

The impacts of strategic orientation, marketing strategy and market research activities on new product development

Abstract

New product development is a critical management issue particularly in technology driven firms. In this paper the influences of strategic orientation, marketing strategy, and market research activities and the moderating role of environmental factors on new product development were investigated. The results shows that both strategic orientation and marketing strategy directly influence new product development process, while the market research activities show no significant relationship on new product development. Also, the environmental factors did not appear to moderate the relationship between strategic orientation, marketing strategy, market research activities on new product development in Kota Kinabalu manufacturing industry. The main implication of this finding is that the probability of success of new product development process will be high through effective strategic orientation implementation and aggressive marketing strategy implementation.