

Table of Contents

Abstract	(1)
Acknowledgements	(3)
Table of Contents	(4)
List of Tables	(8)
List of Figures	(10)
Chapter 1 Introduction.....	1
1.1 Research Background.....	1
1.2 Research Problem Statements and Research Questions.....	8
1.2.1 Research Problem Statements.....	8
1.2.2 Research Questions.....	9
1.3 Purposes/Objectives of this Study.....	9
1.4 Research Contributions.....	10
1.5 The Research Context.....	11
1.6 Organization of the Dissertation.....	13
Chapter 2 Literature Review.....	15
2.1 Introduction.....	15
2.2 Internationalization Theory.....	15
2.2.1 Internationalization Process	15
2.2.2 Export involvement process.....	18
2.3 Exporting Problem Literature.....	20
2.3.1 Concept of Exporting Problems.....	20
2.3.2 Types of Exporting Problems.....	21
2.3.3 Perceived Export Problems.....	24
2.4 Export Promotion Literature.....	26
2.4.1 Definition and Concept of Export Promotion.....	26
2.4.2 Types of Export Promotion Programs.....	27
2.4.3 Export Promotion Studies.....	28
2.5 Satisfaction.....	41
2.5.1 Definition and Concept of Satisfaction.....	41
2.5.2 Satisfaction in Service Marketing Context.....	41
2.5.3 How satisfaction with export promotion program affect performance.....	44
2.6 Gap.....	45
2.6.1 The Concept of Gap.....	45
2.6.2 How the Gap Affects Performance.....	47
2.7 Export Marketing Strategy Literature.....	48
2.7.1 The Concept of Marketing Export Strategy.....	49
2.7.2 Components of Export Marketing Strategy.....	50
2.7.3 How Export Marketing Strategy Affects Export Performance.....	50
2.8 Determinants, Model and Measures of Export Performance.....	50
2.8.1 Determinants of Export Performance.....	51
2.8.2 Models of Export Performance.....	54
2.8.3 Measures of Export Performance	56

Table of Contents

2.9	Context Discussion.....	58
2.9.1	Country Profile.....	58
2.9.2	Thailand's Export Situation.....	59
2.9.3	Information of Thailand's Department of Export Promotion.....	61
2.10	Conclusion.....	63
Chapter 3 The Research Model and Hypotheses Formulation.....		65
3.1	Introduction.....	65
3.2	Conceptual Model Development.....	65
3.2.1	Export involvement.....	69
3.2.2	Export marketing strategy.....	69
3.2.3	Export performance.....	70
3.2.4	Perceived Gap of Export Promotion Programs.....	71
3.3	Hypotheses Formulation.....	74
3.3.1	Hypotheses involving Firm Export Involvement and Export Marketing Strategy and Export Performance.....	74
3.3.2	Hypotheses Involving Export Marketing Strategy and Export performance.....	75
3.3.3	Hypotheses involving Perceived Gap of Export Promotion Programs and Export Marketing Strategy and Export Performance	76
3.3.4	Control Variables.....	78
3.4	Conclusion.....	80
Chapter 4 Research Methodology.....		82
4.1	Introduction.....	82
4.2	Operationalization of Variables.....	82
4.2.1	Firms' Perception of Importance of Activities for Export Operations.....	91
4.2.2	Satisfaction with Export Promotion Programs Regarding Export Activities.....	94
4.2.3	Perceived Gap.....	95
4.2.4	Firm Characteristics.....	100
4.2.5	Export Involvement of Firm.....	101
4.2.6	Export Marketing Strategy.....	102
4.2.7	Export Performance.....	104
4.3	Research Design.....	107
4.4	Sampling Plan.....	108
4.4.1	Population of Interest.....	108
4.4.2	Sampling Method.....	109
4.4.3	Sample Size.....	110
4.5.	The Research Instrument.....	110
4.5.1	Survey Questionnaire.....	110
4.5.2	Translation of Research Instrument.....	111
4.5.3	Pre-Test of Research Instrument.....	111
4.5.4	Final Questionnaire.....	112

Table of Contents

4.6	Data Collection, Data Editing and Entry.....	112
4.7	Data Analysis Procedures.....	114
4.7.1	Preliminary Data Analysis.....	114
4.7.2	Path Analysis.....	116
4.7.3	Cluster Analysis.....	116
4.8	Conclusion.....	119
Chapter 5	Data Analysis and Results.....	120
5.1	Introduction.....	121
5.2	Data Preparation Procedures.....	121
5.2.1	Data Cleaning.....	121
5.2.2	Non-sampling Errors.....	122
5.2.3	Data Distribution Audit.....	124
5.2.4	Data Transformation.....	124
5.3	Validity and Reliability.....	126
5.3.1	Perceived Gap.....	127
5.3.2	Export Marketing Strategy.....	129
5.3.3	Export Performance.....	130
5.4	Firm and Respondent Characteristics.....	131
5.5	Causal Model.....	135
5.5.1	Selection of Dependent Variables.....	136
5.5.2	Control Variables Evaluation.....	137
5.5.3	Multicollinearity.....	138
5.5.4	Data Distribution Audit for Independent Variables in Causal Model.....	138
5.5.5	Path Analyses	139
5.6	Hypotheses Testing Results.....	148
5.7	Cluster Analysis.....	150
5.7.1	Clustering Variables.....	152
5.7.2	Hierarchical Cluster Analysis.....	153
5.7.3	K-means Cluster Analysis.....	155
5.7.4	External Validity Test.....	158
5.7.5	Analyses of Derived Cluster Solution.....	161
5.7.6	Interpretations of the Derived Cluster Solution.....	165
5.7.7	Description of Derived Cluster Solution.....	169
5.8	Summary of Hypotheses Testing Results and Discussions.....	173
5.8.1	Relationship between Firm Export Involvement and Export Marketing Strategy and Export Performance.....	173
5.8.2	Relationship between Export Marketing Strategy and Export performance.....	174
5.8.3	Relationship between Perceived Gap of Export Promotion Programs and Export Marketing Strategy and Export Performance.....	175
5.9	Conclusion.....	177

Table of Contents

Chapter 6 Summary, Conclusion and Implications	178
6.1 Introduction.....	178
6.2 Summary of Dissertation.....	178
6.2.1 Theoretical Background of the Study.....	178
6.2.2 Proposed Model.....	183
6.2.3 Questionnaire Development and Administration.....	184
6.2.4 Research Findings.....	184
6.2.5 Research Discussions.....	185
6.3 Contributions for Field in International Marketing.....	189
6.4 Implications.....	191
6.4.1 Implications for Practice (Export Promotion Organizations).....	191
6.4.2 Implications for Managements.....	192
6.5 Limitations of the Study.....	193
6.6 Implications for future research.....	194
Appendices.....	
Appendix 1 Questionnaire in English.....	196
Appendix 2 Cover Letter and Questionnaire in Thai.....	205
Appendix 3 Descriptive Analysis and Normality check	214
Appendix 4 Column Vectors of Means Associated with Each Cluster in Each Cluster Solution Produced by Ward's Hierarchical Clustering.....	218
Appendix 5 Column Vectors of Means Associated with Each Cluster in Each Cluster Solution Produced by K means Clustering on the <i>D1</i> Test Sample.....	220
References	222

List of Tables

Table 2.1	Past Empirical Studies on Export Promotion Programs.....	30
Table 2.2	Example of Importance –Performance Analysis.....	47
Table 2.3	Thailand’s Export Performance and Market Breakdown during 2005-2007.....	61
Table 3.1	Main Part of Research Conceptual Model.....	67
Table 3.2	Conceptual Definitions and Origins of the Five Variables of Interest.....	73
Table 3.3	Conceptual Definitions and Origins of the Control Variables.....	73
Table 3.4	Summary of Hypothesized Relationships.....	81
Table 4.1	Concept, Conceptual and Operational Definition and Measurement of the Variables.....	83
Table 4.2	Scale Items in Firms’ Perception of Importance of Activities for Export Operations.....	93
Table 4.3	Scale Items in Firms’ Satisfaction with Export Promotion Programs Regarding the Export Activities.....	95
Table 4.4	Scale Items in Firm Characteristics.....	101
Table 4.5	Scale Items in Export Marketing Strategy.....	103
Table 4.6	Scale Items in Objective Export Performance.....	105
Table 4.7	Scale Items in Subjective Export Performance.....	106
Table 4.8	Summary of Measures in This Research Study.....	107
Table 4.9	Calculation of Mailing Requirements.....	109
Table 4.10	Total Population, Sample Drawn and Response Rate.....	114
Table 4.11	Goodness of Fit Criteria and Acceptable Fit Interpretation.....	119
Table 5.1	Analysis of Non-Response Bias by Selected Variables.....	123
Table 5.2	Data Transformation by Computed Scales.....	124
Table 5.3	Summary of Value of 18 Gaps Perceived Derived from Calculation.....	126
Table 5.4	Extracted Factors and Factor Loadings Related to Perceived Gaps.....	128
Table 5.5	Extracted Factors and Factor Loadings Related to Export Marketing Strategy.....	129
Table 5.6	Extracted Factor and Factor Loadings Related to Subjective Performance1.....	131
Table 5.7	Extracted Factor and Factor Loadings Related to Subjective Performance2.....	131
Table 5.8	Summary of Firm Characteristics.....	133
Table 5.9	Summary of Respondents’ Personal Characteristics.....	134
Table 5.10	Correlations among Items of Subperf1 (n=370).....	136
Table 5.11	Correlations among Items of Subperf2 (n=370).....	137
Table 5.12	Summary Statistics for Variables Used in Causal Model A (n=370).....	139

List of Tables

Table	5.13	Standardized Path Coefficients and SMC Values for Just-Identified Models (n=370).....	143
Table	5.14	Standardized Path Coefficients and SMC Values for Trimmed Models n=370).....	144
Table	5.15	Fit Statistics for Trimmed Models in Table 5.15.....	145
Table	5.16	Standardized Total Effects, Direct Effects, and Indirect Effects for Subjective Performance2 by Perceived Gaps.....	146
Table	5.17	Total Effects, Standard Errors, and Critical Ratios for Perceived Gap Variables and Subjective Performance2.....	147
Table	5.18	Standardized Total Effects, and Critical Ratios by Perceived Gap Variables.....	149
Table	5.19	Identification of the Seven Clustering Variables.....	153
Table	5.20	Analysis of Agglomeration Coefficients for Hierarchical Cluster Analysis (n=370).....	154
Table	5.21	Cluster Sizes for Final Hierarchical Clustering Results, 8 to 11 Cluster Solution 370).....	155
Table	5.22	Summary of Number of Cluster Members for D2 Constrained and Unconstrained Scenarios (n=185).....	156
Table	5.23	Cluster and Chance Corrected Coefficients of Agreement (n=185).....	157
Table	5.24	Mean Values of Clustering Variables (n=370).....	158
Table	5.25	Mean Values for Subjective Performance2 by Cluster (n=370).....	159
Table	5.26	Tukey Tests: Multiple Comparisons for the Nine Clusters in regards to Subjective Performance2.....	160
Table	5.27	Analysis of Skewness and Kurtosis (n = 370).....	163
Table	5.28	Tests of Equality of Group Means Across the 10 Clusters.....	164
Table	5.29	Multivariate Results for Ten-Cluster Discriminant.....	165
Table	5.30	Discriminant Function Coefficients.....	166
Table	5.31	Structure Loadings for the First Two Discriminant Functions.....	166
Table	5.32	Values of Discriminant Functions 1 and 2 at Cluster Centroids.....	168
Table	5.33	Number and Percentage of Firms for the 10 Clusters in Regards to Principal Industry.....	170
Table	5.34	Number and Percentage of Firms for the 10 Clusters by Export Region.....	171
Table	5.35	Mean Values of Variables for Cluster.....	172
Table	5.36	Summary of Hypotheses and Test Results.....	176

List of Figures

Figure 3.1	Research Conceptual Model.....	67
Figure 3.2	Main Effects in Research Conceptual Model.....	68
Figure 4.1	The Direct and Indirect Effects.....	117
Figure 5.1	Causal Model.....	135
Figure 5.2	Just - Identified Base Model.....	141
Figure 5.3	The Three-Step Flow of Cluster Analysis Method Utilized in the Study.....	151
Figure 5.4	Cluster Centroids in Discriminant Function Space.....	168