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# **The Effect of Strategic Marketing Capacity on New Product Performance by Using Technology Resources and New Product Advantages (Case Study: Guilan Insurance Companies)**

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**Due to the growing needs of customers in various industries, including insurance, insurance companies have entered into new and specific issues to increase insurance sales. In this research, the effect of strategic marketing capability on the performance of the new product market through the use of technology resources and new product benefits in insurance companies of Guilan province is discussed. This research is based on the type of applied target. Data gathering was a field method. A questionnaire was used to collect information. The statistical population of the study consisted of 26 insurance companies in Guilan province. Through the census, a questionnaire was distributed among the insurance supervisors and deputies of each company. Cronbach's alpha was used to check the reliability of the questionnaire, which was more than 0.7 for all variables. Data were analyzed using SPSS and SMART PLS2 software. Of the 6 hypotheses presented in the study, all four hypotheses were statistically validated: the effect of strategic marketing capability through the use of dynamic technology resources on product differentiation, the impact of strategic marketing capability through the use of embedded technology resources on cost advantage, the impact of implementation Dynamic technology resources focus on product differentiation with regard to the role of moderating the lack of environmental confidence, the impact of product differentiation on the performance of the new product market). But the impact of the cost advantage on the new product performance and the impact of deploying embedded technology resources on the cost advantage with regard to the moderating role of environmental assurance was not**

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confirmed.

**Keywords :** product differentiation, strategic marketing capability, environmental uncertainty, new product market performance, cost advantage, dynamic technology resources, deployed technology resources

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