

**AN INTERNATIONAL MARKETING STRATEGY AND
EXPORT PERFORMANCE AMONG MALAYSIAN
EXPORTERS**

SAAD DUBAYYAN ALSHAMMARI

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**AN INTERNATIONAL MARKETING STRATEGY AND EXPORT
PERFORMANCE AMONG MALAYSIAN EXPORTERS**

By

SAAD DUBAYYAN ALSHAMMARI

**Thesis Submitted to
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ABSTRACT

The study aimed at investigating the impact of the antecedent factors on the performance of exporting companies in Malaysia through the mediating influence of marketing mix adaptation. In order to provide deep and rich investigation, the impact of the antecedent factors on the marketing mix adaptation was examined. A questionnaire was used as the instrument of the study and the data collection procedures included self-administered questionnaires and emailed ones. The questionnaires were sent to 780 firms and 401 valid questionnaires were returned making the response rate 51.4%. Data collected were analyzed using Statistical Package for Social Sciences (SPSS) for the purposes of descriptive statistics on the demographic characteristics of the subjects and exploratory factor analysis, while Partial Least Square (PLS) was used to determine the interactions between the various constructs for ascertaining the various structured equation models. The findings generated from the present study were then reported and detailed discussion about them was presented in the line of the available literature. For the relationship between the antecedent factors and the export performance through the mediating influence of the marketing mix, the findings revealed that the marketing mix does mediate this link in some factors while it does not in other factors. Furthermore, it was reported that 3 out of four marketing mix strategies have a significant impact on the export performance of Malaysian exporting firms. The findings also revealed that some of the antecedent factors have a significant impact on the marketing mix adaptation strategies while others seem not to have this significant impact. The study concluded with some recommendations that can be of a great use to the Malaysian exporting firms while making decisions about their exporting activities.

Keywords: standardization, adaptation, marketing mix, antecedent factors, export performance

ABSTRAK

Kajian ini dijalankan untuk mengkaji kesan faktor-faktor anteseden ke atas prestasi syarikat pengeksport di Malaysia melalui pengaruh pengantara dalam penyesuaian pemasaran campuran . Dalam usaha untuk menyediakan penyelidikan yang mendalam dan bermutu , kesan faktor-faktor anteseden terhadap penyesuaian pemasaran campuran diteliti. . Soal selidik digunakan sebagai instrumen kajian dan prosedur pengumpulan data merangkumi soal selidik yang ditadbir sendiri dan dikumpulkan melalui mel elektronik. Soal selidik telah dihantar kepada 780 syarikat, 401 soal selidik yang sah telah dikembalikan dan ini menjadikan kadar maklum balas sebanyak 51.4 %. Data yang dikumpul telah dianalisis dengan menggunakan Pakej Statistik untuk Sains Sosial (SPSS) bagi mendapatkan statistik deskriptif ke atas ciri-ciri demografi subjek dan analisis faktor eksploratori. Kuasa dua Terkecil Separa atau *Partial Least Square* (PLS) telah digunakan untuk menentukan interaksi antara pelbagai konstruk bagi mengenal pasti pelbagai model persamaan berstruktur. Penemuan daripada hasil kajian ini kemudiannya dilaporkan dan satu perbincangan terperinci tentangnya telah dibentangkan dalam literatur sedia ada. Dalam hubungan antara faktor-faktor di atas dan prestasi eksport melalui pengaruh pengantara dalam pemasaran campuran , penemuan mendedahkan bahawa pemasaran campuran menjadi pengantara dalam hubungan bagi beberapa faktor tetapi tidak bagi faktor-faktor lain. Tambahan pula, turut dilaporkan bahawa tiga daripada empat strategi pemasaran campuran memberikan kesan yang signifikan ke atas prestasi eksport firma pengeksport di Malaysia. Hasil kajian juga menunjukkan bahawa beberapa faktor anteseden memberikan kesan yang signifikan terhadap strategi penyesuaian pemasaran campuran manakala yang lain seolah-olah tidak memberikan kesan. Kajian ini diakhiri dengan beberapa cadangan yang boleh memberikan sumbangan besar kepada firma-firma pengeksport di Malaysia semasa membuat keputusan mengenai aktiviti mengeksport.

Kata kunci: standardisasi , penyesuaian, pemasaran campuran, faktor-faktor anteseden , prestasi eksport

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LIST OF ABBREVIATIONS

AVE	Average Variance Extracted
BPO	Business Process Outsourcing
CCI	Chamber of Commerce and Industry
CIA	Cooperative Information Agent
FFM	Federation of Malaysian Manufacturers
GBE	Global Business Environment
GDP	Gross Domestic Product
GDP	Gross Domestic Products
ILO	Internalization-Location-Ownership
IO	Industrial Organization
ISO	International Standards Organization
IT	Information Technology
LNG	Liquefied Natural Gas
LOMA	Location-Ownership Adjustment-Mode
MATRADE	Malaysia Trade Development Corporation
MIDA	Malaysian Industry and Development Authority
MITI	Ministry of International Trade and Industry
MNC	Multinational Corporation
NICs	Newly Industrialized Countries
OECD	Organization for Economic Cooperation and Development
OEM	Original Equipment Manufacturer

PLS	Partial Least Square
SEM	Structural Equation Modeling
SIRIM	Standards and Industrial Research Institute of Malaysia
SMI	Small and Medium Industries
SMIDEC	Small and Medium Industries Development Corporation
UNCTAD	United Nation Conference on Trade and Development
UUM	Universiti Utara Malaysia
WTO	World Trade Organizations

CHAPTER ONE

INTRODUCTION

1.1 Background of Study

Over the last few years, the world has witnessed an increase in the total number of firms located in emerging economies and global markets, in countries like Brazil, China, India, and other East Asian countries, growing from just under 3,000 firms to more than 13,000 firms currently (UNCTAD, 2006).

This phenomenon stems from a comprehensive internationalization of these firms. In 2008, emerging economies contributed 38% of world merchandise exports (WTO Trade Report, 2009). These emerging countries, comprising the biggest and fastest growing economies, are helping to stabilize the world economy, as a result of their dynamism and openness. For the Asian region, the contributions to world trade have been phenomenal, with a GDP expansion exceeding 6% in 2007, as opposed to other regions, such as Latin America (3.7%) and Africa (3%) (UNCTAD Report, 2008). A majority of these emerging countries are achieving current account surpluses, thus becoming significant capital providers to the other countries (UNCTAD Report, 2008).

The success of emerging economies from Asia, in terms of their exports, has ignited great interest to comprehend the international marketing strategies used to enhance export performance in the Asian region (Shoham, 1996). Generally, when firms begin penetrating into a foreign market, the main step towards successful international

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