

Marketing capabilities revisited: a resource-based study in the automotive industry

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Abstract

The impact of marketing capabilities (MC) on firm performance has been a popular research field in the strategy literature. A considerable amount of research has shown that MCs are strongly related to company performance, and many firms try to build, maintain, and leverage MCs. In this study we explore the performance effect of different sub-dimensions i.e. new product development, pricing, channel management, marketing research, marketing communication, and marketing strategy and implementation in the Turkish automotive industry. Our findings indicate that marketing capabilities have a significant direct impact on firm performance. However, while the impact of pricing, marketing research and marketing strategy and implementation was found strongly significant on firm performance, the impact of other MC sub-dimensions, i.e., new product development, marketing communication, and channel management, on firm performance was relatively low. The findings were elaborated and some implications were offered.

Keywords: marketing capabilities, firm performance, quantitative study, automotive industry, Turkey.