The Effect of Market Orientation on Product Innovation (Shahr-e Koti Walid Studied Hyatt Industrial City of Sanandaj, Iran)

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**ABSTRACT**

Market is an important activity that organizations to survive and ongoing developments. According to different view of the understanding of the relationship between the market and extremism, product innovation can achieve higher success for the new product development. In the present study which is applied to examine the relationship between the market (extremism, creating the information dissemination of information, customer extremism and rival extremism) and product innovation in manufacturing companies industrial town and township of Sanandaj phase 1 3. The purpose of this this investigation is whether the market - Most companies to product innovations? The statistical research community managers and experts industrial companies in the industrial town of Sanandaj township. In the analysis of the data are with Cronbach's a test for reliability test, the questionnaire kolmogrov-Smirnov for normality distribution and test data Pearson to measure the research hypotheses. To examine the relationship in the market on extremism product innovation, each of the four hypotheses with confidence and the level of 95 % 5 % error.

**Keywords:** Market, product innovation, industrial manufacturing companies.

**INTRODUCTION**

In today's world that commercial space more competitive and unpredictable, companies to achieve business goals to higher approaches and develop competencies and its capabilities in dealing with uncertainty. Where market approach to marketing operation in view of the operations and the company's activities in the past decade, 2 many welcome among scholars and thinkers and marketing managers have companies and research

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is different with the performance of its relationship with the presence or absence of intermediate variables and mediator. But according to a non-academic definition, a market-oriented companies, the company's products and services activities, according to the needs and requirements organized clients. In front of such companies, an interesting product-oriented products and services activities, organized clients. In front of such companies, an interesting product-oriented products and services. Innovative product development under technological developments, products, services and processes, which, in turn, the participation of certain customers and other elements of business organizations. Today, innovation are increasingly as one of the major factors long-term success in competitive markets. The reason for that is that firms with innovation capacity will be able to go faster and better than non-innovating firms to respond to the environmental challenges Jimenez (2008). Into account listed in this study is to investigate the relationship between innovation and market products in manufacturing companies of industrial cities township Sanandaj.

Today, organizations to the opportunities and challenges such as the escalation of many global competition increasing environmental uncertainty, growing demand for new products and rapid changes to the consumption pattern emerging markets. Facing the Rhine organizations to persistence and achieve sustainable competitive advantage should be required mechanisms to continuously improve products, create new products and markets and the rapid exploitation of opportunities. Shafiei Nick oasiset al. (2009), a product innovation, new and creative solution for the current trends and conditions and hidden needs and demands of customers and shareholders. Met this evening for the survival and development of the flow in the innovation should be perpetuated by out of recession and destruction. Survival condition in the turbulent business and attention to environmental changes, innovation and understanding of the various dimensions of innovation in business. Innovation can be considered the original change, according to a new ideas and created history. So innovation is a kind of change, botany change of innovation. Slater (1990) in today's world, sustainable competitive when they can to their customers, and create sustainable value top. - Market approach that with the creation of intelligence and in response to create value for customers and superior performance for the organization.

So firms to its continued existence requires the adoption of a strategic approach to maximize the benefit of environmental opportunities with regard to their strengths and weaknesses. Bagheri and asghari (2013) - market as a strategic approach, which can improve organizational performance. The expression can be organizations also manufacturing and even services. Numerous research in recent decades in the central market approach and its effects, attention from researchers in the field of strategic approach.
market approach is to learn about the market and use it to marketing actions. - Market as a philosophical approach in marketing, but not only customer's rivals and many factors affecting customer needs and preferences. Market in customer satisfaction extremism nuclear activity of the company, and all the company's activities should be in line with the satisfaction of clients' needs. In the midst of producers are working on the link between manufacturing goods and the needs of the people and try to produce goods fulfillment and with their demands. As a result of innovation products can be one of these solutions. innovative product development under technological developments, products, services and processes, which, in turn, the participation of certain customers and other elements of business organizations. Innovation as a determinant for competitiveness organizations and companies and one of the main factors underpin international competitiveness.

Thus, in this study examining the effects of the market on extremism product innovation in manufacturing companies pay Sanandaj city to examine the effects of these two variables on the guidelines on promoting product innovation in manufacturing companies offering.

The importance of research

Over the past decade, a substantial growth in extremism - interest to the concept of the market in improving the economic performance very effective - there is, however, still cannot be well understood why such exists, and especially how it works. So more research is needed in this field (deshpande andfarley, 2003, 258). Two research field to fill the gap. One of these two currents about the effects of the market research on the progress and innovation, and the other to examine the relationship between market relationship marketing and extremism. First flow including analysis of the effects of innovation on market performance in organizations. And the other to examine the relationship between market relationship marketing and extremism. (And others), 2000 103, p. market trend is the degree to which an organisation clients needs to understand and the information in the overall organization has become a tool to predict the future and the customer requirements. So organizations will be able to provide more value to their customers efficient and others (2005) suggest that the tendency to market strong source of sustainable competitive advantage, because it is difficult to imitate the company to focus on the opportunities for growth and find time delay in response to the opportunities and suggest that the tendency to the fundamental aspect of a culture of the organization is competing values, norms, the artifacts and behaviors and a total of this creates the opportunity to provide a competitive advantage for himself, et al. (1390) in complex situation and the current change as a result of globalization, accelerating technical progress and development of information technologies, and study the necessity of series of concepts and theories and the theory that the aim of them institutional innovation is clear. Innovation, not only on the individual and organizational dimension, but in a
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personal and social and of the privileged position. On the other hand, a process of administrative system is the mission to seek an exceptional opportunities and determines whether it is appropriate strategic direction or not, measures of success is clear and is also seeking new opportunities. Drucker believes that the successful innovation requires focus is targeted and hard work. So far, far from that in the domestic market research on the relationship between extremism and product innovation in domestic companies studied this research for the first time, to investigate the matter and research results can be used to increase innovation in domestic companies is quite useful.

Research goals
The main goal Identifying market relationship and product innovation in the industrial town of 1 and 3 township Sanandaj number.
Subordinate goals
1) Identify the relationship between the production of intelligence and product innovation.
2) Identify the relationship between the dissemination of information and product innovation.
3) Identify the relationship between the customer extremism and product innovation.
4) Identify the relationship between rival extremism and product innovation.

The research questions
the real question: how much between the market extremism and product innovation in the industrial town and township of 3 1 number of Sanandaj there is a significant relationship?

Sub – questions
1) to what extent information between production and product innovation, there is a significant relationship?
2) How much between the dissemination of information and product innovation, there is a significant relationship?
3) How much between the client and extremism product innovation, there is a significant relationship?
4) To what extent between rival extremism and product innovation, there is a significant relationship?

Research hypotheses
Main hypothesis: between the market extremism and product innovation in the industrial town and township of 3, 1 number of Sanandaj there is a significant relationship.
Hypothesis accessory
1) between production information and product innovation, there is a significant relationship.
2) Between the dissemination of information and product innovation, there is a significant relationship.
3) Between the client and extremism product innovation, there is a significant relationship.
4) Between rival extremism and product innovation, there is a significant relationship.

MATERIAL AND METHODS
Objectives of the present study, and in terms of how the data collection, descriptive, of the kind of solidarity. In this way, the relationship between the variables analysis based on objective of the study. as well as the present study in terms of information about the people through questionnaires collected descriptive and because the results can be expected in the performance of the strategic planning and companies in the product innovation, will be effective application opinion research territory, noting that the independent and dependent variables relationship in industrial production companies are measured from the kind of solidarity. Methods of information gathered in two - and - field library will be the means of gathering information include the use of documents and papers, and Internet sites.

the realm of research, the number of industrial cities 1 and 3 township Sanandaj and review period 1393 the first six months of the year . The statistical community for the number of industrial companies 1 and3 constitute Sanandaj 148 in society that the number of companies operating in the case study research .and due to the low volume of society in the study of the census and to 148 the number of companies operative questionnaires have distribution . Data from the distribution of the questionnaire descriptive statistics in two parts and analyze the inference. For reliability of Cronbach's questionnaires. In this study to measure the market dimensions of extremism questionnaire (Kohli, naror and javersky and Slater) is used to measure innovation (product dimensions of the questionnaire advances Kotler) used the questionnaires have both validity and reliability standard. Kolmogorov - Smirnov test to determine the normal or non-normality data, the correlation tests will be used to measure the hypotheses that this operation was carried out using SPSS statistical software would be possible.

RESULTS
Descriptive results of the study, which appears in the fourth season described in detail in the two main variables personal variables and briefly include.
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1. 110 of the number of people who have responded to the questionnaire, the number of 92 people (6.83 percent) and the number of male sex 18 people (4.16 percent) group of female sexual sample.

2. 3.17 percent of the sample (19) has people aged between conditions to 25 20, 20 percent (22) people aged between conditions to 30 26, 5.35 percent (39) has people aged between 31 conditions to35 and 3 / 27 percent ( 30 ) has the conditions of the age of more than 35.

3. 2.18 percent (20) people at the level of education , 3.27 percent (30) in education policy , 40 percent of those ( 44 ) in education and 5.14 % 16 ( people ) in Masters level and above.

4. 9.10 percent to 5 between the 1 , 20 percent to 10 between the 6 , 40 percent to 15 years between11 and 1.29 percent more than 15 - year career.

Test the hypotheses and goals

As in the first quarter of the fourth and became the main research assumptions are

1. Between production information and product innovation, there is a significant relationship.

2. Between the dissemination of information and product innovation, there is a significant relationship.

3. Between the client and extremism product innovation, there is a significant relationship.

4. Between rival extremism and product innovation, there is a significant relationship.

To examine the research hypotheses considered normal distribution variables in the next stage test using Pearson, to the relationship between the variables investigated.

Hypothesis 1: between production information and product innovation, there is a significant relationship.

According to the results of the tests, it can be said that between production information and product innovation, there is a positive relationship, and it has been confirmed that the hypothesis, and so can be claimed that a company in the production of information is stronger than in innovation, high - powered products. I. e., to increase production, with an increase in information products innovation and vice versa.

Hypothesis 2: between the dissemination of information and product innovation, there is a significant relationship.

According to the results of the tests, it can be said that between the dissemination of information and product innovation, there is a positive relationship, and it has been confirmed that the hypothesis, and so can be claimed that a company in the
dissemination of information is stronger than in innovation, products and high-powered nutrition. I.e. an increase in the dissemination of information by promoting innovation products and vice versa.

The third hypothesis: between the client and extremism product innovation, there is a significant relationship.

According to the results of the tests, it can be said that between the client and extremism product innovation is a positive relationship exists and it has been confirmed that the hypothesis, and so can be claimed that a customer-oriented companies, the most successful innovation in products. I.e., with an increase in consumer product innovation and vice versa.

Hypothesis 4: between rival extremism and product innovation, there is a significant relationship.

According to the results of the tests, it can be said that between rival extremism and product innovation, there is a positive relationship, and it has been confirmed that the hypothesis and claimed that can be competitor company-oriented innovation, the most successful products. Rival, with promoting innovation products and vice versa.

**DISCUSSION**

The results from the study showed that among the dimensions of the market and product innovation, there is a significant relationship, meaning that the proportion of the market in industrial enterprises has been active, consequently innovation products in industrial companies have been high. In other words, the market to extremism and the introduction of the innovation in products.

When people have their capabilities and skills and certain good marketing channels in an appropriate organizational structure and the company. Today, organizations can Contingency theory, according to act in an environment of creativity and innovation, hence the organization and management is necessary through participation approaches such as individuals, mandate, help organizational learning and laying the groundwork for changes to innovative and non-imitative. Although research activities abroad (Rashid Mohamed Al - Saeed, 2012), (Augusto and kohl, 2009), (missiles, 2008), and the positive relationship between the market and increasing extremism innovation internal investigation has confirmed that the British Columbia. The study it confirms that the market in domestic companies to increase innovation companies will be so it is necessary to pay attention to researchers and local managers.

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