

EFFICIENCY OF ENTERPRISES FOR IMPORT-EXPORT CONSUMER GOODS IN THAILAND

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ABSTRACT

This research was aimed to: 1) study efficiency level of entrepreneur traits, administration tactics, and customers loyalty. 2) study causal factors influencing efficiency of enterprises for import-export consumer goods in Thailand. The stratified, was used with 343 import-export administrators, the research tool were questionnaires and the statics used for static analyzing were; percentage, average, standard variations and structural equation modeling (SEM). The qualitative in-depth interviewing and purpose sampling with 15 key-informants who are experienced higher administration of import-export in Thailand. The research findings suggested: 1) efficiency of enterprises for import-export consumer goods in Thailand, enlarge customer relation, entrepreneur property, administration tactics and customer faithfulness, were in high level. and 2) factors of enlarge customer relation, entrepreneur property, administration tactics and customer faithfulness, influencing efficiency of enterprises for import-export consumer goods in Thailand. This research findings can be applied by public and private sectors in integrating for import-export consumer goods for import-export consumer goods sustainable.

Keywords: Efficiency, SMEs, Import-Export, Consumer Goods

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INTRODUCTION

International Business is the science of international business transaction and run by businessman. In present world economy 2023-2025 is in trend of decelerating among deglobalization even though the negative effects from covid-19 is now easing up but many factors are still force the economy, as the whole the world economy is risk to be severe dull in 2023 (Bank of Ayudhya 2023). The entrepreneurs are the business running and the agents between the capitalists and workers who bear the burden risk and look for the business opportunity by using the resources in maximum benefit. (Lili, 2011; Lückenbach, Schmidt & Henseler, 2023) The import and export in Thailand which involved the trading and exchanging, distribution for demander and consumer goods in Thailand. The trade conflict issues of the world great power, the change of technology, the population infra-structure, the changing climate, covid-19the competitive changing, the customers demand by using high proficiency technology, forced the import-export organizations to adjust oneself to cope with existing problems for the competitive advantage.

The mentioned problems affect the import and exporters to keep the customers bot new and old strongly to maintain the circulations while the business competition mostly in low-cost trading, the supply chain management then effects the transactions processes in value-adding (Path Pisitkasem, 2023). It can be said that the expectation 2022-2023, the import-export in Thailand tend to little growth as the economic condition. So, how to enhance the enterprises import-export is involve the entrepreneur's traits, administration strategies, customers relation, and customers loyalty. The researcher like to study "efficiency of enterprises for import-export consumer goods in Thailand" and the research findings will be used as an approach of business efficiency development for the survival in decelerating economy, and for the public sector policy making in order to help the entrepreneur sustainability, which will enhance enterprises in competitive import and export and also enhance Thailand 5.0 in future. The objectives of this research were 1) study efficiency level of entrepreneur traits, administration tactics, and customers loyalty. 2) study causal factors influencing efficiency of enterprises for import-export consumer goods in Thailand.

LITERATURE REVIEWS

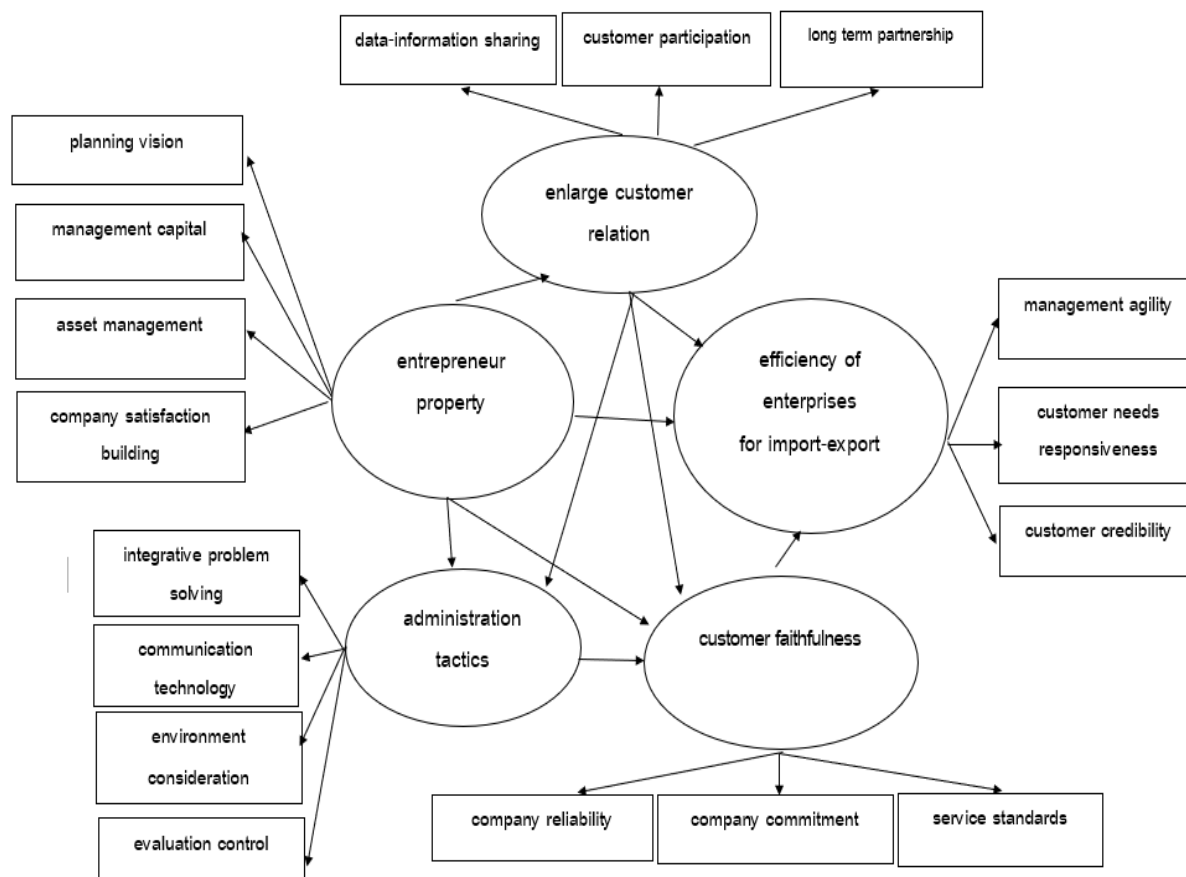
Concept and theory of import-export consumer goods for import-export consumer goods, compose of: customer reliable, responsiveness in customer demand and flexibility of administration. (Ranjan & Foropon, 2021; Andersen, 2021; Sheth, Sisodia & Sharma, 2000).

The literature review indicated that the customer relation development was the factor related to an import-export business efficiency, both in customer participation data-sharing and long-term alliance (Kotler & Armstrong, 2018; Nam, Lee & Lee, 2018; Hassan & Abouaish, 2018), according to Rodriguez, Peterson & Ajjan (2015), stated that customer relation development as marketing concepts was to understand the customers expectation for building the long term relationship which is an essential in preserve the customers and competitive advantage in long term. In addition, the entrepreneur traits still the factors related to the SMEs import-export business efficiency both in planning visions, managerial asset, asset management, and satisfaction. (Odhiambo, 2022; Elliott & Golub, 2022) Include the management strategy that drive the SMEs import-export business to the success in time both in problems solving, technological applying and environmental consideration. (Getchell, Dubinsky & Lentz, 2023; Franco & Prata, 2019) And the customers loyalty factors indicated the perception of good service, honesty and trustworthiness that customers will satisfy and trust in company reliability, company relation, and servicing standards. (Atulkar, 2020; Wirtz, 2018, Gandhi, Sachdeva & Gupta, 2018)

The customer relation development factors, entrepreneur traits, management strategy, and customers loyalty were related to SMEs import-export business efficiency, the researcher then

created the hypothesis: SMEs efficiency of import-export demander and consumer goods in Thailand was directly influenced by customer relation development, Entrepreneur trait, administrator strategy, customer loyalty.

By synthesis the concept and findings of literature reviewing, researcher used conceptual framework as the Endogenous Latent Variables which consist of: 1) SMEs efficiency for import-export, 2). Customer relation development, 3) management strategy, and 4) Customer loyalty, and Exogenous Latent Variables; entrepreneur traits, as shown in fig. 1



RESEARCH METHODOLOGY

The methodology used in this study is Mixed Methods Research; Quantitative Research and Qualitative Research. Population and samples: Quantitative sample were the 1,919 administrators of import-export business in Thailand, as listed in data base of Ministry of Commerce Information Technology and Communication center, April 2022. Stratified sampling was used with size not less than 20 times of 17 observed variables as Grace (2008) = 340 samples. The ratio of samples in this study were divided by area 343 samples. The research instrument for quantitative were questionnaires, the percentage, mean, and standard deviation, for qualitative samples, the 16 high experience administrators in import-export business, by purposive sampling as Creswell (2014). Data collection for quantitative, researcher coordinate with domestic import-export administrators for questionnaires, and for qualitative, researcher made appointment for in-depth interviewing, approx. 30-60 mins/person, also audio recording and transcribing. Data analysis descriptive Statistic, Frequency, Percentage, Mean, Standard Deviation were used to explain the enterprises for import-export consumer goods level, enlarge customer relation, entrepreneur property, administration tactics and customer faithfulness, The Inferential Statistics were used to analyze Structural Equation Modeling: SEM in testing the relation between observed variables and latent variables and determine the

influencing of enlarge customer relation, entrepreneur property, administration tactics and customer faithfulness, to efficiency of enterprises for import-export consumer goods in Thailand, For qualitative, triangulation was used and analysis by structure inductive (Kalya Wanichbancha 2017)

RESEARCH RESULTS

The conclusions were according to the objectives, as follows:

The study results of 1) enterprises for import-export, 2) enlarge customer relation, 3) entrepreneur property, 4) administration tactics and 5) customer faithfulness, as whole were in high level. As shown in Table 1

Table 1

INDEPENDENT VARIABLES	\bar{X}	S.D.	RESULTS
1) Enlarge customer relation	4.06	.63	HIGH
2) Entrepreneur property	4.08	0.63	HIGH
3) Administration tactics	4.14	0.63	HIGH
4) Customer faithfulness	4.19	0.67	HIGH
5) Enterprises for import-export	4.16	0.62	HIGH

The study of causal factors of enlarge customer relation, entrepreneur property, administration tactics, customer faithfulness and enterprises for import-export consumer goods in Thailand, the findings: the causal factors as whole the entrepreneur property influencing in highest 0.97, next customer faithfulness 0.66, and administration tactics 0.43, and the lowest, enlarge customer relation 0.34.

DISCUSSION & CONCLUSION

1) Efficiency of enterprises for import-export consumer goods in Thailand, enlarge customer relation, entrepreneur property, administration tactics and customer faithfulness were in high level, when consider the variables of enlarge customer relation. The research findings suggested, long-term partnership was in highest level, especially in development of customer service impression was in highest average. This caused by empowerment in servicing over the competitors, such as quick servicing, reliability in responsiveness, and impression in convenience, according to Lin, Chen & Chiu (2010) stated that the interested components of customer relation development was long-term partnership of cooperation between company and customer for long-term relation each other.

2) Causal factors of enlarge customer relation, entrepreneur property, administration tactics and customer faithfulness, influenced enterprises for import-export consumer goods in Thailand. The research findings suggested all factors influenced enterprises for import-export especially the customer loyalty was the most influential variable as loyalty can measure an organizational target successfully and need to preserve, according to Evanschitzky, Ramaseshan, Woisetschläger, Richelsen, Blut & Backhaus (2012) stated that customer loyalty to the brand was the marketing important goals. The program loyalty was aimed to build the customer loyalty.

Suggestions

Policy suggestions were: 1) Public sector should give precedence to business efficiency development policy. 2) Public sector should focus on the unit concerned in enlarge customer relation, entrepreneur property, administration tactics and customer faithfulness. And 3) Pushing in an approach of business efficiency development for public sector policy making. The practice suggestions were: 1) Public and private sectors and the units concerned should apply an approach of business efficiency development for sustainable. 2) Public and private

sectors and the units concerned should encourage an expression and applying in enlarge customer relation, entrepreneur property, administration tactics and customer faithfulness. 3) Public and private sectors and the units concerned should support enterprises for import-export consumer goods level of efficiency from community level to provincial and country level.

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Data Availability Statement: The raw data supporting the conclusions of this article will be made available by the authors, without undue reservation.

Conflicts of Interest: The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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