

**MARKET-DRIVING STRATEGY AND MARKETING PERFORMANCE: AN EMPIRICAL INVESTIGATION
OF SOFTWARE BUSINESSES IN THAILAND**

Somjai Wongtianchai, Mahasarakham Business School, Mahasarakham University, Thailand
Phaprukebaramee Ussahawanitchakit, Mahasarakham Business School, Mahasarakham University,
Thailand

[dx.doi.org/10.18374/JIFE-14-2.6](https://doi.org/10.18374/JIFE-14-2.6)

ABSTRACT

Market-driving strategy has been viewed as one of the key components that influence marketing outcome; the objective of this study is to examine the relationship between market-driving strategy and marketing outcomes by using marketing learning capability as a moderator. The model is tested using data collected from mail survey questionnaires of 54 software firm businesses in Thailand. The results show that radical product innovation, marketing change management, marketing leadership excellence, marketing learning capability, and marketing advantage have an important positive effect on marketing performance. However, marketing learning capability has moderate effect on the relationship between market-driving strategy especially, radical product innovation and marketing change management. Theoretical and managerial contributions are provided. A conclusion, suggestions, and directions for future research are also highlighted

Keywords: *Market-Driving Strategy, Forward Market Sensing, Customer-Based Incentives Focus, Channel Structure Reconfiguration, Radical Product Innovation, Corporate Brand Concentration, Marketing Change Management, Marketing Leadership Excellence, Marketing Advantage, Marketing Performance, Marketing Learning Capability*