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Research on the Influence Factors of Marketing Innovation Based on Value Chain Reconstruction: A Case Study of Jinqigu liquor-making Co, Ltd.

（Thesis submitted for the degree of Executive Doctorate in Business Administration）

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Candidate: CHEN Zhi'an

Supervisor: LI Junlin

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ABSTRACT

With the rapid development of information technology, trade liberalization and the deepening of global economic integration, manufacturing enterprises are facing more and more serious situation such as oversupply of products, homogenization of products and so on. In this case, the traditional, simple and repetitive marketing behavior can no longer meet the need to maintain competitive advantage. Therefore, to explore more marketing innovation has become a new era of many enterprises to solve the problem. In view of the important role of marketing innovation, scholars have explored the impact of external environmental factors, such as the relationship between enterprises and customers, and big data technology on marketing innovation. However, up to now, scholars have little knowledge of how internal factors affect marketing innovation.

The value chain is an orderly combination of key activities that generate value in a specific industry, enterprise or business field. Only through the development of these key activities can the business field of the enterprise be operated effectively. Through value chain analysis, companies can have a thorough understanding of key activities in a certain business area, so as to grasp the operating nature of these specific areas, and clarify what kind of value the company creates in the marketing process, and whether these values can promote companies to grow, or win a continuous advantage in the competition. More importantly, through the analysis of the value chain, companies can continuously modify and upgrade all links in the value chain, so that the entire value chain can be linked together well and realize marketing innovation based on value chain reconstruction. However, up to now, this type of research has focused on the impact of value chain activities on business performance, but there are still few studies on how value chain activities affect business processes such as corporate innovation, especially marketing innovation.

To this end, this article puts forward the point of view of marketing innovation based on the reconstruction of the value chain, uses the value chain as the framework to construct the process of corporate marketing operations, treats the marketing process as a whole, and conducts various links in the marketing value chain according to changes in the market environment. By implementing marketing innovation based on value chain reconstruction, companies can clearly see how much value is created in each link, what gaps there are compared with competitors, and how they should adjust.

Firstly, this paper takes Jinqigu liquor-making Co, Ltd. as an example to carry out the case study. On the basis of the analysis of the core competence and SWOT of case company, this paper further deconstructs the value chain from the internal value chain, vertical value chain and horizontal value chain, analyzes the marketing status quo, on the basis of in-depth interviews, refines the enterprise resource integration, customer characteristics. Further, this paper uses empirical methods to explore the influencing factors of marketing innovation based on value chain reconstruction. The study found that there is an inverted U-shaped relationship between enterprise resource integration and marketing innovation, and there is also an inverted U-shaped relationship between enterprise customer characteristics and marketing innovation. Specifically, when the customer's age is at a medium level, the company's marketing innovation is relatively high, and when the customer is younger or older, the company's marketing innovation is relatively low. When the customer's education is in the moderate, the degree of marketing innovation of the enterprise is relatively high, and when the customer's education is higher or lower, the degree of marketing innovation of the enterprise is relatively low. In addition, empirical analysis also found that the impact of brands on marketing innovation is greater than the impact of channels on marketing innovation.

Finally, the paper puts forward the corresponding marketing strategies from the

aspects of promoting the marketing upgrade of the value chain remolding, strengthening the enterprise to incubate the outstanding brand, expanding the new product development activity based on the value chain, paying attention to the marketing customer relationship management, emphasizing the integrated development of the cultural tourism ecology, etc., which provides the reference for the marketing innovation and the development plan of the liquor enterprises in China.

Keywords: value chain reconstruction, marketing innovation, influencing factors, case study, empirical research

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