

ORGANIZATIONAL MARKETING CULTURE, STAKEHOLDER RESPONSIVE WILLINGNESS AND MARKETING SUCCESS: EVIDENCE FROM HOME DECORATION EXPORTING BUSINESSES IN THAILAND

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ABSTRACT

Current research on organizational marketing culture has resulted in an impressive amount of literature on the marketing success. The purpose of this study was to assess the relationship between organization marketing culture and marketing success. Data were collected via questionnaires with 314 marketing managers or marketing directors of home decoration exporting businesses. The results suggest the following the organizational marketing culture has a significant positively association with stakeholder responsive willingness and marketing success. Theoretical and managerial contributions are explicitly provided. The results are useful to the managers for management. Conclusion, suggestions and directions of the future research are recommended.

Keywords: *Organizational Marketing Culture; Stakeholder Responsive Willingness; Marketing Success*