

# On the Construction of Evaluation Index System of Marketing Competitiveness

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**Keywords:** Marketing; Competitiveness; Evaluation Index System

**Abstract:** As an important part of enterprise management, improving marketing competitiveness is not only related to the enterprise's own economic development, but also plays an important role in the overall development of the industry to which the enterprise belongs. The purpose of designing the evaluation index system is to improve the marketing competitiveness of enterprises. This paper puts forward the enterprise marketing competitiveness and its evaluation for the first time, preliminarily determines the evaluation principle, designs and constructs the structure of the evaluation system, and basically describes and explains the structure. To construct a reasonable evaluation index system for marketing competitiveness, we should fully consider the three factors of quality marketing effect, careful planning of marketing behavior, and improvement of marketing system quality.

## 1. Introduction

Marketing competitiveness is a new theory of enterprise competitiveness. Practice has proved that marketing competitiveness constitutes an important part of core competitiveness, and core competitiveness is the basis for the survival and development of enterprises, so attaching importance to marketing competitiveness will play a key role in the position of enterprises in the market [1]. For the time being, it will be a priority for Chinese enterprises to improve their awareness of market competition and make a full, accurate and objective evaluation of their marketing competitiveness by integrating various factors so as to fully understand their defects in market competition [2]. From the perspective of marketing competitiveness, we should conduct detailed analysis and research on the marketing competitiveness of enterprises, and develop a relatively rigorous evaluation system of marketing competitiveness evaluation indicators, which can optimize and improve the overall marketing environment and work system [3]. With the continuous development of the market economy and the changes in consumer demand, market refinement oriented to the individual needs of consumers has become an inevitable trend of marketing. At present, the theoretical community has begun to explore the establishment of an enterprise marketing competitiveness evaluation index system, aiming to better play the marketing competitiveness of enterprises.

## 2. Marketing Competitiveness of Enterprises

### 2.1. The meaning of marketing

The meaning of marketing refers to the market main body in order to meet the needs of users, according to the marketing environment and its own resource advantages, through the formulation of systematic marketing strategies, thus occupying a dominant position in the market competition and realizing the interests of enterprises. The marketing theory inherits the reasonable core of modern marketing on the basis of the realistic environment, absorbs the management-oriented theoretical foundation, and extends the theory of management marketing [4]. From the comparative analysis of the concept of competence and competitiveness, grasping the difference between marketing competitiveness and marketing ability, marketing competitiveness is the comprehensive competitive advantage that enterprises participate in market competition and demonstrates in marketing, and focuses on winning market competitive advantage [5]. Marketing can create value and enable customers to stay in business with the company. Broadly speaking, marketing includes

business activities, advertising campaigns, and customer service.

## **2.2. Marketing competitiveness of enterprises**

Enterprise marketing competitiveness is that enterprises make use of their own resources, formulate marketing strategies and strategies, and effectively implement them in a competitive market economy, so as to obtain comparative advantages, create value, realize profit growth, and enhance the dominant position of enterprises in the market [6]. The evaluation of enterprise marketing competitiveness includes the evaluation of enterprise marketing ability, that is, the advanced marketing concept, the collection, collation and analysis of market information, the planning ability of marketing strategy and strategy, and the execution ability of marketing organization. Through the integration of various elements of brands, diversified media channels and various resources of enterprises, the optimal benefit target of enterprises can be realized, which is also the core standard of the evaluation index system of enterprise marketing competitiveness. Competitiveness is the competitive advantage of an enterprise compared with its competitors, which is manifested in the marketing activities of the enterprise. Obtaining competitive advantages, creating customer value, meeting customer needs, and realizing the organization's established goals, the enterprise competitiveness is finally reflected in the marketing competitiveness.

## **3. Evaluation System of Enterprise Marketing Competitiveness**

### **3.1. Evaluation objectives and objectives of enterprise marketing competitiveness**

Evaluation purpose. It is also the starting point and the foothold of the systematic evaluation activities, which affects the final model of the evaluation system. The marketing concept of the enterprise is the comprehensive embodiment of the market orientation, marketing culture, marketing innovation consciousness, marketing ethics and responsibility, and the position of marketing work in the process of business management [7]. From the perspective of market-oriented quality definition, detailed analysis of relevant quality management capability content can be carried out, because the product performance control and service performance control are completed through customer demand content and customer requirements content and customer desired content. The purpose of evaluating the marketing competitiveness of an enterprise is to understand the basic situation of the marketing competitiveness of the enterprise, find out the shortcomings of the competitiveness, and put forward measures to improve the marketing competitiveness, so as to truly enhance the core competitiveness of the enterprise and enhance the dominant position of the enterprise in the market. In the continuous development of enterprise practice, many enterprises have emerged new cases, which are of great practical significance and help to improve and study the evaluation system of enterprise competitiveness indicators.

Evaluation objectives. It refers to the analysis of the factors affecting the marketing competitiveness of enterprises, clarifying the shortcomings and advantages of the competitiveness. Complete and reliable marketing information system can provide important reference for enterprises' marketing decisions. At this time, the index weight should be divided into two levels. The first level of index weight mainly refers to the single index weight value in the main index, while the second level of index weight mainly refers to the basic mass value of different types of overall indexes in the marketing competition system.

### **3.2. Evaluation index system of enterprise marketing competitiveness**

Some people divide the evaluation indicators of marketing competitiveness into three levels: the overall indicator; the criterion layer; the foundation layer. The criteria layer refers to market information, products and services, and customers [8]. The formulation of a short-term marketing strategy depends on the overall marketing strategy and directly serves the overall marketing strategy objectives. The primary link of the enterprise marketing competitiveness evaluation index is to calculate the scores of different types of indicators. The scores of certain types of indicators have been determined, and the first weight values representing such indicators have also been determined.

The competitive environment of marketing determines the decision-making and direction of enterprises. Enterprises try to improve their marketing competitiveness through resource integration and realize the exchange of interests with consumers through the best media communication. However, there are some defects in this evaluation index, such as the analysis of enterprise resources and capabilities in market information, which belongs to the definition of enterprises themselves.

### **3.3. Construction of rational evaluation index system of marketing competitiveness**

The purpose of enterprise marketing is to improve the profitability of enterprises and their dominant position in the market. Therefore, marketing performance should be used to determine whether marketing competitiveness is successful or not. Horizontal comparison is based on the average score of the same industry, and the average rate of progress and the score of competitors are sometimes regarded as the base. That is, in the specific enterprise practice, the specific data and data have a clear measurement approach, which can be included in the index for evaluation after calculation. Enterprise's choice of marketing strategy mainly includes product strategy, price strategy, distribution strategy, promotion strategy and their integration. For enterprises, the systematicness and coordination among various marketing strategies and the formulation and implementation of various strategies are also very important.

The marketing effect of an enterprise is simply the marketing result achieved by the enterprise through hard work. Evaluation indexes must be collectable and quantifiable, and the quantification of many marketing factors requires human judgment and evaluation. Therefore, the description and explanation of evaluation indexes become the main and unified reference standard for such judgment and evaluation. At this time, the index weight should be divided into two levels. The first level of index weight mainly refers to the single index weight value in the main index, while the second level of index weight mainly refers to the basic mass value of different types of overall indexes in the marketing competition system. Marketing profit margin, which measures the level of return on a company's sales revenue, which is a percentage of total profit to operating income, which can be controlled by sales and cost of sales. The advantage of marketing competitiveness is a multi-level, multi-factor, multi-objective comprehensive evaluation index, which is the final data to be obtained from the entire evaluation index system. In the marketing process of the company, we must deal with consumers, suppliers, other competitors in the market or government departments, the media, we call marketing relationships. Only by comprehensively analyzing the contents of corporate marketing competitiveness can we objectively evaluate the level of corporate marketing competitiveness, and find out the shortcomings in marketing, and further cultivate and improve its marketing competitiveness.

In corporate marketing, the marketing behavior ultimately determines whether the goal of the marketing activity is successfully achieved, and whether the measures established by the marketing purpose are finally implemented. A database of expert committees must be established, from which members of the committee should be transferred. Members must be composed of scholars from universities or research institutions, relevant officials of government and industry organizations, and relevant persons in the business community. This requires the system to make a reasonable explanation for the contradiction of the case, to explore the law and particularity and to improve the system. The marketing plan is the overall strategy planned before the marketing, without any marketing activities, in order to achieve the expected marketing objectives. Establishing the evaluation index of product innovation and development capability is not only helpful for enterprises to discover the advantages and disadvantages of their own products, but also has a positive role in promoting the improvement of enterprises' technological innovation capability. To guide enterprises to make scientific and rational marketing strategies and implement them, the effectiveness of information is an index to measure whether information can really be used by enterprises.

The so-called marketing system refers to the main body system formed by enterprises in order to achieve enterprise goals and customers in order to create value. Horizontal comparison is based on

the average score of the same industry, and the average rate of progress and the score of competitors are sometimes regarded as the base. If an enterprise wants to gain the competitive advantage of differentiated marketing, it must realize the perfection of supply chain and the maximization of benefits. Whether the supply chain has the ultimate competitiveness depends on the difference between customer value and total customer cost. Obtain the actual needs of the target audience, and then dynamically adjust the marketing strategy of the enterprise, so as to achieve good marketing results. The marketing team connects the R&D production process of the enterprise with the consumers, which is helpful to realize the marketing value of the enterprise. Establishing a high-quality marketing team is helpful to improve the marketing competitiveness of enterprises. The fundamental value of the calculation and comparison of marketing competitiveness indicators lies in improving the market competitiveness of enterprises based on reality and pointing out the direction for the formulation of marketing strategic objectives and the adjustment and upgrading of management. The development of a series of scientific marketing activities in enterprises requires not only a high-quality marketing team, but also an efficient marketing organization and a perfect implementation, control, supervision and coordination mechanism to ensure the orderly conduct of marketing activities.

#### **4. Conclusions**

The evaluation system of marketing competitiveness index accurately predicts the overall marketing competitiveness of enterprises and the weak links in the process of marketing development, thus reducing the marketing risks of enterprises, realizing benefit exchange and accumulating brand assets. Based on the relevant theories of systematic evaluation, this paper constructs an evaluation index system of marketing competitiveness. At the same time, it also discusses the determination of index weights and the calculation of indicators and how to conduct index evaluation. In this way, the marketing ability and enterprise production efficiency of enterprises are improved to effectively enhance the internal competition consciousness. The aim is to truly realize the competitive advantage of the enterprise, achieve the profit goal of the enterprise, and achieve the goal of providing effective products for customers and consumers.

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