

### Appendix 3

#### Descriptive Analysis and Normality check

#### Mean and S.D. for Importance, Satisfaction and Perceived Gap with Export Promotion Programs Summary

Activity	N	Importance of Each Activity		Satisfaction with EPPS for each Activity		Perceived Gap	
		Mean	S.D.	Mean	S.D.	Mean	S.D.
1. Gathering information about export markets	370	7.82	1.55	6.14	1.85	29.41	14.63
2. Obtaining information about export distributors	370	7.63	1.62	5.88	1.88	30.61	15.35
3. Finding capital to finance exports	370	7.52	2.02	5.68	2.12	30.90	16.94
4. Providing national export promotional programs	370	7.76	1.65	6.28	1.81	28.00	14.67
5. Preparing export documentation	370	7.54	1.65	6.23	1.90	27.18	13.90
6. Dealing with red tape of Thailand public institutions	370	7.89	1.65	5.61	2.05	34.20	18.39
7. Developing qualified personnel in exporting	370	7.99	1.55	6.06	1.88	30.75	15.78
8. Finding “experts” in export consulting	370	7.56	1.80	5.86	1.99	30.19	16.41
9. Developing product to meet importer’s quality standards	370	8.31	1.73	5.87	2.08	33.36	18.69
10. Developing product design and style for export markets	370	8.29	1.55	5.96	2.05	32.91	18.01
11. Developing export packaging	370	7.83	1.69	5.85	2.14	31.17	16.75
12. Setting the competitive prices in export markets	370	8.43	1.56	5.64	2.22	36.26	20.03
13. Identifying capable overseas distributors	370	8.35	1.62	5.51	2.28	36.96	20.75
14. Payment from overseas distributors	370	8.46	1.75	6.00	2.29	32.58	19.89
15. Transporting the product(s) exported	370	8.05	1.46	6.10	2.06	30.58	16.98
16. Promoting in export markets	370	7.83	1.79	6.38	1.94	27.30	15.84
17. Communicating with overseas customers	370	7.94	1.62	6.06	1.98	30.55	16.87
18. Protecting against currency exchange rate fluctuations	370	8.50	1.67	5.50	2.28	37.73	21.71

### Skewness and Kurtosis for Perceived Gap Variables

Perceived Gap Variable	Statements	Skewness	Kurtosis
Perceived Gap1	Gathering information about export markets	0.61	-0.03
Perceived Gap2	Obtaining information about export distributors	0.85	1.04
Perceived Gap3	Finding capital to finance exports	1.08	1.71
Perceived Gap4	Providing national export promotional programs	0.86	0.85
Perceived Gap5	Preparing export documentation	1.02	1.52
Perceived Gap6	Dealing with red tape of Thailand public institutions	0.96	1.08
Perceived Gap7	Developing qualified personnel in exporting	0.69	0.74
Perceived Gap8	Finding “experts” in export consulting	1.01	1.34
Perceived Gap9	Developing product to meet importer’s quality standards	0.96	0.98
Perceived Gap10	Developing product design and style for export markets	0.83	0.79
Perceived Gap11	Developing export packaging	0.98	1.37
Perceived Gap12	Setting the competitive prices in export markets	0.75	0.30
Perceived Gap13	Identifying capable overseas distributors	0.71	0.21
Perceived Gap14	Payment from overseas distributors	0.84	0.55
Perceived Gap15	Transporting the product(s) exported	0.95	1.04
Perceived Gap16	Promoting in export markets	1.08	2.00
Perceived Gap17	Communicating with overseas customers	0.95	1.40
Perceived Gap18	Protecting against currency exchange rate fluctuations	0.68	0.15

### Frequency Distribution for Export Involvement of Firms

Degree of export involvement	Frequency	Percent
1	6	1.62
2	5	1.35
3	12	3.24
4	17	4.59
5	46	12.43
6	58	15.68
7	82	22.16
8	88	23.78
9	35	9.46
10	21	5.68
Total	370	100.00
Mean= 6.76 , S.D. = 1.89		

### Mean, S.D., Skewness, and Kurtosis for Export Marketing Strategy

Variable	Statement	N	Mean	S.D.	Skewness	Kurtosis
genstg1	My firm has clearly identified the export customers to be served	370	7.39	2.00	-0.80	0.26
genstg2	My firm has developed strategies for competing in export markets	370	7.06	1.82	-0.51	-0.12
genstg3	My firm has established distinct goals and objectives for export operations	370	7.44	1.81	-0.75	0.38
genstg4	My firm has developed adequate capabilities to collect necessary information about export markets	370	6.60	1.86	-0.45	-0.27
genstg5	My firm has provided sufficient budget to exploit export markets	370	6.67	2.02	-0.56	-0.12
genstg6	My firm has clearly identified export countries to be entered	370	7.34	1.99	-0.87	0.26
genstg7	My firm has developed strategies to expand export markets over the years	370	6.90	2.08	-0.59	-0.06
genstg8	My firm has developed products to meet export customers' wants over the years	370	7.50	1.87	-0.98	0.95
genstg9	My firm has had strategies to expand the number of exportable products over the years	370	7.15	2.03	-0.83	0.44
mktstg1	My firm has developed brand building strategies for export markets	370	6.43	2.46	-0.57	-0.46
mktstg2	My firm has developed pricing strategies for competing in export markets	370	6.72	2.06	-0.65	0.35
mktstg3	My firm has strategies to develop channel distribution in export markets	370	6.62	2.06	-0.72	0.15
mktstg4	My firm has adequate promotion support to the distributors/subsidiaries	370	5.92	2.13	-0.47	-0.34
mktstg5	My firm has provided training given to the firm's sales force and distributors /subsidiaries	370	5.62	2.17	-0.43	-0.37
mktstg6	My firm has capabilities in adaptation of promotional strategy for export market venture	370	6.43	2.09	-0.57	-0.18

### Mean, S.D., Skewness, and Kurtosis for Subjective Performance1

Satisfaction with the trend of performances	N	Mean	S.D.	Skewness	Kurtosis
Trend of export sales volume	370	5.79	2.52	-0.543	-0.423
Trend of export sales revenue	370	5.83	2.47	-0.539	-0.480
Trend of ratio of export sales to total sales	370	5.88	2.52	-0.565	-0.509
Trend of export profit	370	5.22	2.37	-0.394	-0.574
Export sales growth	370	5.64	2.49	-0.529	-0.513

### Mean, S.D., Skewness, and Kurtosis for Subjective Performance2

Objectives for the export business	N	Achievement of objectives			
		Mean	S.D.	Skewness	Kurtosis
1. Increase export sales revenues	370	6.21	2.38	-0.75	0.03
2. Increase export profits	370	5.65	2.30	-0.50	-0.32
3. Gain a foothold in the export markets	370	6.03	2.24	-0.65	-0.06
4. Increase firm's ability to compete	370	6.10	2.16	-0.70	0.16
5. Improve international marketing skills	370	6.31	2.10	-0.76	0.27
6. Build brand awareness and image	370	6.28	2.29	-0.79	0.29
7. Improve product development skills	370	6.74	1.99	-0.94	0.75
8. Increase distribution competence	370	6.29	2.20	-0.77	0.31
9. Increase production capacity for exporting	370	6.39	2.36	-0.78	0.01
10. Other	26	5.58	3.20	-0.75	0.03

### Frequency Distribution for Export Channel Used

Export Channel used	Frequency	Percent
1.Exports directly to final users/consumers of the products in overseas	105	28.38
2.Exports directly to its wholly owned subsidiary or partly owned in overseas	70	18.92
3.Exports directly to a distributor or an agent in overseas	283	76.49
4.Exports directly to retailer in overseas	131	35.41
5.Sells to an exporter or a broker in Thailand who, in turn, exports the firm's product to overseas	135	36.49
6.Exports directly to contractor/owner of the products in overseas	130	35.14
7.Other channel	13	3.51

Note: More than one choice can be chosen