact, thus further strengthening the mediation or contingency factors important position in the enterprise resource theory. At the same time, by showcasing intermediary role of customer value, highlight the necessity of enterprise resource theoretical framework to incorporate customer value. In addition, this paper also contributes to further strengthen and refine the role of manager of marketing capabilities in Enterprise Performance understand: to achieve superior business performance, we must strive to make the marketing ability to create and deliver superior customer value.

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