
The Impact of Marketing Capabilities and Market Performance on Market Efficiency (Case Study: Companies in Rasht Industrial Park)

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Economic firms by accepting cost leadership strategies, can have competitive advantages and in the competition to succeed. The main objective of this research is to measure the impact of marketing capabilities and current market performance on the cost effectiveness of active companies in Rasht Industrial Park. Therefore, the data of 50 companies active in Rasht Industrial Park have been analyzed. The census has been used for sampling. This means that the data of all members of the statistical community has been analyzed. A questionnaire was used to collect data. Validity of the questionnaire was confirmed by using face validity and factor analysis (0.867) and its reliability was confirmed by Cronbach's alpha coefficient (0.961). To test the hypotheses, structural equation technique was used. The results showed that marketing ability has a positive and significant effect on competition intensity and cost effectiveness and the current market performance also has a direct and significant impact on the intensity of competition and cost-effectiveness. Marketing ability has a positive and significant relationship with the mediation role of competition intensity with coefficient of 0.68 on cost effectiveness. And the current market performance also has a significant effect on the cost effectiveness due to the mediating role of competition intensity with coefficient of 0.32.

Keywords : Keywords: marketing capability, competition intensity, current market performance, cost efficiency, Rasht Industrial Park.

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