MARKETING ADAPTAION STRATEGY AND EXPORT PERFORMANCE OF MALAYSIAN MANUFACTURERS: MODERATING ROLE OF EXTERNAL MARKET ENVIRONMENT

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ABSTRACT

The purpose of this study is to determine whether there is a significant relationship between marketing adaptation strategy and export performance among Malaysian manufacturers. The marketing adaptation factors surveyed include product adaptation, pricing adaptation, distribution adaptation and promotion adaptation. Furthermore, this study also examines the moderating effect of external environment on the relationship between marketing adaptation strategy and export performance. The two major external environment factors under study include market turbulence and competitive intensity. In the survey, data were gathered from 163 Malaysian manufacturers through emailed questionnaires and personal interviews. Data were then analysed using descriptive statistics, normality and reliability tests, factor analysis, correlation and multiple regression analyses. The findings suggest significant and positive relationship between marketing adaptation strategy and export performance of Malaysian manufacturers. This is especially so among consumer products manufacturers, large and medium firms, and more export experienced firms. Factors of significance are export product and pricing adaptation strategies while the significant factor in the external environment is market turbulence. The results signify the importance of Malaysian manufacturers adapting their marketing strategies in order to attain competitive advantage over their rivals in the international market place, leading to a more enhanced export performance. Also of paramount importance is the need to monitor the external market changes over time to provide directions in anticipating and responding to market volatility effectively which in turn will have an impact on export performance. Future research can be extended to be longitudinal to track changes and gain more insights over time. In addition, this study can be replicated in other developing as well as developed economies to facilitate comparisons of results under different conditions.

Keywords: marketing adaptation strategy, export performance, market turbulence, competitive intensity, Malaysian manufacturers.
ABSTRAK


Kata kunci: strategi adaptasi pemasaran, prestasi ekspor, pergerakan pasar, keamatan persaingan, pengilang-pengilang Malaysia.
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CHAPTER ONE: INTRODUCTION

1.1 Background of Study

The increasing international trade has led to the importance of exporting for national economies in this era of globalisation. As such, research interest witnessed an increase in the field of export performance and difficulties faced by exporters (Sousa, Martinez-Lopez, & Coelho, 2008). Navarro, Losada, Ruzo and Diez (2009) stress that exporting has become instrumental in ensuring survival of firms and that they attain competitive advantage in overseas markets to sustain present and future business performance through exporting. Therefore, firms are focusing their effort and resources to export their products.

The advent of globalisation of markets has led to companies seeking opportunities beyond traditional local markets not only for growth but, increasingly important, for survival. Due to lower resources requirements, the attractive mode of international market entry is exporting. The resources commitment is not as high as compared to green field investments or international joint ventures (Sousa & Lengler, 2009). In the economic development of a country, exports are also essential in Government’s economic planning to develop national industries, enhance productivity as well as creating employment (Czinkota, 1994). As a consequence, the role of exporting to companies is becoming increasingly important (Leonidou & Katsikeas, 1996). Given the importance of export markets, the area of export performance has been given more emphasis and attention by both academicians and managers (Sousa, 2004). As a result, the significance of exporting has led to more research focused on the issue of export performance in the immediate past years (Sousa & Lengler, 2009).
The contents of the thesis is for internal user only
REFERENCES


