

ABSTRACT

Title : Strategic Marketing for Herbal Medicine Product in AEC Market
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ABSTRACT

The study which explored the strategic marketing of Traditional Thai Herbal Medicinal Products in AEC markets has three research objectives: (1) to market the Traditional Thai Herbal Medicinal Products in AEC group of countries and perform the necessary strategic marketing research; (2) to develop a model of causal relationship for strategic marketing of Traditional Thai Herbal Medicinal Products in AEC markets accordingly; and (3) to analyze and differentiate the causal relationship of the strategic marketing of Traditional Thai Herbal Medicinal Products in AEC markets.

The research methodology includes the use of questionnaires collected from 1,233 entrepreneurs of these products. The research data were analyzed using the arithmetic software to determine frequency distribution, percentage, arithmetic mean, standard deviation and structural equation model.

The research showed that the sampled entrepreneurs of the Traditional Thai Herbal Medicinal Products have an average workforce of 35.18 persons while the average length of their business operations was 7.12 years. The most common position in their business operation was Marketing Manager. The average number of countries in the AEC group that these companies conducted their marketing activities was 3.52 countries. While the average number of years they have been operating in the AEC markets was 5.62 years. It was through direct investments as to how they entered the countries of AEC markets with an expected annual increase of sales at 7.92%. The level of strategic marketing of the Traditional Thai Herbal Medicinal Products including innovation and marketing activities was highly implemented ($\bar{X}=3.93$). The next level was how they entered the markets of the AEC countries, improvement of the brand, market environments, and marketing responsibilities, which were all implemented at a high level of strategic marketing as well.

It was proven that the causal model of strategic marketing of Traditional Thai Herbal Medicinal Products for AEC markets was related significantly to personnel of the companies operating in the ASEAN member countries, the length of company operating in AEC, their modes of entry into AEC markets and the expected annual sales of the companies which was at the statistical level of 0.05. There is empirical evidence that the developed model was also suited and able to predict the trend of the volatile market condition at a reasonable level through the structure of strategic marketing equation model i.e.

$$\text{Strategic marketing Equation Model} = 0.336 * \text{AEC market} + 0.216 * \text{member of years in} \\ \text{AEC market} + 0.186 * \text{model of entry} + 0.252 * \\ \text{each year expected sales ; } R^2 = 58.7$$