

**STRATEGIC MARKETING ADAPTATION AND MARKETING SUCCESS: AN EMPIRICAL INVESTIGATION
OF FURNITURE AND DECORATIVE PRODUCT BUSINESSES IN THAILAND**

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ABSTRACT

This study aims to investigate the impacts of strategic marketing adaptation and marketing success through the mediating influences of product innovation capability, customer response competency, competitor behavior understanding, and market situation learning by using dynamic marketing capability as moderators. Also, the association roles of long-term vision, marketing culture, marketing flexibility, and market uncertainty influence on strategic marketing adaptation. Strategic marketing adaptation consists of four dimensions: market sensing capability, long-range market scanning focus, new possibility exploratory orientation, and marketing intelligence competency. The data were collected by using questionnaires from 147 furniture and decorative product firms. The results indicate that strategic marketing adaptation is partially supported for the hypotheses derived from the conceptual model. Product innovation capability has a significant relationship with marketing success. Similarly, competitor behavior understanding and market situation learning are also significantly related to marketing success. However, the moderator effects between strategic marketing adaptation and the consequences of strategic marketing adaptation are not supported. Thus, contributions and suggestions for future research are also provided.

Keywords: *Strategic Marketing Adaptation, Market Sensing Capability, Long-range Market Scanning Focus, New Possibility Exploratory Orientation, Marketing Intelligence Competency, Product Innovation Capability, Customer Response Competency, Competitor Behavior Understanding, Market Situation Learning, Marketing Success, Long-Term Vision, Marketing Culture, Marketing Flexibility, Market Uncertainty, Dynamic Marketing Capability*