

The Effect of Market Orientation on the Performance of Small and Medium Enterprises of Guilan Province through Marketing Capabilities and Competitive

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Abstract The main purpose of this study is to investigate the effect of market orientation on the performance of small and medium enterprises through marketing capabilities and competitive advantages. This research is practical in terms of research purpose and is descriptive correlational in terms of research type. The statistical population of this research includes all small and medium enterprises of Guilan province. The total number of small and medium enterprises in Guilan province is 827 enterprises. For this number, 263 enterprises are estimated as samples according to the Morgan table. In this research, cluster sampling method was used for collecting data. The tool for measuring the considered variables is the standard questionnaire of Murray et al. In order to analyze the data of this study, SPSS software was used for descriptive statistics and LISREL software for inferential statistics. The results obtained hypothesis test indicate that the effect of market orientation on the marketing capabilities of small and medium enterprises in Guilan province is 0.87, the effect of marketing capabilities on the competitive advantages of small and medium enterprises in Guilan province is 0.76 and the effect of competitive advantages on performance of the small and medium enterprises of Guilan province is 0.14. **Keywords:** Market Orientation, Competitive Advantages, Performance, Marketing Capabilities

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