

# The Impact of Market Trends on Enterprises' Ability to Seize Opportunities

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## Abstract

This paper aims to deeply explore the impact of market trends on enterprises' ability to seize opportunities. Through the definition and analysis of relevant variables, the collection and interpretation of actual data, and the construction of a data analysis model diagram, it reveals the close connection between market trends and enterprises' ability to seize opportunities. It provides theoretical support and practical guidance for enterprises to better grasp opportunities and enhance competitiveness in the constantly changing market environment.

**Keywords:** Market trends; Enterprises; Opportunity-seizing ability;

## 1. Introduction

In today's rapidly developing and highly competitive business environment, market trends are changing rapidly. Whether enterprises can accurately identify, understand, and adapt to these market trends is of crucial significance for whether they can effectively seize opportunities and achieve sustainable development. Changes in market trends may bring new demands, technological innovations, changes in the competitive landscape, etc., which all provide potential opportunities for enterprises, but at the same time pose challenges to enterprises' capabilities. Therefore, researching the impact of market trends on enterprises' ability to seize opportunities has important theoretical and practical value.

## 2. Definition and Analysis of Relevant Variables

### 1. Market trend variables

**Technology trend:** The continuous progress of technology is an important force driving market development. For example, the emergence of emerging technologies such as artificial intelligence, big data, and blockchain not only changes people's lifestyles and consumption habits but also brings new business models and development opportunities for enterprises. The degree of development of technology trends can be measured by indicators such as technology research and development investment and the number of technology patents.

**Consumption trend:** Changes in consumer demand are an important manifestation of market trends. As people's living standards improve and consumption concepts change, consumers' demands for product quality, personalization, environmental protection, and other aspects are continuously increasing. Changes in consumption trends can be reflected by indicators such as consumer surveys and changes in market sales.

**Competition trend:** The pattern and intensity of market competition are also constantly changing. The entry of new competitors and the strategic adjustments of existing competitors will affect the competitive environment of enterprises. Changes in

competition trends can be evaluated by indicators such as market share, the number and strength of competitors.

### **2. Enterprise opportunity-seizing ability variables**

**Innovation ability:** The innovation ability of enterprises is one of the key abilities for seizing opportunities. Innovation ability includes product innovation, technological innovation, management innovation, etc., and can be measured by indicators such as enterprise research and development investment, the frequency of new product launches, and the conversion efficiency of innovation achievements.

**Marketing ability:** Marketing ability is the ability of enterprises to push products or services to the market and meet consumer needs. Marketing ability includes market research, brand building, channel management, promotion strategies, etc., and can be measured by indicators such as market share, brand awareness, and customer satisfaction.

**Resource integration ability:** The resource integration ability of enterprises refers to the ability of enterprises to effectively integrate internal and external resources to achieve enterprise goals. Resource integration ability includes human resources, financial resources, technological resources, information resources, etc., and can be measured by indicators such as resource utilization efficiency and resource synergy effect.

## **3. Data Analysis**

### **1. Data collection**

**Questionnaire survey:** Design questionnaires to survey enterprises of different industries and sizes to understand enterprises' cognition of market trends, coping strategies, and ability to seize opportunities. The questionnaire content includes basic information of enterprises, the impact of changes in market trends on enterprises, enterprises' innovation ability, marketing ability, resource integration ability, and other issues.

**Case analysis:** Select some enterprises that have successfully seized opportunities and those that have failed to seize opportunities in the changes of market trends for case analysis to deeply understand the decision-making process, action plans, achievements, and lessons of enterprises in the face of changes in market trends.

**Industry data collection:** Collect relevant market data, technology data, and competition data of related industries to understand the development trend and competitive landscape of the industry and provide industry background information for analyzing enterprises' ability to seize opportunities.

### **2. Data analysis methods**

**Descriptive statistical analysis:** Conduct descriptive statistical analysis on the collected data to understand the basic characteristics and distribution of the data, including indicators such as mean, standard deviation, median, maximum value, and minimum value.

**Correlation analysis:** Use correlation analysis methods to analyze the correlation between market trend variables and enterprise opportunity-seizing ability variables to determine which market trend factors have the most significant impact on enterprises' ability to seize opportunities.

**Regression analysis:** Establish a regression model, take enterprise opportunity-seizing ability as the dependent variable and market trend variables as the independent variables, analyze the degree and direction of the impact of market trends on enterprises' ability to seize opportunities, and verify whether the hypothesis is established.

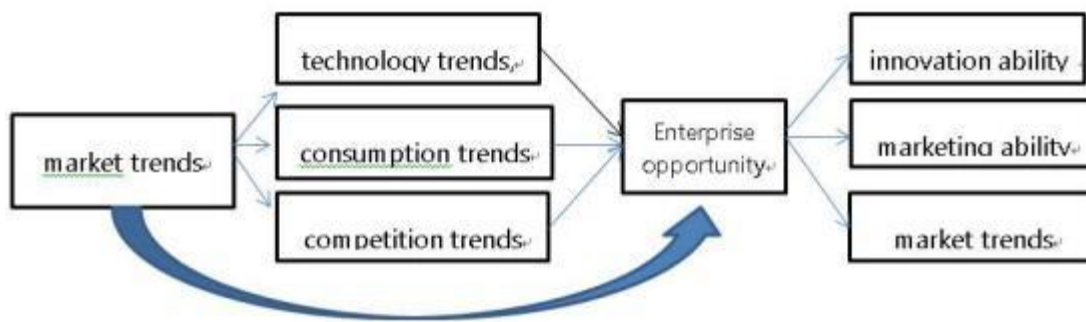
## 4. Data Analysis Model Diagram

### 1. Model construction ideas

Based on the definition and analysis of market trend variables and enterprise opportunity-seizing ability variables, construct a model diagram that can reflect the impact of market trends on enterprises' ability to seize opportunities. The model diagram should include elements such as market trends, enterprise opportunity-seizing ability, and the relationship between the two.

Considering the interaction and influence between market trends and enterprises' ability to seize opportunities, the model diagram should have a certain degree of dynamics and complexity and be able to reflect the impact of changes in market trends on enterprises' ability to seize opportunities and the reaction of enterprises' ability to seize opportunities to market trends.

### 2. Model diagram



In this model diagram, market trends include elements such as technology trends, consumption trends, and competition trends. Enterprise opportunity-seizing ability includes elements such as innovation ability, marketing ability, and resource integration ability. Market trends affect enterprises' ability to seize opportunities by influencing enterprises' external environment and internal resources; the improvement of enterprises' ability to seize opportunities can also promote enterprises' adaptation and grasp of market trends, thus forming an interactive and influential circular system.

## 5. Conclusion and Future Work

### 1. Research conclusions

Through data analysis and the construction of model diagrams, this study found that market trends have a significant impact on enterprises' ability to seize opportunities. The development of technology trends provides innovation opportunities for enterprises. Changes in consumption trends prompt enterprises to continuously adjust products and services. The intensification of competition trends requires enterprises to enhance their competitiveness.

Enterprises' innovation ability, marketing ability, and resource integration ability are the key abilities for seizing opportunities. The improvement of these abilities helps enterprises better respond to changes in market trends and seize opportunities to achieve development.

## 2. Research limitations and prospects

This study may have certain limitations in variable selection and data collection. Future research can further expand the scope of variables, increase the source and sample size of data, and improve the accuracy and reliability of research.

The relationship between market trends and enterprises' ability to seize opportunities is complex and dynamic. The model diagram constructed in this study is only a simple example. Future research can further improve the model diagram to make it more accurately reflect the relationship between market trends and enterprises' ability to seize opportunities.

This study mainly discusses the impact of market trends on enterprises' ability to seize opportunities from a theoretical level. Future research can combine actual cases to deeply analyze how enterprises use market trends to improve their opportunity-seizing ability in specific market environments and provide more valuable guidance for enterprises' practice.

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