

A study on analysing the impact of marketing on the sales performance of the company

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Abstract

In today's world, this is important to make focus on some marketing strategies for the company and make a tool for attaining overall performance. This study analyses the impact of marketing tactics on the sales performance of the company in an effective way. It has been analysed after completing the study is to work effectively and manage the strategy by gaining overall company's sales and revenue performance. It is analysed that marketing is useful for all types of business either small or medium or large multinational companies. The chosen company for this research project is Alibaba and it has been accomplished for analysing their sales performance while using optimum marketing strategies. In this research, a questionnaire has been opted for collecting the data sources for analysing and achieving objectives for the completion of the research. In last, with the help of SPSS software and different technical analysis, the data were interpreted appropriately for properly completing the research.

Keywords: -Marketing, Performance, Effective, Accomplished, Analysis

Introduction

Most of the studies claim that across the world different markets are useful and effective for the growth of the company. It can be related to the customer's demand and working on the low-cost positioning process in an effective and applicable way. There is the need for managing society and gathering the resources for managing the firm and pursuing the global strategies to make standardized national borders and manage the products through different promotional, pricing, place and product strategies (Akin Ateş, et.al., 2022). In the effective applicability to managing standardization to bring the process for managing global marketing strategy and make effective marketing processes and that have been considered standardized products which they are selling through national borders and applying in different management practices.

The role for managing fundamental processing and using an effective strategy for developed in the study for managing international marketing process in a more effective process. These can be considered as managing marketing and sales relationship would be grateful for analysing business performance and managing the business unit through operating in the business to manage markets (Daud, et.al., 2022). There are two different concepts and management with marketing strategies which are associated to gain more products and offers, pricing and manage promotional mix that would be grateful for the firm performance. There is the need to manage marketing strategies and make sales performance that has been managed grounded and complete the resources and manage marketing mix theory with different conceptual data.

This research report includes Alibaba a company that deals in the multinational platform and makes an effective technological department that mainly focuses on e-commerce, cloud computing, digital streaming and artificial intelligence in the concept sources.

It has been analysed that these marketing methods are usually associated to manage traditional factors and make a blueprint in different business activities. These are effective and helpful for managing gradually success and innovating the business ideas through different processing methods. Its performance depends on the

use of marketing strategies either in the form of digital or social media marketing in today's business world. In last, it can be said that the role of marketing within the companies would be grateful for analysing potential customers and launching the brand value within the market and making modern use of technology in the concept of marketing through the company's products and services (Edwardset.al.,2022).

Literature review

Based on O'Dwyer (2022), the role of a business owner is useful for managing growth to different marketing systems ineffective applicable resources for managing essential components for managing businesses' key systems. There are different businesses to be considered in an application to gain different understanding in an applicable and effective manner. There are different benefits for considering different marketing strategies for the sales performance of the company (KIM, JUN and HYUN, 2022). The very first benefit is growing sales amount to be manage marketing tactics and make effective sales. There is the need to encourage the sales and make existing to be considered as existing and past customers. It is associated to manage planning business operations and is careful as the core benefit to understanding the memorable in an effective way (*The Benefits of Marketing Your Business, 2022*). Another benefit which the company used by having a marketing process is using and managing with different reputations to be considered as one of the effective and positive reputations and manage considered in a more applicable way.

According to the view of Gillum (2022), with the help of effective marketing sources and manage the concepts which are useful for with different key factors. There is a wide range of insights and make effective importance of marketing and its impact on the sales of the company. The impact of marketing increases effective opportunities which are useful in making sales and effectively moving for higher consideration rates. The organisation had to make strong sales for managing culture to be considered effective and applicable. Another impact is it helps in covering the sales and it works to be considered as a marketing activity and create a perception of higher greater sales and its coverage (Kusumawati, et.al., 2022). The third high impact of marketing techniques on the company's sales performance is associated with marketing and its identity buying behaviour and the performance effectively (*How Marketing Impacts Sales Performance, 2022*). There is a high need to manage price-sensitive perception and make high competitors undersetting the roles and make a leader within the company. All of these are highly related to managing research and co-founding with the sales technique which is used and had been shifted for completing their priorities in the market.

Based onwad (2022), Marketing is one of the effective and applicable methods for conducting resources and achieving high advertising planning marketing tools and managingto implement marketing strategies. Another strategy for managing home-based business groups and make inexpensive sources to manage marketing benefits. It further helps in getting expect the business for managing to participate in the plans and proceeds for creating the trouble into the society (Sung, 2022). Another strategy which Alibaba uses is effective social media platform to manage variety to complete the social media planning. All of these strategies for considering marketing rope and makingan advertisement that would be effective and coordinated the marketing plan (*Strategies to Improve Sales Performance, 2022*). These marketing tactics would be useful and make good products to make an increase in different customers and increase sales in the performance of the company. It further helps in managing gradually resources and it increases the customers and increment in sales (Li, 2022).

Aim and Objectives

A study on analysing the impact of marketing on the sales performance of the company. A study on Alibaba

- To analyse the concept of marketing and its benefits on the business performance of Alibaba.
- To determine the impact of marketing on the sales performance of the company.
- To evaluate different strategies used by Alibaba for influencing sales performance by using adoptive marketing tactics.

Research Methodology

Methodology

To complete the research, there are different sectors to be considered effective applicable resources that are applicable in the society. More specifically, it is about the system designed and ensuring the valid study for achieving aim and objectives. In this research positivism, philosophy has been conducted to manage applicable resources and considered effective. It provides the sources and manages sound findings to be considered

applicable approaches (Ma, Reimold and Ribisl, 2022). Good research will provide significant growth to manage sound findings and make a poor methodology. Furthermore, this report includes a quantitative method for make focus on the complete research in an effective way for collecting and analysing the data inappropriate way.

Sample and Data

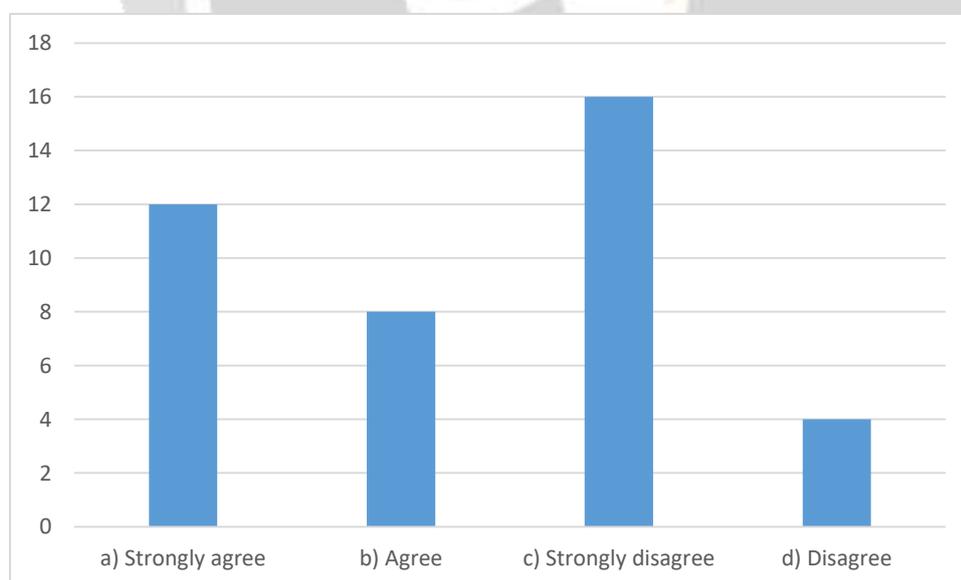
Sampling and data aresome of the useful techniques that are effective for managing resources in a more applicable way. It is the tool that is used to manage and indicate for collect to get often resources in an effective process. It is an effective process for managing investigating the growth and population for subset and get effective population. In this study, the researcher opted questionnaire and survey method. The role of managing population for considering the resources and make sample data and set contains and manage a subset of the population. The questionnaire was used in the management practices (MUDJIJAH, et.al., 2022). In the present study, the researcher chooses 40 respondents who are employees of Alibaba.

Measure

To measure the occupational stress the factors and manage data to be collected on the different sectors. With the help of managing resources and considered in an effective method that would be consideredthrough sampling measurement. There is the need to be considered as a sampling method which is used through the Likert scale method. The value of these methods and their interpretation can be done through a frequency distribution channel for completing the significant need (Oliva, et.al., 2022). **Data analysis and Result**

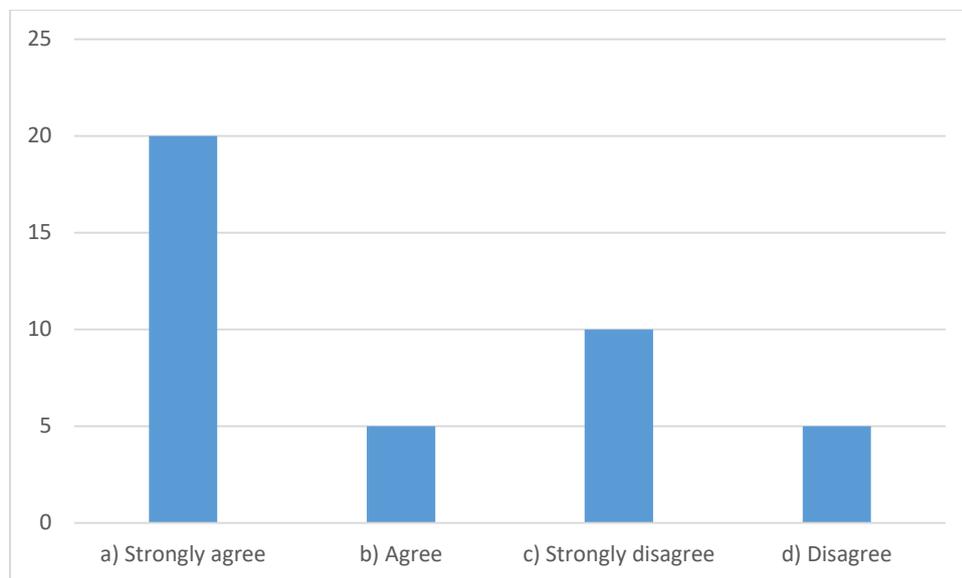
Interpretation

Q.1 Marketing directly affects the growth and sales performance of the company?	Frequency
a) Strongly agree	12
b) Agree	8
c) Strongly disagree	16
d) Disagree	4



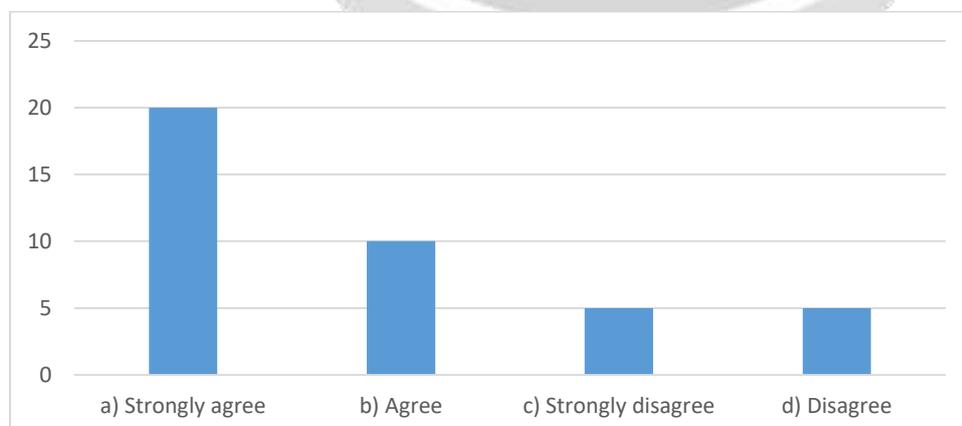
Interpretation: From the above graph, it is interpreted that out of 30 average of 20 people said that marketing directly affects the growth and sales of the company to increase their sales performance. It further helps in managing data and applying to considered as 20 people said they do not agree with this statement and provide unclear statements about the marketing and company's performance.

Q.2 Planning business operations is one of the major benefits for the company to get success on sale's performance?	Frequency
a) Strongly agree	20
b) Agree	5
c) Strongly disagree	10
d) Disagree	5



Interpretation: From the above graph, it is analysed that out of total respondents average of 25 people said they agree with the benefits of the company while using sale's performance that would be grateful for manage business operations. On the other hand, 15 people said that they do not agree with the company to manage business operations which bring benefits on sale's performance through major challenges which are useful for the company's success in the firm.

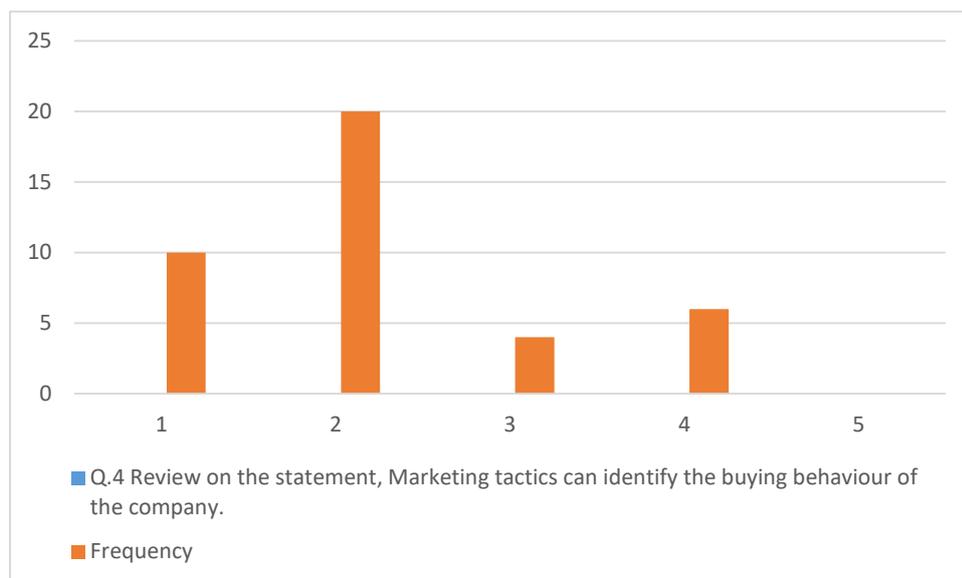
Q.3 Impact of marketing on employees' sales performance is related to developed kinds of opportunities to stand in the market.	Frequency
a) Strongly agree	20
b) Agree	10
c) Strongly disagree	5
d) Disagree	5



Interpretation: From the above chart, it is defined that out of 40 respondents, 30 have said that marketing makes a strong impact on the employees and increases sales performance through analysing opportunities. Whereas, 10 employees of the company said that they have not agreed with the point of impact of

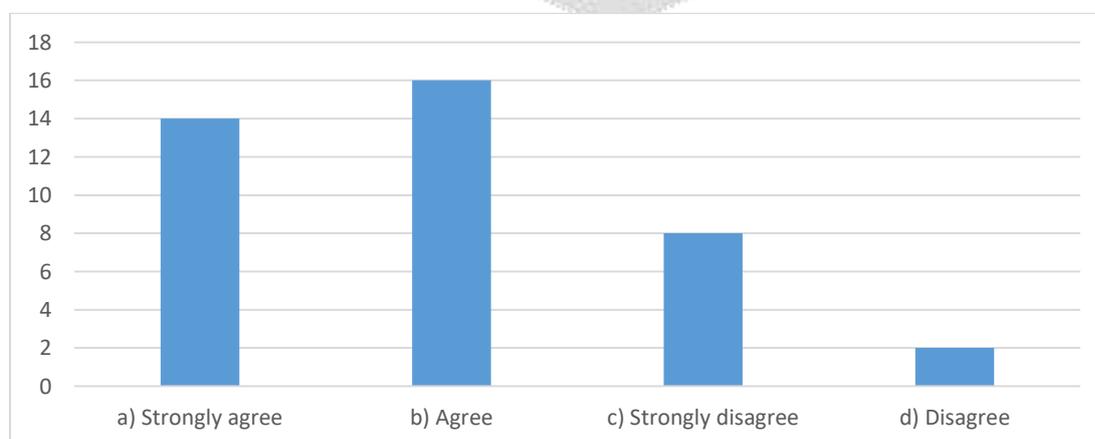
marketing on the performance of the company in the more effective and applicable way for doing complete analysis.

Q.4 Review the statement, Marketing tactics can identify the buying behavior of the company.	Frequency
a) Strongly agree	10
b) Agree	20
c) Strongly disagree	4
d) Disagree	6



Interpretation: Different marketing tactics are useful and identified for buying the behavior of the company more effectively. Out of 40 respondents, 30 said that they are using effective marketing tactics and help in identifying the behaviour in a more effective and applicable way. On the other hand, 10 respondents said that the term marketing did not require any kind of tactics for managing the behaviour of the company.

Q.5 Managing the business account through social media platforms will be one of the best strategies that are adopted Alibaba to develop its sales strategies.	Frequency
a) Strongly agree	14
b) Agree	16
c) Strongly disagree	8
d) Disagree	2



Interpretation: In last, it can be said that out of 40 respondents 30 said that social media platforms provide a significant source and manage the strategy in a more effective and applicable way. It is further very important to analyse and gain the sales strategy in a more effective process. On the other hand, 10 said that social media platforms become not so effective a strategy that can increase the sales performance of the company.

Discussion and conclusion

The role of relationship is to manage marketing strategy and gain the firm performance which has been well considered as documented for analysing in manage research for make discussion. This is increasingly important for the companies to set effective marketing strategies as these will be related to high performance and growth in the market. There is the need to manage financial performance and sell the firm's goods and services to their customers and gain financial records. This research further helps in effectively moderating the sales, customer and management effect to gain homogeneity and gain competitive strategies through using appropriate product life cycle (Pardo, Pagani and Savinien, 2022). This increases the relationship and enhances the firm's performance in a more effective and applicable way of doing.

Based on this research, the resource-based view of the company is related to managing product, price and promotion to be considered effective applicable challenges. These overall findings and processing are useful to be conducted by various sources and manage the firm's growth in more applicable data sources. In this report, there are high findings that are based on the previous that would be conducted through various authors and manage firm's performance and make growth in the market (Prawira, et.al.,2022). There is the need for manage factors to well in more significant ways for contributing the individual performance factors. There is a need for future studies for empirically to be tested and research models by introducing the new variables.

Limitation and future scope

There is various kind of limitation that occurs which happened due to their limited time and resources. In the present study, the researcher use and process certain limitation that provides the roadmap for managing studies and achieving aims. The very first issue or limitation that occurs in the study was related to managing data from the primary respondents through UK respondents. It is further being applicable and being very difficult for analysing certain growth and development in difficult practices. The second issue is cross-sectional data and it has been used to manage generalization of the little processing methods. There is one of the different longitudinal data and manage better perspective to manage the stress to be considered perception. Another issue is associated with research focusing on the demographic character of the company (Rincon, et.al., 2022).

Whereas, the future scope for this project and chosen topic is to make corporate planning, using strategic business units and different functional strategies in the more effective application. The scope of the future to be considered as managing benefits and being more accountable data for using effective marketing plan (Saprudin, Dewi and Pratiwi, 2022). For the future of the company, it would be grateful for them to encourage systematic evaluation and enhance the development through performance standards of the company. With the use of this research, an investigator completes the study and strengthen the objective and gain effective policies through sudden development challenges.

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Appendix

Questionnaire

Q.1 Marketing directly affect the growth and sales performance of the company?

- a) Strongly agree
- b) Agree
- c) Strongly disagree
- d) Disagree

Q.2 Planning business operations is one of the major benefit for the company to get success on sale's performance?

- a) Strongly agree
- b) Agree
- c) Strongly disagree
- d) Disagree

Q.3 Impact of marketing on employee's sales performance is basically related to developed kind of opportunities to stand in market.

a) Strongly agree

b) Agree

c) Strongly disagree

d) Disagree

Q.4 Review on the statement, Marketing tactics can identify the buying behaviour of the company.

a) Strongly agree

b) Agree

c) Strongly disagree

d) Disagree

Q.5 Managing the business account through social media platform will be one of the best strategy that is adopt by Alibaba to develop their sales strategies.

a) Strongly agree

b) Agree

c) Strongly disagree

d) Disagree

