

**EFFECT OF TECHNOLOGICAL LEARNING CAPABILITY ON MARKETING PERFORMANCE: AN
EMPIRICAL INVESTIGATION OF ELECTRICAL PRODUCT AND ELECTRICAL APPLIANCE
BUSINESSES IN THAILAND**

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ABSTRACT

This study aims at investigating the influences among three dimensions of technological learning capability, new product development, product innovation, customer response competency; the moderating role of market culture and market turbulence; and the antecedent of top management and employee competency. One hundred eighteen electrical product and electrical appliance businesses in Thailand were chosen as participants for this study. The relationships among variables are examined by employing ordinary least square (OLS) regression analysis. The results revealed that technological knowledge acquisition does not have a relationship with new product innovation and customer response competency except with the market culture. Technological knowledge assimilation influences all new production development, and customer response competency. Technological knowledge improvements have a relationship with new product innovation and product innovation except with customer response competency. The results also revealed that Market turbulence plays an important role on product innovation, which leads to decreased marketing performance. The antecedent of top management strongly supports an influence on all dimensions of technological learning capability but it should be noted that employee competency has an effect on technological knowledge acquisition only. Theoretical and managerial contributions are also provided in this study, as well as suggestions for future research and conclusion of the study.

Keywords: *Technological Learning Capability, New Product Development, Product Innovation, Customer Response Competency, Top Management Support, Employee Competency, Market Culture, Market Turbulence, Marketing Performance*