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

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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


Kata kunci: standardisasi, penyesuaian, pemasaran campuran, faktor-faktor anteseden, prestasi eksport
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<td>Cooperative Information Agent</td>
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<td>GBE</td>
<td>Global Business Environment</td>
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<td>GDP</td>
<td>Gross Domestic Product</td>
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<td>Location-Ownership Adjustment-Mode</td>
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<td>MATRADE</td>
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<td>OECD</td>
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<td>OEM</td>
<td>Original Equipment Manufacturer</td>
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<td>Acronym</td>
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<td>PLS</td>
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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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