EXPORT COMPETITIVENESS OF LUXURY PRODUCTS: AN EMPIRICAL
INVESTIGATION

By

MISS Nataorn MAHATAMNUCHOK

A Thesis Submitted in Partial Fulfillment of the Requirements
for Doctor of Philosophy (INTERNATIONAL BUSINESS) INTERNATIONAL
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Department of INTERNATIONAL BUSINESS
Graduate School, Silpakorn University
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โดย
นางสาวณัฐอร มหาทำนุโชค

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Title   Export Competitiveness of Luxury Products: An Empirical
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By   Nataorn MAHATAMNUCHOK
Field of Study   (INTERNATIONAL BUSINESS) INTERNATIONAL PROGRAM
Advisor   Assistant Professor Dr. Jantima BANJONGPRASERT

Graduate School Silpakorn University in Partial Fulfillment of the
Requirements for the Doctor of Philosophy

.... Dean of graduate school
(Associate Professor Jurairat Nunthanid, Ph.D.)

Approved by

.... Chair person
  (Assistant Professor Dr. Sid Suntrayuth)

.... Advisor
  (Assistant Professor Dr. Jantima BANJONGPRASERT)

.... Committee
  (Assistant Professor Dr. Chalermporn SIRIWICHAI)

.... Committee
  (Dr. AMARA VERAWAT)

.... Committee
  (Dr. Nethchanok RIDDHAGNI)

.... External Examiner
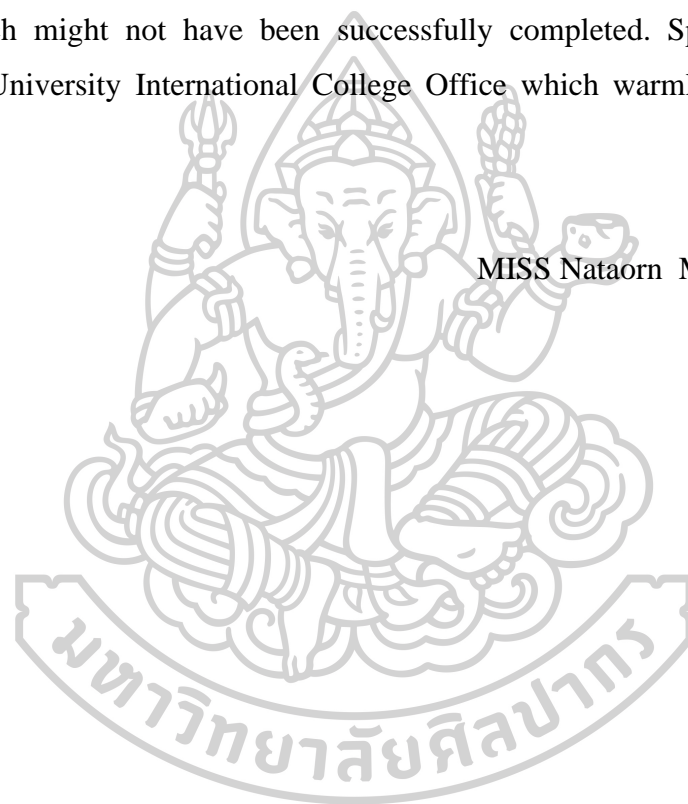 (Assistant Professor Dr. Panita Surachaikulwattana)

MISS NATAORN MAHATAMNUCHOK : EXPORT COMPETITIVENESS OF LUXURY PRODUCTS: AN EMPIRICAL INVESTIGATION THESIS ADVISOR : ASSISTANT PROFESSOR DR. JANTIMA BANJONGPRASERT

The first objective of this study is to investigate the luxury export strategies that affect the export competitiveness of luxury products. The second objective is to develop measurement scales for luxury export competitiveness through a resource-based view (RBV). The third objective is to examine how the export competitiveness of luxury products affects business performance, and the fourth objective is to examine how luxury export strategies affect business performance. Data were collected from 400 participants who were working in the luxury export products industry, which comprised food and beverage, fashion accessories, home decorative and furniture items, jewellery, cosmetics and skincare, and leather products. A self-administered survey method was utilized in this study. Questionnaires with a cover page were sent to luxury export firms in Thailand. Participants were export directors, export managers, export assistant managers, international marketers and export sales team members, and export employees who were responsible for export tasks and usually worked in export functions. Data analysis used exploratory factor analysis (EFA) and confirmative factor analysis (CFA) for the analysis of all measurement items, construct validity, and the reliability of each construct before using structural equation modelling (SEM). Finally, according to the findings, luxury export strategies have a positive effect on the export competitiveness of luxury products. Luxury export strategies consist of five variables: export market knowledge, export market commitment, experience in international markets, distribution channels for overseas markets, and government export sponsors. The new scales of luxury export competitiveness discovered were based on the significance of resources advantages that consist of six variables: luxury brand recognition in international markets, luxury brand management in the export markets, product differentiation, product quality management, attractiveness of country-of-origin export products, and foreign intermediate partners. These six variables were fully developed, whereupon luxury export competitiveness was tested by hypothesis setting. The results showed that luxury export competitiveness has a positive effect on export performance on the basis of empirical evidence. Luxury export strategies have a positive effect on business performance. There are nine hypotheses which were statistically significant ($p=<.001$). Based on the research findings, the theoretical contribution offers a comprehensive framework and provides the luxury product export competitiveness scale development. Meanwhile, the practical contribution is offered to the export business owners who would like to upgrade their product value to the luxury product category. Furthermore, the Department of International Trade Promotion, Ministry of Commerce, Thailand, can set of guidelines for designing and implementing effective international trade competition.

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CHAPTER 1
INTRODUCTION

1.1 Chapter introduction

This first chapter explains the international luxury products competitiveness in export markets context, the research context, problem statements, research questions, research objectives, and the role of luxury export strategies and luxury goods export competitiveness in Thailand. The theoretical contribution and practical contribution are described in detail.

1.2 Research background

The global trade economy represents the trade system involving trade in products, services, capital and investment, and banking transactions across borders. Many countries around the world currently engage in trade in clothes, agricultural products, oil, machinery, services, and currency. This means global trade has been becoming more interesting for investors and foreigners who wish to exchange products and services (Ganjanakhundee, 2021). Consequently, the growth rate of global trade can positively affect Thailand's economic system. Thailand's market exports increased 7.1% in 2021 because of growing global demand. Thailand's trade partners are therefore more likely to consume Thai products, services, and capital investment. Thai trade partners are found in many countries, for example, Middle East, European countries, Africa, China, South Korea, United States, Australia, Latin America, and Japan. Also, emerging countries are expected to consume Thai products such as agricultural products, vegetables and fruits, beverages, frozen food, food seasonings, palm oil, rubber, and fresh food. Furthermore, industrial products exports are also more likely to rise, such as cosmetics, soaps and skincare, gems and jewellery excluding gold, silver, copper and white gold, motorcycles and parts, switches and electric control panels. These products are likely to be in greater demand in overseas markets. This is a big challenge for Thailand's manufacturing industry to improve their products to sell abroad. In particular, Thailand's government policy drives Thai business entrepreneurs to expand their products to overseas markets. Government implemented export policy to encourage business owners to enter overseas markets

(Ren, 2019). According to Table 1 shows ten major products exported and percentage of total exports in 2019.

Table 1: shows Thai products exported and percentage of total exports in 2019.

Ten major products exported in 2019	US dollar	Percentage of total exports
Machinery	$40.2 billion	16.4%
Electrical machinery and apparatus	$33.9 billion	13.8%
Vehicles	$28.9 billion	11.8%
Precious metals and gemstones	$15.7 billion	6.4%
Rubber, rubber products	$15.3 billion	6.3%
Plastics and plastic products	$13.3 billion	5.4%
Mineral fuels	$8.5 billion	3.5%
Preparations for meat/seafood	$6.7 billion	2.7%
optical, technical,	$5.4 billion	2.2%
Organic material	$4.6 billion	1.9%

Source: Ren (2019)

According to Table 1, the largest percentages of total exports are for machinery, which includes computers, electrical equipment, automobiles, gems, precious metals, rubber, rubber goods, plastics, and plastic articles, at 16.4 percent, 13.8 percent, 11.8 percent, 6.4 percent, 6.3 percent, 5.4 percent, 3.5 percent, 2.7 percent, 2.2 percent, and 1.9 percent, respectively. Moreover, luxury market has dramatically risen in terms of market consumption. Over the last 40 years, luxuries have become the greatest world market for personal products like as jewelry and apparel, with China, India, and the Middle East to grow their demand. Luxury products in Asian countries are particularly interesting for high-class foreign customers. Luxury players have to face up to new challenges and deal with them in new ways (Alao & Gbolagade, 2020). Luxury products are increasing in popularity, and the market for personal luxury items has grown over the last 20 years. So, the luxury industry will continue to grow strongly in nine segments. According to D'Arpizio et al. (2020) there has been personal luxury product growth globally. The top sales remained European, followed by the Americans, Chinese, Japanese, and

sales in other Asian countries. The Thai luxury market is expected to grow annually by 7.5% during 2021-2025, with positive performance across most segments. Luxury fashion will be the market's largest sector in 2021, with a market volume of US$503 million. The main cause is increased demand in markets such as India, the United States, the European Union, China, Japan, Malaysia, Australia, Singapore, and the Middle East. For example, China accounts for over 66% of regional sales and is the most important market globally, while Asia-Pacific luxury goods markets continue to shine, valued at $US373 billion in 2018. Figure 1 reveals each luxury goods forecast for expected revenue during 2012 to 2025.
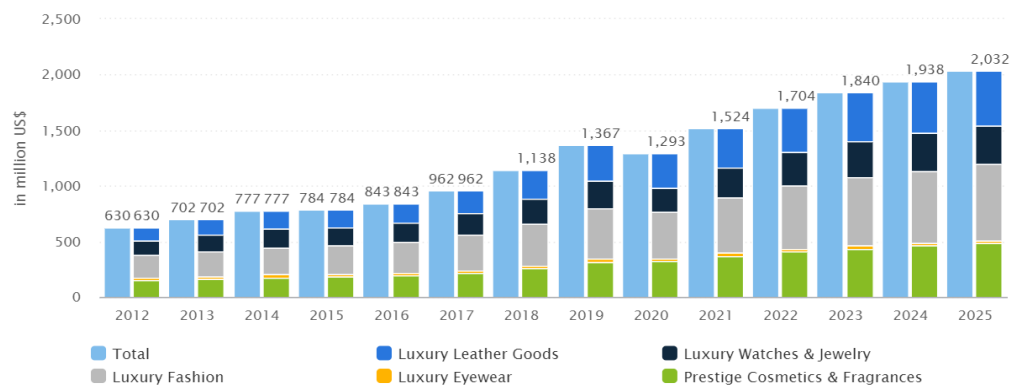
Figure 1: Luxury goods forecast for expected revenue during 2012 to 2025.
Source: D'Arpizio et al. (2020)

Fashion luxury, leather goods luxury, jewelry and watches luxury, and cosmetic and skincare luxury are the five luxury segments. The global revenue from the luxury goods market is expected to increase from US$1,293 million in 2020 to US$2,032 million in 2025. Luxury goods markets have a huge opportunity to earn maximum profits. In particular, luxury market are both luxury fashion segment and luxury leather goods segment show the highest growth potential and are expected to rise by 33% reaching US$64 and US$101 billion respectively in 2025. Because the younger generation has a large spending power, luxury marketers are seeking for ways to provide premium products to them. Millennial consumers are more like to increase globally, so this is a great signal for many entrepreneurs who are looking to sell their products in global markets. Then, this study aims to explore luxury export

strategies, luxury product export competitiveness, and export performance based on a resource-based perspective from (Barney, 1991).

1.3 Problem statement

Many research papers identified export competitiveness as the ability to sell products and services globally (Ferreira et al., 2016). In fact, exports cover far greater detail than selling ability alone. The literature review is slightly lacking in export competitiveness research for the luxury goods industry; for instance, as (Morgan et al., 2012); Rodriguez et al. (2013); (Tan & Sousa, 2015; Vicente et al., 2015; Yi et al., 2013) all studied the competitiveness of a wide variety of export goods such as premium ceramics, textiles, plastics, software and hardware parts, agricultural products, automobiles, footwear, electronics, cement, and components, but there are relatively few studies of luxury export strategies and luxury product export competitiveness and the effects on business performance. Therefore, this research expects to achieve the development of new scales of luxury export strategies and luxury product export competitiveness and will explore the relationships among variables. Furthermore, the most critical aspect is to describe the way luxury products and non-luxury products cannot use the same resource advantages for the export industry. This is because the nature of luxury must use some resources in a specific way, which is different from non-luxury products. Some resources are much more suitable for the luxury product segment; for example, investing in the development of branding is one of the key factors for luxury items. According to the resource-based perspective, a focus upon the use of resources can bring about better organizational performance. According to the statement above, a luxury strategy aims at creating high value-added and leveraging all resources, i.e., heritage, beauty of art, and country-of-origin. There are some luxury export strategies which consist of five variables, namely export market knowledge, export market commitment, experience in international markets, distribution for overseas markets, and government export sponsors. Market knowledge in foreign markets is needed for the luxury export market, but there is still insufficient evidence to determine clearly what kind of export market knowledge is needed for luxury goods. According to Suwannarat (2017) tacit knowledge about foreign markets must be crucial for firms. While export market

commitment should be considered because of a lack of studies investigating export commitment in the luxury industry context. The luxury market needs a high level of commitment because of customer expectations, high product quality, and relationships with customers. Export market commitment consists of resources commitment and degree of commitment. Resources commitment concerns how many resources must be invested in export activities in terms of finance, raw materials, personnel, know-how, and marketing to support export activities. Moreover, research by Kim-Soon et al. (2015) reveals the role of foreign intermediaries and foreign agents such as foreign distributors and a foreign marketing team, which are among the key elements of export competitiveness. This is because the duty of foreign agents is to support export companies to understand customers. Foreign distributors launch products to customers such as premium department stores, retail stores, and shopping malls which focus on luxury products. Foreign marketing agents are also highly necessary because they lead to the right communication approaches for luxury consumers through social media platforms or offline channels for advertising. Foreign marketing agents are responsible for monitoring luxury product trends and customer lifestyles, as well as forecasting luxury market trends. This is because each country has a different culture so foreign marketing agents must know what local customers are looking for luxury segments. According to the problem stated above, it is critical to explore the export strategies and competitiveness of luxury products.

1.4 Research questions

This study examines luxury export strategies and luxury export competitiveness for Thai exporters who expect to develop luxury products to serve global markets. This is because the growth of the luxury market segment can lead to exploration of luxury strategies. All these effect export competitiveness and the fit for international markets. Thus, all these reasons can lead to research questions as below:

(R1) What are the luxury export strategies that affect export competitiveness of luxury products?

(R2) What is luxury export competitiveness?

(R3) Do luxury export strategies affect export competitiveness of luxury products?

(R4) Does the export competitiveness of luxury products affect business performance?

(R5) Do the luxury export strategies affect business performance?

Hence, this study aims to build specific luxury export strategies and luxury goods export competitiveness. Thus, the researcher tries to develop luxury strategies and luxury product export competitiveness measurement scales and testing through a resource-based view (RBV).

1.5 Objectives

(1) To investigate the luxury export strategies that affect export competitiveness of luxury products.

(2) To develop measurement scales for luxury export competitiveness through resources-based view (RBV).

(3) To examine luxury export strategies affecting export competitiveness of luxury products.

(4) To examine the export competitiveness of luxury products affecting business performance.

(5) To examine luxury export strategies affecting business performance.

1.6 Significance of Contribution

1.6.1 Theorical Contribution

This study contributes to the analysis of luxury export strategies and luxury product export competitiveness. Firstly, luxury export strategies and luxury product export competitiveness measurement scales have been developed from resource-advantage, which a few papers presented. Secondly, the study tests the relationship between luxury export strategies, luxury product export competitiveness, and export performance.

1.6.2 Practical Contribution

A practical contribution can be offered the luxury export strategies model for company which can provide better organization performance. Exporter can bring this model and apply on their operation. Also, luxury export competitiveness is designed to serve for many business entrepreneurs which is useful for organization. This study can help exporting organizations in deciding to implement new luxury export strategies.

CHAPTER 2
LITERATURE REVIEWS

2.1 Chapter introduction

This study illustrates definitions, concepts, elements, and theories of export competitiveness. The significance of issues comprises luxury product definitions and export competitiveness. Key research and findings concerning competitiveness are examined for this study. Luxury products consist of fundamental resources, production, functionality, symbolism, and communication, all of which will be discussed. The export strategy for luxury is related to export market knowledge, export market commitment, experience in international markets, distribution channels for overseas markets, and government export sponsors. In terms of export product competitiveness, this consists of luxury brand recognition in international markets, luxury brand management in export markets, product differentiation, product quality management, attractiveness of country-of-origin export products, foreign intermediary partners, and export performance. Lastly, the variables of interest are expressed for each section.

2.2   The concept of competitiveness

Competitiveness has been studied in many aspects such as economics, social science, political science, and the international business context. Many authors have considered competitiveness in various dimensions. The first competitiveness contribution represented by Dillon Jr (1994) identifies twelve forms of competitiveness, including microeconomic, political, healthcare, and transportation. Second, it places a premium on product innovation, technological progress, financial development, and education. Then, competitiveness is explained as an important factor in the aspects of economic prosperity, combination of resources, processes, and management in terms of natural resources, infrastructure, and the transformation of resources to serve consumer demands in the economic context (Ajitabh & Momaya, 2004). Furthermore, as Bhawsar and Chattopadhyay (2015) shows the potential of a corporation, nation, or country that offers products and services to both local and worldwide markets is likewise expanded. Many authors have given the definition of competitiveness in various dimensions as follow Table 2.

Table 2: Key research of studied and competitiveness definition.

Authors	Competitiveness definition
Buckley et al. (1988)	Competitiveness is concerned with long-term profit performance, employee compensation, and giving a return to shareholders. The material inputs into the process are known as the competitive potential. It is concerned with the creation of resources to be controlled. It is made up of market knowledge, workforce expertise, superior product and quality, innovation, and worldwide business experience.
Dillon Jr (1994)	Concerns concerning competitiveness revolve around the sources of resources that a corporation can access through intangible and tangible resources.
Porter (1990)	Competitiveness refers to how well a business organization spends its resources, which include both intangible and tangible resources.
Barney (1991)	The resource-based viewpoint is concerned with rare, valuable, unique, and non-substitutable qualities that a corporation might use as sources of competitive advantage from a business standpoint.
Krugman and Elizondo (1996)	Businesses can improve their competitiveness in overseas markets by understanding market knowledge, market commitment, and customer behavior.
Verma (2002)	There are two distinct sides to competitiveness. To begin, organizational production is replacing traditional assembly lines and transfer systems with manufacturing in order to respond quickly to client requests. Second, supply arrangement organization governs the scope of manufacturing activities to focus on the unique regions that ensure competitiveness.
Ajitabh and Momaya (2004)	Competitiveness is defined as the mix of resources, processes, and management such as natural resources, infrastructure, and resource transformation to meet consumer needs in the economy.

Bruneckienė and Paltanavičienė (2012)	Competitiveness refers to a company's, industry's, or country's capacity to compete in marketplaces. It is about resources and management, which are critical to gaining a competitive advantage.
Bhawsar and Chattopadhyay (2015)	Quality, suppliers, delivery, flexibility, speed, technology, teamwork, training, and human resources are all critical to a firm's competitiveness.
Ketels (2016)	Competitiveness is defined as how well a company decides to use its resources. Management is an aspect of firm level competitiveness that is translated into operations.

2.3 Resources-Based Theory on Export Competitiveness

According to Barney (1991) the resource-based view of how firms comprehend four factors: precious, uncommon, unique, and non-substitutable. As export context, export activity seems to relate to a firm's resources (Morgan et al., 2012). Therefore, export competitive strategies for the firm are rooted in a resource-based view which may support guidance about how the firm can achieve its goals in global markets. As Dhanaraj and Beamish (2003) observed, RBV can serve as the foundation for developing an export strategy. Past literature, it has been found that the resource-based view can explain export competitiveness in the international business context. Moreover, according to Cerrato and Depperu (2011) discovered that international competitiveness is concerned with a firm's ability to transform products to international markets at competitive prices, while also maintaining the ability to effectively manage resources and operational management, which is the key to gaining a competitive advantage in international markets. (Barney, 1991). As Antoldi et al. (2012) introduced export can be defining as goods, services and capital that are produced domestically, but then sold to customer across countries. This study examines export competitiveness through international competitiveness's model of (Buckley et al., 1988). According to Galavotti et al. (2017) have proposed that trade competitiveness refers to a firm's capacity to put its resources to work in order to serve worldwide clients. According to Buckley's model, an importance role is played

by three categories, which is consisting of international competitiveness potential, international competitiveness performance, and international management process. Firstly, the firm's ability to devote resources for the operation of selling to foreign clients globally is referred to as its international competitiveness potential. Secondly, the international management process can be defined as the management of a firm's manufacturing that involves management decisions on global markets. Thirdly, the output of a firm's operations in international market competition is referred to as its international competitiveness performance. International competitiveness has been created through the significance of resources advantages of export competitiveness. According to Krasznahorkay et al. (2016) the misguided interpretation of export competitive advantage as only the ability to sell to other nations is incomplete. Indeed, export competitiveness is more problematic and requires closer attention to detail than the domestic market due to the need to allocate resources, select valuable material and production techniques, and search for foreign intermediary partners. Hence, under the resource-based theory, which explains firm-specific asset advantage, export competitiveness deals with resources advantage, defined as the firm's potential to establish a competitive advantage based on resources (Ajitabh & Momaya, 2004). According to Dhanaraj and Beamish (2003) and Boso et al. (2019) proposed that the resource-based view might be the basic foundation for building the firm's export competitiveness through resources advantage, while Barney (1991) established that the resource-based approach may be defined as the firm's ability to employ both internal and external resources to achieve its objectives. Internal resources, which might be material or intangible, are essentially a component of competitiveness in both domestic and foreign markets. Internal resources include information, technology, innovation, firm attribute in organization, organization process, knowledge, and human resources (Kor & Mahoney, 2004). In addition to, according to Barney (1986) and Penrose (1959) given the significance of a firm's resources as a weapon for long-term competitive advantage. According to Rubin (1973) and Prahalad and Hamel (2003) pointed out the resources-based theory focus on firm's internal resources through (VRIN) which are namely natural resources, physical resources, special technique, formular or manufacturing process.

2.4 Summary of luxury products

Many papers are given an importance the definition of luxury products in various dimensions. Firstly, according to Phan et al. (2011) and Heine and Phan (2011) proposed the luxury products can be defined unique products, rarity, craftmanship, high quality, premium pricing, ordinary characteristics, and symbolic meaning compared to non-luxury products. The word of "lux" mean light from Latin root and refers to previous object i.e., gems and gold (Brun & Castelli, 2013). Furthermore, luxury products are given the sense of owning something extraordinary, outstanding, and individual. It is always associated with wealth, exclusivity, power, and satisfaction. Moreover, luxury experts expand the define of luxury is more than your life comfortable, more enjoyable and fulfilling. Luxury concept is interesting concept that business should recognize. Mass products and luxury products are totally difference in terms of taste, motivation, quality, price and self-actualization (Heine & Phan, 2013; Nazarani & Suparna, 2021). There are many academics define a several meaning of luxury products as Table 3 shows definition of luxury products.

Table 3: Definition of luxury products

Authors	Definition of luxury
Kim et al. (2001)	Luxury concept is consisted of six dimensions: (1) excellence quality craftmanship, (2) price, (3) raw material, (4) beaty of art (5) extraordinary, (6) superior functionality.
Vickers and Renand (2003)	Luxury is defined as something really special and extraordinary, as evidenced by high-quality products, helpful functionality, and a strong symbolic meaning.
Berthon et al. (2009)	Luxury is defined as a sensation of special characteristics conveyed through materials or components, as well as establishing branding elements such as a logo, color, phrase, and image.
Patrick and Hagtvedt (2009)	Luxury products provide a high level of symbolic and emotional value to customers.
Heine and Phan (2011)	Luxury is defined as an extraordinary feeling conveyed by a product's image, price, pattern, slogan, and symbolic meaning.

Hennigs et al. (2012)	Luxury is defined as owning extraordinary, status, image, and exclusivity rather than other products from the consumer's standpoint and emotionally.
Manlow and Nobbs (2013)	Luxury is related with the perception of a high price, quality, artistic beauty, increased utility, artisanal skill, and product image design.
Kim et al. (2014)	Luxury is around, yet it is rare: it is linked to customs and cultural history. It reflects materialistic characteristics, functionality, and a higher level of craftsmanship.
Kim-Soon et al. (2015)	Luxury would be concerned with highly skilled craftsmanship, utility, customer experiences, the extraordinary nature of a product's image, design, color, brand, and symbolism significance.

2.5 Definitions of luxury products

Luxury has studied by many researchers Vickers and Renand (2003); Berthon et al. (2009); Manlow and Nobbs (2013) implying that luxury can be defined as raw material uniqueness, special craftmanship production, prestige, and authenticity. Moreover, luxury reflects high levels of symbolic value, functionality and product attributes, and the uniqueness of the product image. It also involves prestige, story, design, colour, and logo. Based on the literature, this study identifies five elements of the luxury concept, which are raw material rarity, production, functionality, symbolism, and communication. Firstly, one of the most remarkable features of luxury is raw material rarity referring to valuable material criteria used by companies to evaluate high value-added items. These items can be the white gold, gold, gems, textiles, silk, silver, leather, and diamonds. Secondly, luxury production refers to the set of production activities through product design driven skill into operation; for instance, a combination of contemporary design with exquisite craftmanship. Thirdly, luxury functionality is identified as the core benefits of features and functions, the specific purpose of usage, and the demonstration of standards and utility. Fourthly, luxury symbolism is known as the philosophy of beauty, aesthetics, extraordinariness, status, prestige, exclusivity, and authenticity. Lastly, luxury communication is the

company's message through branding and brand management consisting of branding activities such as product design, name, colour, a set of images, slogan, and the vision of product attributes that must stand out from competitors. Finally, as seen in Table 4, the definition of luxury products has been explained.

Table 4: Luxury definition

Luxury definition					
Berthon et al. (2009)	**Heine and Phan (2011)**	**Manlow and Nobbs (2013)**	**Brun and Castelli (2013)**	**Nazarani and Suparna (2021)**	**This research has found**
Raw material is composed of exquisite material and rare materials such as gold, diamonds, silk, white gold, gems, leather.	Exquisite and rare raw material is the key feature of luxury, such as diamonds, copper, gold, silver, gems, silk, textiles.	Raw material rarity comes from natural materials, which are known as gold, gems, textiles, silver, diamonds, silk, white gold.	Raw material rarity such as gold, gems, textiles, silk, silver, diamonds, white gold.	Raw material rarity such as gold, diamonds, native metal, copper, gold, silk, silver, leather.	Luxury raw material rarity is defined as rarity of raw material as valuable criteria that companies judge to offer high value added of luxury products.
Craftmanship and good design through good training practice of the company such as creative drawing patterns.	Exquisite modern design by craftsmanship and skill such as creative sketches and drawings on paper.	Exclusive excellent design by craftmanship such as training design skill.	Combination of contemporary design with exquisite craftsmanship	Craftmanship can combine and mix techniques and printing new patterns such as creative drawing patterns.	Luxury production is defined as set of activities through product design driven skill into operation.
Functionality means the benefits of the products are better than usual.	Functionality is the product's particular function and specific	Functionality is the high value of product function and product	Functionality means the core benefits of features and the body must have shown	Functionality refers to the core benefits of products through product	Luxury functionality is considered as functionality presenting the

	purpose of use.	usefulness.	utility.	special features.	high value of product function and specific purpose of use to a greater extent than usual.
Symbolism is known as aesthetics, poly-sensuality, prestige and authenticity.	Symbolic meaning deals with aesthetics and exclusivity value.	Symbolism concerns aesthetic value through prestige and authenticity.	Symbolism is named as aesthetics, extraordinary, status, prestige, and exclusivity.	Symbolism is shown as aesthetics, prestige, authenticity, and exclusivity.	Luxury symbolism is known as beauty of art, and the aesthetics value through prestige and authenticity.
Communication through building branding such as logo, colour, image, design of products and product story.	Communication through building branding consists of name, colour, design, a set of images, slogan.	Communication through branding is composed of a set of images, story, colour, and design.	Communication through brand design, story, colour, image of products.	Communication through branding, which is a set of product images, design, colour, logo.	Luxury communication is the company's message through branding and brand management consisting of branding activities such as product design and product image.

2.6 The Concept of Export Strategy for Luxury

    2.6.1 Definition of Export strategy for luxury

        Export strategy for luxury of firm concerns any factors that stimulates and sustain of international business competitiveness activities (Leonidou et al., 2015). Firm's strategy has been justified as why some firms achieve goals and prosper in exporting, while some firms are failure (Navarro et al., 2010). It determined because of whether fortunes or misfortunes of company decision makers. However, research by Cavusgil et al. (1993) has explained that the nature of export behavior is critical issue that effect on company survival. As Ayob and Senik (2015) and Erbahar (2018) proposed that the nature of export behavior has been concerned as market knowledge develops within a field of simultaneous relations among commitment decision such as allocating of resources to foreign markets, selection of foreign markets, estimate volume of export activities, and observe overseas demand side. In addition, firm's export strategies relate to all export activities which creation of competitive advantage through mainly focuses on export foreign customers target, recognize research and development activities, keep eye on competitors, promote marketing activities, responsible for common goals. These details have often described as critical element of firm's export behavior that pushing firms along the internationalization path (Miocevic & Morgan, 2018). According to Kim-Soon et al. (2015) has given an opinion as firm's export relevance on intangible assets; therefore, cannot easily imitate in marketplace. According to previous literature by (Rollet et al., 2013); Wang et al. (2017) said that export strategy for luxury provides valuable resources to serve superior products for international customers potentially. Thus, this study mainly examines export strategy for luxury into five categories, which is comprised of (1) export market knowledge, (2) export market commitment, (3) experience in international markets, (4) distribution channel for oversea markets, and (5) government export sponsor. Five independent variables of export strategy for luxury are described in each section as below.

2.6.2 Components of Export strategy for luxury

2.6.2.1 Export market knowledge

Market knowledge has thoroughly identified by many authors namely Francis and Collins-Dodd (2004); Parish and Freeman (2011); Esen and Bozkurt (2012) and Katsikeas et al. (2016) analyzed as in terms of international trade context, export market knowledge can be described as foreign market knowledge potential in which business operate, also offer products to the markets potentially for international markets targets. As Morgan et al. (2012) has stated as export market knowledge is divided into two dimensions that are consisting of common knowledge and market-specific knowledge. Firstly, common knowledge or called general knowledge are explained as the basic of each market acquaintance that firm entry must understand. For instance, trust in goods, creditability of goods, sufficiency of information essential to enterprise in potential markets, customer preferences, regardless of geographic location, market information, competitor, localization channels (Di Fatta et al., 2019). The second-dimension concerns on the market-specific knowledge, are clarified as an organize the export document, shipping process, evaluation the feasibility to export, search for information to export, planning for export and find the way feasibility to export, moderate to start export and information, active to export willing to start export/high information, regulation, transfer money (Seringhaus, 2015). It involves in payment condition and transferability money and any transactions deal with country to country (Toften, 2005). Moreover, market-specific knowledge is relevance on luxury customer market such as millennials. Millennium consumers is the luxury market targets. Their lifestyle expected to fulfill as King or Queen.

2.6.2.2 Export market commitment

According to Lages and Montgomery (2004); Jalali (2012) indicated the development of export market commitment depends on tangibles and intangibles resources commitment. Consequently, Export market commitment can be defined as a company's promise to invest some intangible and tangible resources through two groups: management commitment and resource commitment. The meaning of managerial commitment has expressed as the managers' predisposition to dedicate resources to the export activities as well as determination by the company's

management to promote the export activities resources (Lamb & Liesch, 2002; Rock & Ahmed, 2014). The second issue identifies resources commitment, which may be defined as both tangible and intangible resources used to establish a firm's manufacturing production that is ecologically sustainable, has a positive relationship with customers and business partners, and respects labor rights. Thus, resources commitment is allocated into two elements: tangible and intangible resources commitment (A. Shamsuddoha et al., 2009); (Navarro et al., 2010). The commitment to tangible resources symbolizes the physical assets that a firm owns. These items include material fashion facility, suppliers who promise to deliver an excellence raw material quality into firm such as gold, diamond, cotton, textile, silk, gem, white gold, copper, linen, leather, fur into operation (Mostafa et al., 2005). It perfectly involves the best designers, artists, craftsman who create new fashion design for markets. Intangible resources commitment represents not physical items such as protection human intellect of product design, invention, symbols, names and image use in commerce, original artistic works through trademark, patent, and copyrights (Helm, 2004). Hence, it said that our firm's products have been respected the creation of the human intellect. It gives owners the exclusive right to made copy of creative work, such as painting, drawing, sketching usually limited items.

2.6.2.3 Experience in international markets

As Dow and Larimo (2011) and Oura et al. (2016) shown as international experiences considered as an expert, professional, individual or team member who has experience such as live or work in high value-added products in foreign markets. According to Athanassiou and Nigh (2002); (Clarke et al., 2013) said that experience in international markets can be introduced two components. Firstly, general international experience can be defined as individual, team, expert, professional experiences who come from living, studying, travelling, volunteering, seminar, exhibition, working in abroad, and they understand the basic experience and difference of cross-culture respectfully (Ruël et al., 2011). Secondly, country specific experiences are classified as specific expert, professional, person, team experience who live in overseas and they are deeply insight into working on specific geographic and industry such as international fashion brand company, high-end brand, or closer

fashion industry. Country specific experiences bring company closer to deeply understand fashion ideas, values, beliefs, culture by living and working in difference environment. It provides important insights about the business opportunity to invest in abroad. These experts, teams, professional are deeply insight into having local network connections, local markets information, understand foreign nature markets, knowing business transaction, easy to get along with difference culture across countries, having foreign academic, school, colleague, friend to coordinate creativity successfully (Takeuchi & Chen, 2013). In conclusion, both general international experience and country-specific experiences can apply their experience on high-end fashion trend in international markets effectively.

2.6.2.4 Distribution channel for oversea markets

The crucial of distribution channel for international markets by (Al-Aali et al., 2013); Esen and Bozkurt (2012) have illustrated those high-end products of distribution channel for oversea markets can be defined as business chain. In terms of luxury distribution channel principally focus on three channels, are contained of indirect, selective, and exclusive distribution channels. As Jain et al. (2012) said that indirect distribution channels identify as company do not sell directly to end-users, help of sales agents, otherwise; sales representative needed. For example, local sales agents who expert in distribution products are expected to help company launch product to customers. Luxury distributors is consisting selective distribution channel. Selective distribution is limiting the number of outlets, flagship store, specific retail shop location, control the number of distributors (Angelmar & Pras, 1984); (Tesfom et al., 2004). Luxury brands often use selective distributors because company maintain products' image, control product quality and special experience only luxury target markets. Lastly, according to Sachdev et al. (1995) and Esen and Bozkurt (2014) has unambiguously considered as exclusive distribution is introduced as permits no more than one distributor or very few outlets to sales products with specific location to offer the best products on consumers. Three luxury distribution channels must maintain relationship with local selective and exclusive distributors because they do all take care of your marketing and services to end-users potentially.

2.6.2.5 Government export sponsor

The major role of government export sponsor has seriously explained by Jalali (2012); Purwanto et al. (2018) refers to helping of government who encourage additional export activities, assistance to enhance the market possibilities of products and services globally through three dimensions, are obviously comprised of export promotion program such as joint international trade fair with Department of International Trade Promotion (DITP) and in-store promotion, establish international exhibitions in Thailand, set of guidelines and regulation related to export and imports goods. Firstly, export promotion program has mainly expressed as government set export activities for exporters who would like to offer products across nations (Faroque & Takahashi, 2015). Government has collaborated with other country to promote Thai's products go to exhibit in oversea by government guarantee. It involves in organizing joint promotions including trade visits to rise business opportunities and expand Thai products. Government has promoted Thai's products development based on value-added manufacturing, Thai's brand creation, environmentally friendly product offers overseas markets. According to Department of International Trade Promotion DITP has formed the international exhibition in Thailand and allow many foreign business entrepreneurs to promote products. In addition to, as Wang et al. (2017) said that in-store promotion is one of export promote activities through coordinate with foreign department store, shopping mall to share promotion activities. Export seminar between Thai's exporters and foreign exporters have occurred to get along with business relationship. Lastly, government has established trade rule, trade laws and regulations, trade awareness, which help export process easier (A. Shamsuddoha et al., 2009). Table 5 shows a list of variables for luxury export strategy.

Table 5: List of variables export strategy for luxury

Authors and Year	Export strategy for luxury				
	Export market knowledge	Export market commitment	Experience in international markets	Distribution channel for oversea markets	Government export sponsor
Francis and Collins-Dodd (2004)	√			√	√
Lages and Montgomery (2004)		√			
A. K. Shamsuddoha et al. (2009)	√	√			√
Navarro et al. (2010)	√	√	√		
Parish and Freeman (2011)		√	√		
Esen and Bozkurt (2012)	√		√	√	
Jalali (2012)	√	√			√
Morgan et al. (2012)	√		√	√	
Rock and Ahmed (2014)		√	√		
Seo and Buchanan-Oliver (2015)				√	
Katsikeas et al. (2016)	√	√			√
Wang et al. (2017)					√
This research examines	√	√	√	√	√

2.7 The Concept of Luxury products export competitiveness

2.7.1 Definition of Luxury products export competitiveness

Many aspects of export competitiveness have been considered. The significance of export competitiveness is deal with the ability of firm to allocate resources in order to specially expand the products in global markets. As a result, luxury product export competitiveness relates to how a company allocates resources and transforms raw materials into high-value products to potentially offer foreign customers in abroad marketplaces. Firm's luxury products export competitiveness comes from the source of resources that firm can take an advantage in export activities. Firm's resources are comprised of all assets, capability, organization process, firm attributes and also human resources. Export activities have to use firm-specific assets either intangible or tangible assets. According to Barney (1986) pointed out the resources-based theory focus on firm's internal resources through (VRIN). Export-oriented sector need highly understand adaptability and flexibility because of international context, customer demand and competitor. Based on literature review, this study focuses on luxury products export competitiveness is consisting of six elements which called luxury brand recognition in international markets, luxury brand management in export markets, product differentiation, product quality management, attractiveness of country-of-origin export products and foreign intermediary partners. Each variable has discussed as below.

2.7.1.1 Luxury brand recognition in international markets

According to Alexandra and Cerchia (2018) has identifies as brand recognition can be introduced as customer identify a particular products and services when they see your products in the markets through product's logo, design, shape, color, packaging, advertising, and texture. It is ability of firm to explain your products to customers. It is also a customer's capacity to identify and purchase your high-end merchandise. Luxury brand recognition has been criticized into two dimensions that consisted of customer-oriented perspective and behavioral perspective (Hwang, 2013). To begin, a customer-oriented perspective is defined as what the customer expects from the firm, such as individuals looking for environmentally friendly items, any product's collection design, packaging, color, texture, and that company might be

utilized to attract foreign customers. (Radón, 2012). Secondly, behavioral viewpoint is defined as the generation, dissemination, and comprehension of an individual's personality interactions with their surroundings, such as purchasing gifts for important occasions.

2.7.1.2 Luxury brand management in the export market

Luxury brand management concept has commonly contributed by Beverland (2005); Shukla (2011); Choi et al. (2016) clarified as brands are intangible assets that provide not just a significant competitive edge for the manufacturing industry, but also for the luxury fashion business. Luxury items recently survive due to company give an importance of brand management activities. Thus, investment in the development of branded products must invest seriously. Many papers namely Seo and Buchanan-Oliver (2015) explained that there are many different aspects to luxury brand management. This study will look at luxury brand management in terms of four components: luxury brand image, luxury brand identity, luxury brand personality, and brand communication. First of all, *luxury brand identity* refers to set of individual elements through such as name, color, design, image, slogan, font, texture, layout, symbol. According to Gutsatz and Heine (2018b) proposed that luxury brand identity is consisted of two elements: core physical identity and core functional identity. Firstly, core physical identity of luxury refers to the set of luxury individual and unique through raw material rarity, aesthetics, symbolic, authentic, exclusivity and extraordinaries. Core physical identity concern on rarity of raw material such as leathers, fur, silver, gold, diamond, silk, white gold, gem, copper, textile. It must be representing their own identity through raw material which differ from non-luxury products (Melewar & Skinner, 2020). Symbolic products represent as philosophy beaty of art from design, ingredients, sharp, pattern, mix and match color through authentic, exclusivity and extraordinaries. These symbolic can distinguish between luxury and non-luxury products. Secondly, core functional identity can be introduced as high value of products function through specific purpose of use than usual, product attributes, core benefits of feature and body must have shown the utility and standard of useful rather than non-luxury items. To sum up, luxury brand identity has perfectly combined between core physical identity and core functional identity. *Luxury brand*

image According to (Donzé & Fujioka, 2015); Paul (2019) said that building luxury brand image begins with the decision of source materials, artisan apparel manufacturing and equitable craftmanship skill. A luxury brand image comprised of remarkable sense is an element of building image derived from unique practical features. ***Luxury brand personality*** drawn on human personality, cognitions, that are attributed to a brand name. With Donvito et al. (2020) concentrated that luxury brand personality must be adapted to access the personality of brands within specific cultures, lifestyles, and product categories. According to Heine (2009) uncovered five elements luxury personality including tradition, modesty, elitism, eccentricity, and sensuality. Firstly, tradition refers to tradition changes and culture in society, namely modern trait versus tradition trait. Tradition traits is expressed as the habit of conservative, stable, security. While modern traits refer to habit of open, individual, experimental, liberal, progressive (Díaz-Bustamante et al., 2016; Tong et al., 2018). Secondly, modesty considered as wealth status, high passion for purpose of life, and relevance on individual possession. For example, symbols of valuable materials just as gem, golds show high value of individual status in society. Thirdly, elitism often explained as individual aspect dealing with social comparison and distinction from other people. Elitism seems like exclusive clubs and VIP space. They expected high desirable from the products. Forth, eccentricity merely focuses on non-conformity individual with social norms and social expectation with reference groups (Sung et al., 2015). They prefer to be themselves such as creative, innovative, imaginative, respective, proactive, standing out, and breaking rules. Lastly, sensuality refers to need of achievement such as spending time for shopping, enjoyable with luxury life. Lastly, ***luxury brand communication***; As Rios (2016); Amatulli et al. (2020) have proposed luxury brand communication can be identified as company's message to audience, crafting the right message, combination of activities such as offline and online communication and making sure you access on the right channels. Thus, luxury brand communication has been discussed two components that comprised of two components: offline and online communication channel. Firstly, offline channel refers to traditional communication to audience through just as newsletter, fashion magazines, trade show, in-person experience at flagship store, duty-free store, premium department store, outlets. Secondly, research by and Geerts and Veg-Sala

(2011); Ramchandani and Coste-Manière (2012) have recognized that online channel can be introduced as communication an interaction between brand and clients using internet digital information technology through brand's own website, retailers' websites, email campaigns.

2.7.1.3 Product differentiation

Based on generic competitive advantage by Ju et al. (2017) proposed that product differentiation is defined as company's capabilities offer products items in the collection are part of series that has been ideal of physical feature unique which differently compared with competitors. Product differentiation have been widely created with outstanding packaging design, texture, shades, cutting, size, unique physical feature, and marvelous design (Innes et al., 2007). Product outstanding continuously involves developing new products and service, improvement new method of production, discovering new sources of supply and turning opportunity into new ideas, evaluation of material and technique. As Inui et al. (2017) have determined that the significance of innovation dimension can lead to superior product differentiation through innovation capability. Many authors have widely defined innovation capability concepts in various perspectives. The concept of innovation capability has been defined as the idea of how a corporation can translate information and improve research development through product to offer customers in international marketplaces (Amar, 2015). As Shao (2015) and Nolega et al. (2015) have identifies innovation capability is divided into three categories: innovation potential, innovation processes, and the outcomes of innovation efforts. Firstly, innovation potential relates to a corporation's ability to innovate, just as individual creativity, technology management, concept management, company structure and system, and decision-making procedures do. Innovation processes are important in the system since they assist companies in producing products. The predicted outcome of innovation activities is the result of innovation potential and innovation processes.

2.7.1.4 Product quality management

The magnitude role of product quality management by Morgan et al. (2003); O'Cass and Julian (2003) have considered as ability to enables firms to control and manage resources related to products quality throughout two components that

comprised of (1) supplier management through monitor level of vertical integration such as selection of raw material, fashion equipment and facilities by supplier quality control. (2) internal quality management control system to ensure high quality standard such as fashion innovation technology, improvement craftsman skill, team member and special expert guarantee. Firstly, supplier management is defined as supplier's ability to deliver highest value material to company's production through audit materials, monitor the procedures of material selection, protection shortage of raw material and any fashion facilities also maintain relationship with suppliers (Lakis & Giriūnas, 2012). Secondly, Internal management refers to a company's ability to be accountable for production through improving craftsman skill, creativity, fashion innovation, and technology (Sun & Zhao, 2010). Then, this study has classified into four categories: access to fundamental resources, business resources collaboration, production, and functionality.

Access to fundamental resources

According to Shi et al. (2018) has explained as fundamental resources can be described as the basis of resources into operation which consisted of access to capital, high level of vertical integration of select of material, workforce skill including management and natural resources. Firstly, as Gutierrez-Gutierrez et al. (2018) said that access to raw material can be classify as input any materials transform into high value added. Natural materials include silk organza, fabric, cotton, diamond, gold, gem, linen, white gold. Secondly, access to skilled labor refers to worker has to be developed skill, invest knowledge and upgrade, improve skill and the way of conducting training such as cutting and polishing colored stones and diamonds (Kim et al., 2019). Thirdly, access to suppliers can be regarded as individual, firm who deliver raw material into operation, and monitor high-level of vertical integration selection of material.

Business Resources Collaboration

The prominence of business resources collaboration has been documented by (Drew & Thomas, 2018); Sakarya et al. (2012) said that business resources collaboration is known as business working together, support each other, sharing technology and research development, joining manufacturing activities which can

collaborate both tangible and intangible resources for common business purpose. As Fiegen et al. (2002); Cavender et al. (2015) discovered that business resource collaboration can assist a company in gaining a competitive edge through two components, which are tangible collaborate resources and intangible collaborate resources. Firstly, tangible resources primarily emphasis on companies work closely with fashion facilities and primary supplier, who deliver all material &component such as textiles, leather, fur, diamond, gold, gem, silk with high requirement to select the best material into operation because of expected to protect shortage of raw material and guarantee valuable material for customer's perspective (Dahan et al., 2010). Companies do all value creation process with teams or high-end experts to deliver the greatest products value. It also collaborates with event organizer, art center, product designer, stylist, artists to create new products ideas. Secondly, intangible resources include products designer skill, collaborate with such as fashion and art academic, institution, gallery, research, and development center to gain competitive advantage (Majava et al., 2013).

Production

The role of production has identified as set of production activities through technology-driven, transforming a range of input into those outputs that are required by the markets by Sandu and Ciocanel (2014). This study examines production through technology-driven approach that critical determinants of the firm's export competitive advantage. Technology capability refers to the firm's capability to develop new technology and support of technology knowledge and reduce production cost, more competitive price (Mahmood & Nishat, 2004). Technology competence is frequently focused on export research efforts, long-term research and development, spending on innovation, and hiring qualified scientists, engineers, and specialists who are accountable for generating technology (Schubert & Simar, 2011). As a result, this study defines technology capability is concerned with the development of any product through research and development activities such as graphic design, design silhouettes, fabric, trimmings, sketches on paper and draping fabric on mannequins, computer-assisted design techniques, ready-to-wear, and full-tailormade services.

Functionality

As Kapferer (1997) and Bilge (2015) said that the importance of functionality can be described as core benefits of products though product special feature and high product function than usual. According to Wiedmann et al. (2009) and Ciornea et al. (2011) discovered that there are two functionality dimensions, which are consisted of core physical and core functional dimensions. First of all, core physical can be classified as the basis of superior material, and functional principle through usability value. Usability refers to physical, concrete, abstract products elements (Hennigs et al., 2012). Secondly, core functional can be regarded as the normally core benefits of feature functional, construction and how well your product work, which are comprised of uniqueness value shows perceived exclusivity and rareness of products more excellence than usual. The body must have shown the utility, work right, last long time and standard of useful (Wiedmann et al., 2007).

2.7.1.5 Attractiveness of country-of-origin export products

According to (Chattalas et al., 2008; Insch & Florek, 2009); White (2012) have been principally discussed that country-of-origin export product attractiveness identifies as birthplace of product's attraction, manufacturing, design which was born on original country. Research by Johansson (1993); Godey et al. (2012); Aiello et al. (2015) has shown the concept of country-of-origin is associate with products and particular country especially by category for instance, France for fashion, Italy for design, Korea for entertainment, Switzerland for watch, Germany seems strong at automotive and electronic goods. As Kinra (2006) said that consumer can judge any products from national origin of the firm and where products was born by product nationality. In addition to, supplier location could be also important through provide consumers with materials that authentic and comply with their expectation of the country-of-origin make consumer believe in materials. According to Lim and O'Cass (2001) and Koubaa (2008) have been proposed that country-of-origin export products attractiveness classified into two dimensions; (1) natural products attractiveness (2) manufacturing products attractiveness. Physical products attractiveness is the valuable materials, ingredients of country we have, which outstand from other many nations. Firm can transform material into high value-added products successfully. For

example, Thailand has a Thai silk, organic Jasmin, Orchid, Lotus, Chrysanthemum that come from natural advantage. Secondly, product attractiveness is a firm's ability that involves respecting labor rights, creativity, human intellect, specifically handmade, and environmentally friendly technology.

2.7.1.6 Foreign intermediate partners

Foreign intermediate partners have been described as company's partners who provide complementary skill help to entry the foreign markets coordinate create the necessary balance between strengths and weaknesses through foreign intermediate such as foreign distributors, marketing foreign agency (Peng & York, 2001); (Erdil, 2014). In terms of international trade partners, there are three dimensions of foreign partners that consisting of foreign distributors, foreign marketing agency (Trabold, 2002); (Ma, 2006). Firstly, foreign distributor refers to individuals or company who responsible for sell your products and maintain relationship to end-users successfully. Main responsible bring high-end products entry to department store, high-end retail store for luxury consumer frequently visited. Secondly, foreign marketing agency who responsible for creating approximate either traditional or social media advertising to customers through social media platform namely company's own website, Instagram, YouTube, shopping online platform for each differ geographic location (Ahn et al., 2011; Bernard et al., 2015). They could select advertising channel that easily to get in touch to high-end customers. In addition, they could analyze luxury customer trend, lifestyle, forecast customer market trend, what customer looking for future. Lastly, foreign exhibition agency who manage the event or provide spaces for showing any products. Some companies hire underperforming partners so export performance failed. Due to foreign intermediate partners are middleman who connect perception between company's product and end-users' overseas markets (Balabanis, 2001). They have known what local customers is expect from foreign import products. Therefore, investigation of potential foreign intermediate is one of the key elements of firm-international competitiveness recently to entry to international markets (Ishii, 2021). Table 6 shows the list of variables luxury products export competitiveness.

Table 6: List of variables luxury products export competitiveness

Authors and Year	Luxury products export competitiveness					
	Product quality management	Product differentiation	Luxury brand management	Luxury brand recognition	Country-of-origin export products	Foreign intermediary
Kapferer (1997)			√	√		
Shukla (2011)		√	√	√	√	
Choo et al. (2012)	√	√				
Antoldi et al. (2012)	√	√	√	√		√
Godey et al. (2012)	√	√			√	
Brun and Castelli (2013)			√		√	
Jung Jung et al. (2014)					√	√
Alexander et al. (2016)	√		√			
Cavender et al. (2015)	√		√			
Mendes and Rees-Roberts (2016)		√	√		√	√
Seo and Buchanan-Oliver (2015)	√	√	√	√		
This research examines	√	√	√	√	√	√

2.8 The Concept of Export performance

2.8.1 Definition of Export performance

Export performance has been extensively analyzed as by several authors namely (Beleska-Spasova et al., 2012; Katsikeas et al., 2000; Ramon-Jeronimo et al., 2019) said that export performance can be explained as firm's outcome to gain profits and how well of a firm ability behavior in international context. Export performance have detailed in various perspectives such as company level, economic level, and nation level. This study mainly focuses on company level, measured on two categories, are consisting of financial and non-financial dimensions. According to Sousa (2004); Gertner et al. (2007); Oliveira et al. (2012) proposed that financial measure can be introduced as firm's behavior outcome that appears on profitability, revenue, sale growth rate, export intensity. Non-financial measure can be defined as

firm's behavior outcome that appear on firm's satisfaction with export activity, satisfaction with export experience, customer satisfaction, increasing new customers. As (Al-Hyari et al., 2012); Mavrogiannis et al. (2008) pointed out subjective indicator as export market share, export marketing growth, export profitability. As Adu-Gyamfi and Korneliussen (2013) conclude that they used satisfaction with export performance for measurement.

2.9 Conceptual framework
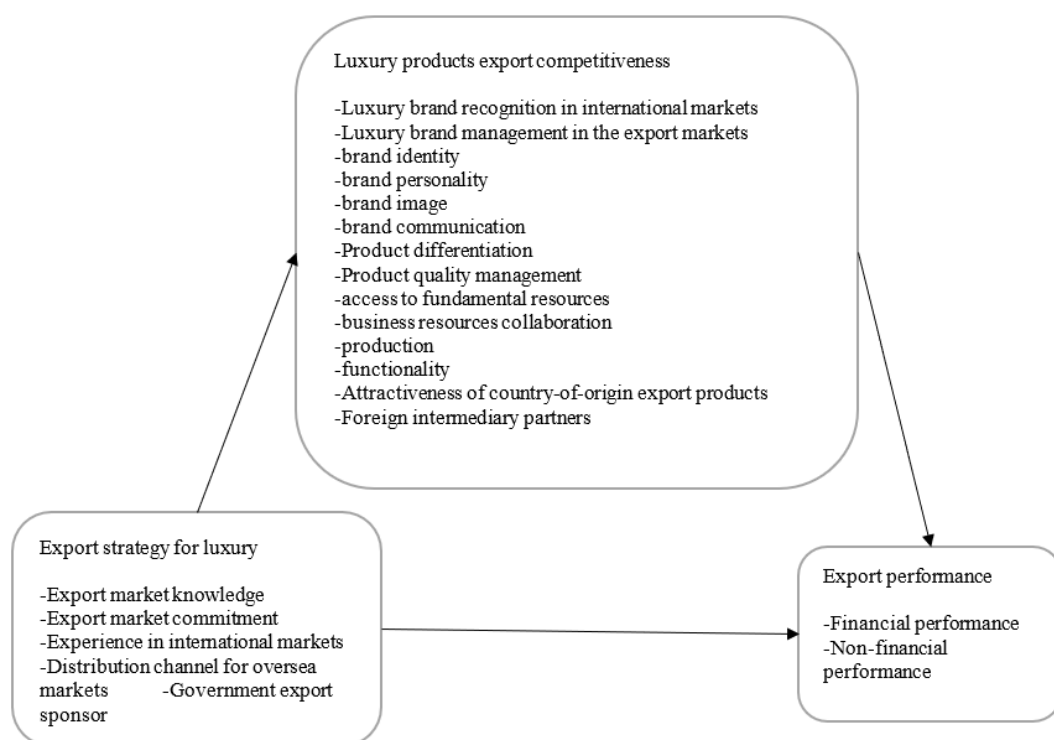
Figure 2: Conceptual framework

CHAPTER 3
RESEARCH METHODOLOGY

3.1 Chapter introduction

This chapter demonstrates research methodology just as research philosophy, research procedure. First of all, researcher has explained research philosophy, the procedure of research, population, sample technique, sample size, collection the data, measurement scales development for research instrument, research hypotheses development.

3.2 Research philosophy

Research philosophy by Saunders et al. (2007); Bagdžiūnas et al. (2018) analyses that Philosophy of research can be defined as a set of beliefs and assumptions that humans require to find the justification for using the scientific process. Each knowledge development depends on filed, assume research questions, method you use and the way of interpret finding. The knowledge comes from human experiences, observation and interacting people. Positivism is deal with testing hypothesis and generalization similar to those in the physical sciences. Interpretivism refers to study of human beings and also purpose of research is to examine human phenomena. For business and management filed this means looking at individual's live experiences, organization from several difference group of people such as different ethnic, cultural background, experiences workplace, luxury products can differ between geographical contexts. The interpretivism approach attempts to place focus on the experiences of the participants. Realism emphasis that explaining what we see and experience, what we see is what we get through human sense. This approach is providing an explanation for observable organizational events (Matey et al., 2020). Ontology for international business and management include organization, management, organization events. Based on this study is relevant on positivism methodology which have developed research instrument to measure and test research hypothesis.

3.3 Research design

    3.3.1 Population

        This study focuses on the export company that located in Thailand industrial manufacturing firms with considerable Thai export company as the target population. Researcher receives exporter company name which is taken from Office of Information Technology and Service Development, Ministry of Commerce, which is consisting of many categories of products namely food and beverage, leather goods, home decoration and furniture, cosmetic and skincare, sport, fashion accessories, and jewelry.

    3.3.2 Sample size

        Sample size uses Thai exporting luxury products, which is contained at which included a jewellery company, a fashion accessories company, a food and beverage company, a home decorations and furniture company, a cosmetic and skincare company, and a leather goods company. According to Isreal (2013) proposed that the calculation of population, as table 7 shows population total is 4000 people, then sample size collected approximately 364 people at confident level 95%; then therefore research determines to collect the data 400 people in this study.

Table 7: Population and selected sample size

Company	Number of company sample	Number of collections	Number of company's employees
Jewellery	1	82	820
Cosmetic & skincare	1	53	530
Fashion accessories	1	45	450
Home decorations & furniture	1	99	990
Leather goods	1	47	470
Food	1	42	420
Beverage	1	32	320
Total	7	400	4000

Table 8: Sample size for precision of confident level 95%

Size of Population	Sample Size (n) for Precision (e) of:			
	±3%	±5%	±7%	±10%
500	a	222	145	83
600	a	240	152	86
700	a	255	158	88
800	a	267	163	89
900	a	277	166	90
1,000	a	286	169	91
2,000	714	333	185	95
3,000	811	353	191	97
4,000	870	364	194	98
5,000	909	370	196	98
6,000	938	375	197	98
7,000	959	378	198	99
8,000	976	381	199	99
9,000	989	383	200	99
10,000	1,000	385	200	99
15,000	1,034	390	201	99
20,000	1,053	392	204	100
25,000	1,064	394	204	100
50,000	1,087	397	204	100
100,000	1,099	398	204	100
>100,000	1,111	400	204	100

Source: Isreal (2013)

3.3.3 Sampling technique

According to Taherdoost (2016) has proposed that how to choose sampling technique for research. Following on this study is designed to collect the data by non-probability sampling, which uses judgmental sampling or purposive sampling (Koonce & Kelly, 2014). The researcher selects a person who matches the criteria of the research (Aborisade, 2013). The data concerned luxury exports collected from product companies which included a jewellery company, a fashion accessories company, a food and beverage company, a home decorations and furniture company, a cosmetic and skincare company, and a leather goods company.

3.3.4 Data collection

Questionnaire distributes to all luxury export companies with cover page. There are 50 pilot tests was collected to test content validity and clarity of questionnaire. The participants were principal export decision-makers/international team decision-makers within each firm just as export manager, marketing and sales deputy-managers, export assistance managers, international markets/sales managers, and team who responsible for oversea markets, export individual who usually work in export tasks at operation function.

3.4 Research hypotheses development

All research hypotheses have developed based on research questions and academic study. Variables are divided into three categories which is consisting of export strategy for luxury product, luxury products export competitiveness and export performance. Firstly, there are five independent variables which called export market knowledge, export market commitment, experience in international markets, distribution channel for overseas markets, government export sponsor. Luxury products export competitiveness is a mediator variable, which contain at luxury brand recognition in international markets, luxury brand management in the export markets, product differentiation, product quality management, attractiveness of country-of-origin export products, foreign intermediary partners. Lastly, Dependent variables is export performance which consisting of financial and non-financial performance. Then, this research examines relationship between these variables. Thus, nine hypotheses development have assumed as below.

3.4.1 Direct effects

According to Love et al. (2016) discovered any factor that stimulates international business competitiveness activities through these factors are relevance on firm's competitiveness in terms of experiences in international business, knowledge leaning, and experience help firms overcomes the difficulties and uncertainty before going aboard. In addition to, Huber (2001) has identified the importance of knowledge such as hiring managers with international experiences and grated their knowledge to the existing knowledge of the firm can both directly increase export potential of the firm. The recruitment of manager with international or

export experience can increase export performance. As Kim and Hemmert (2016) has explained empirical study from Korean manufacturing export firms, it found that market knowledge and executive's managerial ability are positive on export performance. Furthermore, according to Vendrell-Herrero et al. (2017) said that knowledge, help of government, personal experiences improve competitive advantage. studied that export competitive advantage in terms of clothing, premium hardware company. Moreover, Oura et al. (2016); Manolopoulos et al. (2018) recognized international experiences are keys factors that effect on experiences with export activities. The empirical investigation from Rodriguez et al. (2013) reveals deep learning about market knowledge and commit to deliver the best quality to foreign customer can bring about successful in aboard. As Efrat et al. (2018) discussed export firms can play an importance on the importance of product development, innovativeness, distribution channel. From these reasons, Therefore, the research hypothesis is:

H1:   Export strategy for luxury product has positive relationship with luxury products export competitiveness.

H2:   Luxury products export competitiveness has positive relationship with export performance.

H3:   Export strategy for luxury product has positive relationship with export performance.

3.4.2 Mediating effects

Many studied have attempted to discover the mediating role of export competitiveness for luxury products on relationship between export strategy for luxury and performance. Some empirical results reveal the luxury products export competitiveness is likely to meditate export performance and export strategy for luxury. According to Doole et al. (2006) demonstrates that firm's export competitiveness used to explain the relationship among factors of resources process. This is relevance on Louter et al. (1991) confirms firms' export resources should have built on the significance of resources due to the role of resources can lead to better organization performance. Then, the research hypothesis is:

H4: Luxury products export competitiveness mediates the relationship between export strategy for luxury product and export performance.

The empirical investigation of Shafia et al. (2016); (Zhang, 2015) demonstrated that in premium clothing export organization, shows the brand recognition for high-value products meditates between customer knowledge and organization performance. Moreover, the finding result in Mexican export firm company by Rodriguez et al. (2013) demonstrated deeply understanding about what customer expectation and what is foreign markets looking for their products is very crucial for continually product improvement. This is associated with the findings of Kaleka (2012) that the role of brand recognition affect export performance as a mediator. This is mean the brand recognition concepts through designing products, new create idea for collection or limit-edition is remain important for response customer knowledge. Hence, improvement of products can lead to increase export sale growth. Then, luxury brand recognition in international markets is likely to meditate the relationship between export market knowledge and export performance. Therefore, the research hypothesis is:

H5: Luxury brand recognition in international markets meditates the relationship between export market knowledge and export performance.

As Gutsatz and Heine (2018a) reported that luxury brand management in the export markets mediates the relationship experiences in international markets and export performance. An empirical investigation by Husic and Cicic (2009) found that the investment of development of branded products can lead to increase better organization performance. Following extensive studied by Seo and Buchanan-Oliver (2015) found the importance of building luxury brand concepts; for instance, brand identity represents the elements of color, design, logo, name, slogan. Brand personality should reflect reflects the collection of trait and human character through products. A good brand image should reflect of what customer's expect in their mind. Brand communication shown how company communicate their products to customers through both online and offline communication. This means to investment of develop luxury brand management is very important for create luxury products. Then, luxury brand management in the export markets is likely to meditate the relationship

experiences in international markets and export performance. Therefore, the research hypothesis is:

H6: Luxury brand management in the export markets meditates the relationship experiences in international markets and export performance.

As Nassimbeni (2001) empirical study of product differentiation meditates the relationship between export market knowledge and export performance. Following extensive studied from Rock and Ahmed (2014) said that understanding product knowledge, customer knowledge, cultural knowledge can lead to increase organization performance. This is consistent with Nijssen et al. (2006) shows the relationship between product development innovation on firm competitiveness demonstrated improvement of product quality, product unique, product core benefits can lead to increase foreign customer's first impression. Moreover, Guan and Ma (2003) presented that improvement of product innovation through the supplementary innovation assets, development of logo, color, pattern, texture, can make a firms acquire international competitiveness. Also, the finding result from Vicente et al. (2015) shows that product improvement mediates affect the relationship between customer knowledge and export performance. This is also confirmed by Lisboa et al. (2011) indicated products innovation development can support firms on performance. Then, export firms should play an important through product differentiation. Hence, the hypothesis was proposed that:

H7: Product differentiation meditates the relationship between export market knowledge and export performance.

Product quality management meditates the relationship between export market commitment and export performance has been examined by many authors; for instance, empirical investigation from Woldesilassie and Ivatury (2020) demonstrated the role of product quality system in exporting through monitor the quality of raw material, the selection of equipment and facilities by supplier quality control is strongly important on export organization. The principal of product quality management provides the importance of access raw material is very important because the best quality of materials can lead to sustainable firm's export

competitiveness (Imran et al., 2017). Moreover, this consistent with Mutale et al. (2017) the significance of product quality management indicates the use technology equipment and invest in research and development can bring about reliability of company. Additionally, as Schniederjans et al. (2020) said successful exporter shows the firm's commit to spend their resources such as allocate employees, select the best quality of raw material, well-coordinated with those of partner's company. Then, product quality management is more likely to meditates the relationship between export market commitment and export performance. Hence, this hypothesis is proposed as:

H8:   Product quality management mediates the relationship between export market commitment and export performance.

Empirical investigation from Erdil (2014) discovered the role of foreign intermediary partners mediates the relationship between distribution channel for oversea and export performance. The significance of foreign intermediary partners has a huge potential to determine profit of company. Previous research indicated the ability of intermediary partners are more becoming useful because export company may need help of agents who distribute the products to end-users in international markets. Furthermore, the empirical finding export intermediary is one of the third person who can share the risk in overseas markets. This is mean export intermediary can find the distribution channel in foreign markets; for example, searching distributors to enter high-end retail store that luxury consumers frequently visit. Moreover, as Bernard et al. (2011) found that foreign marketing agency and foreign exhibition agency can encourage to rising organization performance. In addition, as Purchase (2011) shows empirical result the role of export foreign distributors plays an importance of the relationship between distribution channel for overseas markets and export performance. Then, this relationship is more likely to study the foreign intermediary partners mediates the relationship between distribution channel for oversea and export performance. Then, the hypothesis was proposed that:

H9:   Foreign intermediary partners mediates the relationship between distribution channel for oversea and export performance.
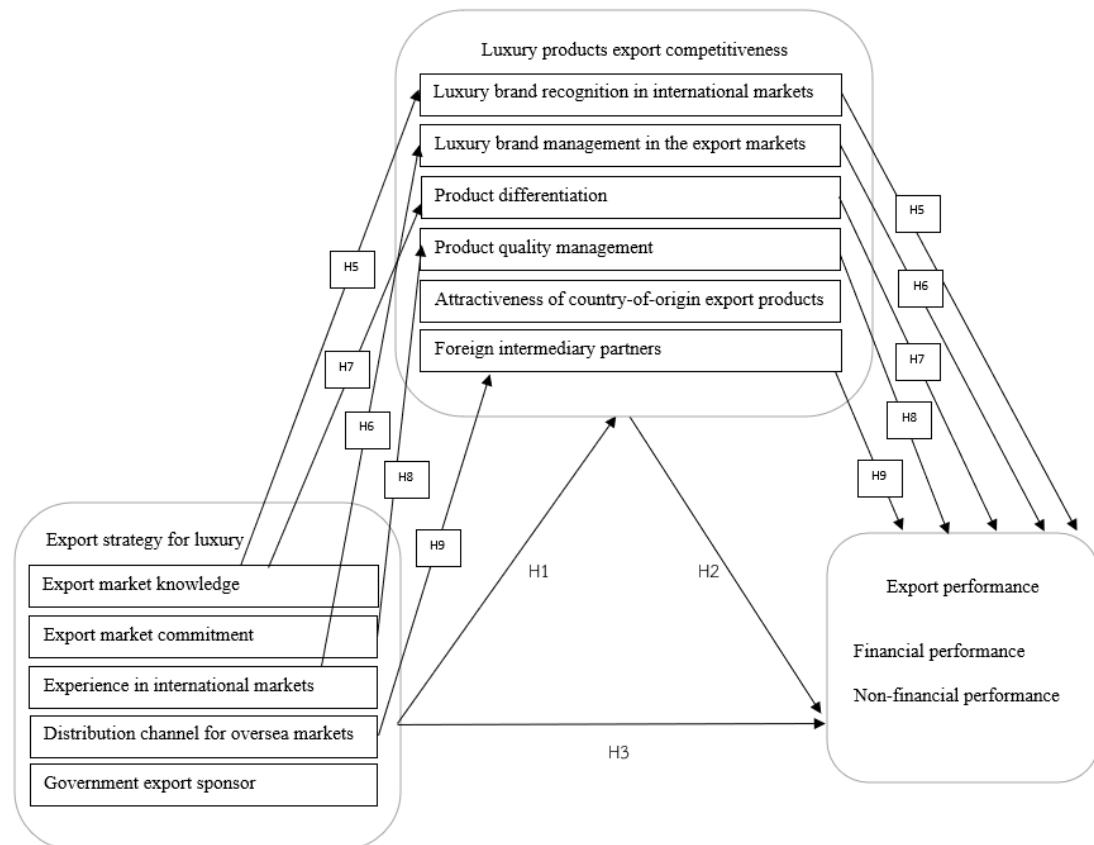
Figure 3: Research hypothesis development

3.5 Measurement scales development and instrument

3.5.1 Independence variables

3.5.1.1 Export market knowledge

The measurement scales of export market knowledge were adapted from Cadogan et al. (2009);Navarro et al. (2010);Murray et al. (2011) that measured export intelligence generation (5 items), export intelligence responsiveness (4 items) and export intelligence dissemination (5 items) construct in previous study. In this study develops five scale items for export market knowledge.

Table 9: Measurement scales development of export market knowledge.

Construct	Measurement scales development	Adapted from
Export market knowledge		
	1. Your company systematically collects information about international markets, such as customer requirements, and satisfaction levels for the products of the company.	Cadogan et al. (2009)
	2. Your company systematically collects information on competitors' international market activities, such as competitors' products.	Navarro et al. (2010) Murray et al. (2011)
	3. Your company systematically collects export data such as technology, export terms and conditions.	
	4. Your company responds to local market conditions by adapting its products to international markets such as product design, distribution.	
	5. If a key competitor is going to launch an intensive campaign targeting foreign customers, your company will have immediate countermeasures.	

3.5.1.2 Export market commitment

Export market commitment was adapted from Lages and Montgomery (2004); Beleska-Spasova et al. (2012); Makri et al. (2017) that measured of firm's current commitment to exporting (4 items), management resources (5 items) and commitment to the export market (3 items) construct in previous study. In this study develops five scale items for export market commitment.

Table 10: Measurement scales development of export market commitment

Construct	Measurement scales development	Adapted from
Export market commitment		
	1. Your company is willing to mobilize a major plan to expand its export field.	Lages and Montgomery (2004)
	2. Your company continuously monitors human resources in the export sector, such as language training, paperwork.	Beleska-Spasova et al. (2012)
	3. Your company is dedicated to have the best management in the field of export.	Makri et al. (2017)
	4. Your company devotes more financial resources to export than in domestic market.	
	5. Your company recognizes that the proactive attitude of managers is critical to the allocation of resources in the international market.	

3.5.1.3 Experience in international markets

The measurement scales of experience in international markets were adapted from Peng and York (2001); Adu-Gyamfi and Korneliussen (2013) that measured management experience (4 items) and negotiation ability (2 items) construct in previous study. Then, our study develops five scale items measured of experience in international markets.

Table 11: Measurement scales development of experience in international markets

Construct	Measurement scales development	Adapted from
Experience in international markets		
	1. Your company has a team of people who have experience abroad such as living, working, studying, traveling, volunteering and having experience in export markets.	Peng and York (2001) Adu-Gyamfi and Korneliussen (2013)
	2. Your company promotes some level of international business training, such as export training courses and seminars.	
	3. Your company has ability for following up the trade negotiations in export market.	
	4. Your company has a team of people who have a deep understanding of values, beliefs, culture from living or working abroad.	
	5. The key personnel of your company have an ability to bargain and have negotiate about export topics in international markets regularly.	

3.5.1.4 Distribution channel for oversea markets

The measurement scales of distribution channel for oversea markets were adapted from (Ramon-Jeronimo et al., 2019) that measured outcome-based (output) control (5 items), behavior-based (process) control (4 items), social control (5 items) in previous study. In this study develops six scale items for distribution channel for oversea markets.

Table 12: Measurement scales development of distribution channel for overseas markets

Construct	Measurement scales development	Adapted from
Distribution channel for oversea markets		
	1. Your company targets distributors in the luxury market such as retail space in leading department stores, leading retail stores.	Ramon-Jeronimo et al. (2019)
	2. Your company pay closely attention to its current distributors.	
	3. Your company strictly check out the supplier compliance.	
	4. Your company assess whether distributors can effectively and consistently reach overseas customers.	
	5.Your company frequently sends managers overseas to notify distributors about overseas technology and product changes.	
	6.Your company always hold a meeting to communicate with foreign distributors.	

3.5.1.5 Government export sponsor

The measurement scales of government export sponsor were adapted from Samiee and Walters (1999); Beleska-Spasova et al. (2012) that measured government relationship (2 items) and export promotion program (4 items) construct in previous study. In this study develops five scale items for government export sponsor.

Table 13: Measurement scales development of government export sponsor

Construct	Measurement scales development	Adapted from
Government export sponsor		
	1. Your company participates in international government-recommended fairs.	Samiee and Walters (1999)
	2. Your company participates in an export promotion program, including visiting international trade organizations recommended by the government for product expansion.	Beleska-Spasova et al. (2012)
	3. Your company participates in an internal trade promotion event in conjunction with the Department of International Trade Promotion, for example, in conjunction with leading overseas department stores and merchants.	
	4. Your company has found that organizing activities such as export guidelines, government regulations, and recommendations make it easier to export.	
	5. Your company receives international market opportunities for export with the assist from government.	

3.5.2 Mediating variables

3.5.2.1 Luxury brand recognition in international markets

The measurement scales of luxury brand recognition in international markets were adapted from Molinillo et al. (2017); Rahman et al. (2020) that measured aesthetic attraction (3 items) and brand familiar (3 items) on online fashion brand recognition construct in previous study. In this study develops five scale items for luxury brand recognition in international markets.

Table 14: Measurement scales development of luxury brand recognition on international markets

Construct	Measurement scales development	Adapted from
Luxury brand recognition in international markets		
	1. Your brand's product design, such as product logo, shape, color, material, packaging, can attract international customers' attention 2. Your brand quickly creates a recognition from foreign customers. 3. Drawing attention from foreign customers is something easier for your brand than competing brands. 4. Your brand has a good reputation in the international market. 5. Your brand is quickly chosen for products in the international market.	Molinillo et al. (2017) Rahman et al. (2020)

3.5.2.2 Luxury brand management in the export market

The measurement scales of luxury brand identity in export market were adapted from Roy et al. (2018) and Yang et al. (2018) that measured local-global identity (8 items), global identity (5 items) construct in previous study. In this study develops four scale items for luxury brand identity. The measurement scales of luxury brand personality in export market were adapted from Wiedmann et al. (2009) that measured materialistic value (3 items), hedonic value-gift giving (5 items), hedonic value-extravagance (3 items) construct in previous study. In this study develops four scale items for luxury brand personality. The measurement scales of luxury brand image in export market were adapted from Shukla (2011); Godey et al. (2012) that measured luxury brand image (2 items), brand image (4 items), construct in previous study. In this study develops four scale items for luxury brand image. The measurement scales of luxury brand communication in export market were adapted from Murray et al. (2011); Shukla et al. (2015) that measured marketing

communication capability (3 items) construct in previous study. In this study develops four scale items for luxury brand communication.

Table 15: Measurement scales development of luxury brand management in export market

Construct	Measurement scales development	Adapted from
Luxury brand management in export market		
Brand identity		
	1. Your brand identity is built on your product identity, logo, symbol, color, design, image, slogan, product story.	Roy et al. (2018) Yang et al. (2018)
	2. Your brand is distinguished by its functional characteristics that are different from general products.	
	3. Your brand is unique from special materials that are different from general products.	
	4. Your brand has the unique characteristics in overall which are completely different from the competitors.	
Brand personality		
	1. Your brand personality is like a special gift on an important occasion.	Wiedmann et al. (2009)
	2. Your brand personality gives the feeling of an openness, individuality, freedom, and progression.	
	3. Your brand personality provides the feeling of the privilege and exclusive sphere.	
	4. Your brand personality distinctively expresses the creativity, innovation, respect, prominence, and out-of-the-box thinking.	
Brand image		
	1. Your brand image is unique to foreigners.	Shukla (2011)
	2. Your brand avoids a bad image.	Godey et al.

Construct	Measurement scales development	Adapted from
Luxury brand management in export market		
	3. Your brand image represents a noble value. 4. Your brand image enhances the individual image by the product itself.	(2012)
Brand communication		
	1. Your brand communicates with customers through newsletters, fashion magazines, experience through leading retailers, leading department stores. 2. Your brand communicates with your customers through social media. 3. Your brand communicates your marketing wisely for the export market. 4. Your brand can apply both online and offline skills efficiently abroad.	Murray et al. (2011); (Shukla et al., 2015)

3.5.2.3 Product differentiation

The measurement scales of product differentiation were adapted from Murray et al. (2011); Ramon-Jeronimo et al. (2019) that measured new product development capability (5 items), product development capability (3 items) construct in previous study. In this study develops four scale items for product differentiation.

Table 16: Measurement scales development of product differentiation

Construct	Measurement scales development	Adapted from
Product differentiation		
	1. Usually, your company develops products that have distinctive features for the export market. 2. Your company is constantly improving and changing the current products. 3. Your company is rapidly developing and launching new products to export market. 4. Your company has a unique collection of products such as limited-edition items.	Murray et al. (2011) Ramon-Jeronimo et al. (2019)

3.5.2.4 Product quality management

The measurement scales of access to fundamental resources were adapted from Kaleka (2012); Ramon-Jeronimo et al. (2019) that measured physical resources (3 items), physical assets (3 items) construct in previous study. In this study develops four scale items for access to fundamental resources. The measurement scales of business resources collaboration were adapted from El-Haram et al. (2007) that measured 17 collaboration scale items in previous study. In this study develops four scale items for business resources collaboration. The measurement scales of production were adapted from Beleska-Spasova et al. (2012); Efrat et al. (2018) that measured organizational capability in advanced technology (4 items) and export innovativeness (4 items) scale developed construct in previous study. In this study develops five scale items for production. The measurement scales of functionality were adapted from Shukla and Purani (2012) that measured functional value perception (2 items) and functional benefits (2 items) scale developed construct in previous study. In this study develops four scale items for functionality.

Table 17: Measurement scales development of product quality management

Construct	Measurement scales development	Adapted from
Product quality management		
Access to fundamental resources		
	1. Your company brings natural raw materials such as mineral, gold, gem, cloth, silver, cotton, leather, diamond, silk, platinum, etc. 2. Usually your company always controls the quality of the raw material from supplier. 3. Your company selects raw materials that are considered adding value to luxury products. 4. Your company has access to valuable raw material sources.	Ramon-Jeronimo et al. (2019)
Business resources collaboration		
	1.Your company always has a meeting with partners to build a good cooperation. 2. Your company is always in good cooperation with its business partners. 3. Your company has a combination of resources so that every partner can benefit from cooperation. 4. Your company performs better with partners than it does alone.	El-Haram et al. (2007)
Production		
	1. Your company usually uses up-to-date equipment. 2. Your company is well aware of the competitors' trend in the export market. 3. Your company use innovative manufacturing which favorably have value on the export market.	Beleska-Spasova et al. (2012) Efrat et al. (2018)

Construct	Measurement scales development	Adapted from
Product quality management		
	4. Your company can modify products to effectively meet the needs of overseas customers. 5. Your company have a strict quality control process.	
Functionality		
	1. Your company has products with special characteristics that are unusual for the export market. 2. Your company have a high-value product that works well for the export market. 3. Your company highlights the benefits of superior products for the export market. 4. Your company focuses on the durability of products for the export market.	Shukla and Purani (2012)

3.5.2.5 Attractiveness of country-of-origin export products

The measurement scales of attractiveness of country-of-origin export products were adapted from Shukla (2011); Jung et al. (2014) that measured brand origin (2 items) and country image (3 items) construct. In this study develops five scale items for attractiveness of country-of-origin export products.

Table 18: Measurement scales development of attractiveness of country-of-origin export product

Construct	Measurement scales development	Adapted from
Attractiveness of country-of-origin export products		
	1. Your company has its own culture that is distinct from other companies.	Shukla (2011)
	2. Your company exhibits a cultural identity, such as using national ingredients that are different from other nations.	Jung et al. (2014)
	3.Your company can pleasantly present an attractiveness of the producing country.	
	4. Your company displays a label identifying the country of origin, which is an important factor for customer decisions to purchase.	
	5. Your company admirably presents the products' charm of the manufacturing country.	

3.5.2.6 Foreign intermediary partners

The measurement scales of foreign intermediary partners were adapted from Makri et al. (2017); Ramon-Jeronimo et al. (2019) that measured information exchange (3 items) and behavior-based process control (4 items) construct. In this study develops six scale items for foreign intermediary partners.

Table 19: Measurement scales development of foreign intermediary partners

Construct	Measurement scales development	Adapted from
Foreign intermediary partners		
	1. Your company uses international distributors to reach top stores with frequent customers.	Makri et al. (2017) Ramon-Jeronimo et al. (2019)
	2. Your company uses international marketing agents to market in different regions.	
	3.Your company uses foreign agents at trade fairs to display products in overseas markets.	
	4. Your company always follows up the work of foreign intermediary partners in the international market.	
	5. Your company always checks out the services of foreign intermediaries that are given to its customers	
	6. Your company frequently travels to foreign intermediary partners abroad.	

3.5.3 Dependence variables

3.5.3.1 Financial performance

In terms of perceptual export performance construct, our study was adapted from Cadogan et al. (2009); Ramon-Jeronimo et al. (2019) that measured export sales performance (3 items) and perceived performance/satisfaction (3 items) construct in previous study. In this study develops five scale items for perceptual export performance.

Table 20: Measurement scales development of financial performance

Construct	Measurement scales development	Adapted from
Financial performance		
	1.Your company has a satisfied export volume.	Cadogan et al. (2009); (Ramon-Jeronimo et al., 2019)
	2. Your company has achieved a satisfactory growth in export sales.	
	3. Your company has a satisfactory growth in export market share.	
	4. Your company pleasingly access the export market.	
	5. Your company meet the overall export return on the target.	

3.5.3.2 Non-financial performance

In terms of perceptual export performance construct (non-financial performance), our study was adapted from Rodriguez et al. (2013); Krasznahorkay et al. (2016); Efrat et al. (2018) that measured export performance (2 items) and perceived performance, satisfaction (4 items) construct in previous study. In this study develops five scale items for perceptual export performance.

Table 21: Measurement scales development of non-financial management

Construct	Measurement scales development	Adapted from
Non-financial performance		
	1. Your company meets the goal in penetrating the current luxury product market.	Rodriguez et al. (2013)
	2. Your company has a satisfactory reputation and image of luxury products.	Krasznahorkay et al. (2016)
	3. Your company meet the goal for satisfaction of export customers.	Efrat et al. (2018)
	4. Your company meet the target number of new customers in the export market.	
	5. Your company meet the target for number of repeat customers in export market.	

3.6 Back Translation for Questionnaire

Back translation for questionnaire refers to translated from one language to another. According to Son (2018) suggested back-translation is a validation instrument widely used in international research context. Back translation was used to check the quality of content research instruments. Re-translation back into the sources languages is part of the translation method (Tyupa, 2011). Based on this study, Thai original language completes translated into English version and then comparing new translation with original text. Two translators are used for back translation and then compare the original languages. Finally, the most appropriate meaning translation is selected.

3.7 Content Validity

Content validity can be defined as the one of measurement tool, which is used to test for each scales items accurately and correctly. According to Turner and Carlson (2003) said that IOC is famous for assessment of measurement instrument (Fitzpatrick & Hopkins, 1983). Based on this study provides five experts in academic filed

approach to estimating the content validity. All measurement items were keenly confirmed by experts in international trade and marketing academic perspective. The IOC index result demonstrated that all measurement items are ranged from 0.80 to 1.00 so that scale items were accepted.

3.8 Pilot Test Result

According to Morin (2013) suggested that pilot studied are essential elements of research study design because it can help researcher discover the problems or new insights about sample size. As Browne (1995) and Van Teijlingen and Hundley (2001) show the criteria of thumb or rule of thumb use at least 30 samples. Then, the minimum sample size for this pilot study is collected 50 samples. Table 22 shows descriptive statistics for demography's profile of pilot test.

Table 22: Descriptive statistics for demography's profile of pilot test (n=50)

Demographics	Frequency	Percentage %
Gender		
Male	18	36
Female	32	64
Age		
Less than 20 years old	-	
21 - 30 years old	19	38
31 - 40 years old	14	28
41 - 50 years old	11	22
51 - 60 years old	6	12
Over 60 years old	-	
Education level		
Lower than bachelor's degree	8	16
Bachelor's Degree	29	58
Master's Degree	11	22
Doctoral Degree	2	4
Position		
Administrator / Executive Committee	3	6
Manager / Head of Department	5	10

Demographics	Frequency	Percentage %
Deputy Manager / Deputy Head of Department	5	10
Department Assistant	6	12
Operating staff	31	62
Working experience in export business		
Less than 5 years	13	26
5 - 10 years	21	42
11 - 20 years	10	20
More than 20 years	6	12
Exporting countries		
Asia group	44	88
Europe group	34	68
America group	21	42
Latin America group	14	28
Middle East group	26	52
Africa group	17	34
Australia / New Zealand group	21	42
Type of export product		
Food products	50	100
The amount of business's operating funds		
More than 50 million baht	50	100
Number of employees		
More than 50 people	50	100

The demographic profiles of the 50 sample respondents were females accounting for 32 (64%) and males accounting for 18 (36%). In addition, the average age was between 21 and 30 years old, accounting for 19 (38%), aged between 31-40 years old accounted for 14 (28%), aged between 41-50 years old accounted for 11 (22%), aged between 51-60 years old accounted for 6 (12%). The education level was bachelor's degree (29: 58%), master's degree (11: 22%), lower than bachelor's degree (8: 16%), or doctoral degree (2: 4.0%). Positions included operating staff (31: 62%),

department assistant (6: 12%), deputy manager, deputy head of department (5: 10.0%), manager, head of department (5: 10.0%), and administrator or executive committee member (3: 6%). Working experience in the export business of the respondents was 5-10 years (21: 42%), less than 5 years (13: 26%), 11-20 years (10: 20%), more than 20 years (6: 12.0%). Exporting countries were Asia group (44: 88%), Europe group (34: 68%), Middle East group (26: 52%), America group and Australia / New Zealand group (21: 42%), Africa group (17: 34%), Latin America group (14: 28%), Types of export products were foods (50: 100%). The size of the business operating funds was more than 50 million baht (50: 100%). The number of employees was more than 50 people (50: 100%).

3.9 Consistency Reliability Test

The measurement tool that measures each questionnaire item is known as consistency reliability. Cortina (1993) and Wadkar et al. (2016) suggested that Cronbach's alpha value should be more than 0.50. This study has the reliability range from 0.980 to 0.995 so it can be considerable accepted as shows Table 23 shows summary of consistency reliability test.

Table 23: Summary of consistency reliability test

Variables	Items	Cronbach's Alpha
Export strategy for luxury	26 items	.983
Luxury products export competitiveness	53 items	.995
Export performance	10 items	.980

3.10 Exploratory Factor Analysis

The multidimensional structure of luxury export strategy, luxury product export competitiveness, and export performance are validated using exploratory factor analysis. According to Hair et al. (2014) the recommended eigenvalue can be used to analyze data, as well as the principal component approach and varimax rotation. KMO must be more than 0.50. Hair et al. (2017) claimed that Bartlett's sphericity test (p=0.05) is appropriate.

3.10.1 Dimensionality of Export Strategy for Luxury

Export strategy for luxury is consisting of 26 items, all factor loadings are between 0.814 and 0.969. The variance explained is 72.319%. Furthermore, first dimension is export market knowledge, all factor loadings of export market knowledge are range from 0.832 to 0.943. Communalities value is range from 0.712 to 0.890. The eigenvalue value is 3.882 which higher than 1. The export market knowledge is explained of variance explained is 77.644%. The second dimension is export market commitment, all factor loadings are range from 0.873 to 0.964. Communalities value is range from 0.762 to 0.964. The eigenvalue value is 4.131 which higher than 1. The export market commitment is explained of variance explained is 82.6245%. The third dimension is experience in international markets, all factor loadings are range from 0.860 to 0.962. Communalities value is range from 0.739 to 0.926. The eigenvalue value is 4.188 which higher than 1. The experience in international markets is explained of variance explained is 83.764%. The fourth dimension is distribution channel for overseas markets, all factor loadings are range from 0.814 to 0.969. Communalities value is range from 0.662 to 0.939. The eigenvalue value is 5.098 which higher than 1. The distribution channel for overseas markets is explained of variance explained is 84.969%. The fifth dimension is Government export sponsor shows all factor loadings are range from 0.882 to 0.943. Communalities is range from 0.777 to 0.890. The eigenvalue value is 4.182 which higher than 1. Variance Explained is 83.640%. As seen in Table 24, Bartlett's test of sphericity is 2082.294, which is adequate for statistical significance.

Table 24: Exploratory Factor Analysis of Export strategy for luxury (n=50)

Factor and Items	Communalities	Factor loading	Eigenvalue	Variance Explained
Export strategy for luxury				72.319
Export market knowledge			3.882	77.644
EXK1	.890	.943		
EXK2	.828	.910		
EXK3	.712	.872		
EXK4	.761	.844		
EXK5	.692	.832		
Export market commitment			4.131	82.624
EXC1	.762	.964		
EXC2	.842	.918		
EXC3	.929	.903		
EXC4	.783	.885		
EXC5	.815	.873		
Experience in international markets			4.188	83.764
EXPI1	.846	.962		
EXPI2	.827	.922		
EXPI3	.851	.920		
EXPI4	.926	.909		
EXPI5	.739	.860		
Distribution channel for oversea markets			5.098	84.969
DIS1	.662	.969		
DIS2	.900	.963		
DIS3	.939	.949		
DIS4	.835	.914		

Factor and Items	Communalities	Factor loading	Eigenvalue	Variance Explained
DIS5	.928	.913		
DIS6	.834	.814		
Government export sponsor			4.182	83.640
GOV1	.888	.943		
GOV2	.890	.942		
GOV3	.777	.906		
GOV4	.805	.897		
GOV5	.822	.882		
KMO = .834, Bartlett's test: Chi-square = 2082.294, df = 325, Sig= .000				

3.10.2 Dimensionality of Luxury Products Export Competitiveness

Luxury products export competitiveness is consisting of eights dimensions, in the first dimension is luxury brand recognition in international markets, communalities value is range from 0.923 to 0.976. All factor loadings are range between 0.851 and 0.952. The eigenvalue value of luxury brand recognition in international markets is 4.539. The variance explained is 90.787%. The value of adequacy is 0.858, which is above 0.50. Bartlett's test of sphericity is 368.220 that is acceptable for statistical significance.

In terms of luxury brand management in the export market is consisting of four elements. In the first element is brand identity, communalities value is range from 0.936 to 0.973. All factor loadings are range between 0.968 and 0.987. The eigenvalue value of brand identity is 3.832. The variance explained is 95.789%. In the second element is brand personality, communalities value is range from 0.957 to 0.977. All factor loadings are range between 0.978 and 0.988. The eigenvalue value of brand personality is 3.866. The variance explained is 96.653%. In the third element is brand image, communalities value is range from 0.754 to 0.936. All factor loadings are range between 0.868 and 0.968. The eigenvalue value of brand image is 3.500. The variance explained is 87.507%. In the fourth element is brand communication,

communalities value is range from 0.857 to 0.965. All factor loadings are range between 0.926 and 0.982. The eigenvalue value of brand communication is 3.690. The variance explained is 92.259%. Bartlett's test of sphericity is 1648.392 that is acceptable for statistical significance.

In terms of product differentiation, communalities value is range from 0.875 to 0.954. All factor loadings are range between 0.935 and 0.977. The eigenvalue value of product differentiation is 3.669. The variance explained is 91.731%. Bartlett's test of sphericity is 257.176 that is acceptable for statistical significance.

In terms of product quality management is consisting of four elements. In the first element is access to fundamental resources, communalities value is range from 0.876 to 0.953. All factor loadings are range between 0.936 and 0.976. The eigenvalue value of access to fundamental resources is 3.699. The variance explained is 92.482%. In the second element is business resources collaboration, communalities value is range from 0.944 to 0.969. All factor loadings are range between 0.972 and 0.984. The eigenvalue value of business resources collaboration is 3.820. The variance explained is 95.491%. In the third element is production, communalities value is range from 0.862 to 0.939. All factor loadings are range between 0.929 and 0.969. The eigenvalue value of production is 4.585. The variance explained is 91.690%. In the fourth element is functionality, communalities value is range from 0.912 to 0.958. All factor loadings are range between 0.955 and 0.979. The eigenvalue value of functionality is 3.708. The variance explained is 92.707%. The measurement of sampling adequacy is 0.882, which is above 0.50. Bartlett's test of sphericity is 1587.057 that is acceptable for statistical significance.

In terms of attractiveness of country-of-origin export products, communalities value is range from 0.893 to 0.961. All factor loadings are range between 0.945 and 0.981. The eigenvalue value of attractiveness of country-of-origin export products is 4.671. The variance explained is 93.429%. Bartlett's test of sphericity is 426.768 that is acceptable for statistical significance.

In terms of foreign intermediary partners, communalities value is range from 0.682 to 0.944. All factor loadings are range between 0.826 and 0.972. The

eigenvalue value of foreign intermediary partners is 5.271. The variance explained is 87.851%. Bartlett's test of sphericity is 470.435 that is acceptable for statistical significance as show in Table 25.

Table 25: Exploratory Factor Analysis of Luxury products Export competitiveness (n=50)

Factor and Items	Communalities	Factor loading	Eigenvalue	Variance Explained
Luxury products export competitiveness				80.383
Luxury brand recognition in international markets	.976	.902	4.539	90.787
LUXR1	.963	.952		
LUXR2	.952	.928		
LUXR3	.950	.851		
LUXR4	.923	.906		
LUXR5				
KMO=.858, Chi-square=368.220, Sig=.000				
Luxury brand management Brand identity			3.832	95.789
IDEN1	.936	.987		
IDEN2	.973	.982		
IDEN3	.959	.979		
IDEN4	.963	.968		
Brand personality			3.866	96.653
PES1	.957	.988		
PES2	.966	.983		
PES3	.966	.983		
PES4	.977	.978		
Brand image			3.500	87.507
IMA1	.879	.968		

Factor and Items	Communalities	Factor loading	Eigenvalue	Variance Explained
IMA2	.754	.965		
IMA3	.936	.938		
IMA4	.931	.868		
Brand communication			3.690	92.259
COM1	.857	.982		
COM2	.920	.973		
COM3	.965	.959		
COM4	.948	.926		
KMO=.917, Chi-square=1648.392, Sig=.000				
Product differentiation			3.669	91.731
PDIF1	.898	.977		
PDIF2	.942	.970		
PDIF3	.954	.948		
PDIF4	.875	.935		
KMO=.823, Chi-square=257.176, Sig=.000				
Product quality management Access to fundamental resources			3.699	92.482
FUN1	.876	.976		
FUN2	.953	.968		
FUN3	.938	.966		
FUN4	.933	.936		
Business resources collaboration			3.820	95.491
BUS1	.952	.984		
BUS2	.955	.977		
BUS3	.969	.976		
BUS4	.944	.972		

Factor and Items	Communalities	Factor loading	Eigenvalue	Variance Explained
Production			4.585	91.690
PDUCT1	.922	.969		
PDUCT2	.933	.966		
PDUCT3	.939	.964		
PDUCT4	.862	.960		
PDUCT5	.929	.929		
Functionality			3.708	92.707
FCT1	.918	.979		
FCT2	.958	.960		
FCT3	.912	.958		
FCT4	.921	.955		
KMO=.882, Chi-square=1587.057, Sig=.000				
Attractiveness of country-of-origin export products			4.671	93.429
ATT1	.893	.981		
ATT2	.936	.971		
ATT3	.944	.969		
ATT4	.938	.967		
ATT5	.961	.945		
KMO=.878, Chi-square=426.768, Sig=.000				
Foreign intermediary partners			5.271	87.851
PART1	.888	.972		
PART2	.906	.965		
PART3	.919	.959		
PART4	.932	.952		
PART5	.944	.942		
PART6	.682	.826		

Factor and Items	Communalities	Factor loading	Eigenvalue	Variance Explained
KMO=.863, Chi-square=470.435, Sig=.000				

3.10.3 Dimensionality of Export Performance

Export performance is consisting of 10 items, all factor loadings are range from 0.881 to 0.979. The variance explained is 86.928%. The value of the test is 903.370 and is acceptable for statistical significance.

In terms of financial performance, communalities value is range from 0.777 to 0.958. The variance explained is 86.928. All factor loadings are range between 0.881 to 0.977. The eigenvalue value of financial performance is 4.481. The variance explained is 89.612%. In terms of, non-financial performance, communalities value is range from 0.926 to 0.958. All factor loadings are range from 0.948 to 0.979. The eigenvalue value is 4.662. The variance explained is 93.233%. Bartlett's test of sphericity is 903.37 that is acceptable for statistical significance as show in Table 26.

Table 26: Exploratory Factor Analysis of Export performance (n=50)

Factor and Items	Communalities	Factor loading	Eigenvalue	Variance Explained
Export performance				86.928
Financial performance	.869	.977	4.481	89.612
FIN1	.948	.974		
FIN2	.954	.966		
FIN3	.933	.932		
FIN4	.777	.881		
FIN5				
Non-financial performance	.928	.979	4.662	93.233
NFIN1	.926	.975		
NFIN2	.899	.963		

Factor and Items	Communalities	Factor loading	Eigenvalue	Variance Explained
NFIN3	.958	.962		
NFIN4	.950	.948		
NFIN5				
KMO = .899, Bartlett's test: Chi-square = 903.37, Sig. .000				

3.11 Model Construct Reliability Test

Reliability is very critical for justify in each measurement scale items before data collection. Construct reliability was to evaluate the reliability of research instrument. Items-to-total-correlation, alpha-if-item delete and reliability coefficient was shown on this study. Faleye (2008) It was proposed that each item's score of items-to-total-correlations be larger than 0.2. The dependability of the measuring scale in this investigation is shown in Table 27.

Table 27: Construct Model Reliability Test

Factor and items	Items-to-total-correlations	Alpha-if Item deleted	Reliability Coefficient
Export strategy for luxury			.983
Export market knowledge			.916
EXK1	.887	.877	
EXK 2	.826	.896	
EXK3	.722	.910	
EXK4	.832	.887	
EXK5	.761	.916	
Export market commitment			.943
EXC1	.803	.939	
EXC2	.866	.927	
EXC3	.941	.915	
EXC4	.818	.937	
EXC5	.847	.929	
Experience in international			.949

Factor and items	Items-to-total-correlations	Alpha-if Item deleted	Reliability Coefficient
markets			
EXPI1	.873	.934	
EXPI2	.858	.939	
EXPI3	.875	.936	
EXPI4	.936	.922	
EXPI5	.788	.949	
Distribution channel for oversea markets			.955
DIS1	.747	.970	
DIS2	.919	.941	
DIS3	.949	.939	
DIS4	.866	.946	
DIS5	.936	.941	
DIS6	.863	.946	
Government export sponsor			.951
GOV1	.903	.932	
GOV2	.906	.932	
GOV3	.815	.947	
GOV4	.843	.943	
GOV5	.854	.941	
Luxury products export competitiveness			.995
Luxury brand recognition in international markets			.974
LUXR1	.923	.968	
LUXR2	.963	.961	
LUXR3	.943	.964	
LUXR4	.880	.974	
LUXR5	.923	.968	

Factor and items	Items-to-total-correlations	Alpha-if Item deleted	Reliability Coefficient
Luxury brand management in export markets			.991
Brand identity			
IDEN1	.943	.985	
IDEN2	.975	.976	
IDEN3	.962	.980	
IDEN4	.967	.979	
Brand personality			
PES1	.962	.987	
PES2	.969	.985	
PES3	.969	.985	
PES4	.979	.982	
Brand image			
IMA1	.887	.937	
IMA2	.780	.967	
IMA3	.939	.920	
IMA4	.935	.921	
Brand communication			
COM1	.873	.978	
COM2	.927	.964	
COM3	.968	.952	
COM4	.951	.957	
Product differentiation			.969
PDIF1	.906	.965	
PDIF2	.944	.953	
PDIF3	.959	.949	
PDIF4	.889	.969	
Product quality management			.988
Access to fundamental			

Factor and items	Items-to-total-correlations	Alpha-if Item deleted	Reliability Coefficient
resources	.887	.973	
FUN1	.956	.955	
FUN2	.944	.958	
FUN3	.940	.959	
FUN4			
Business resources collaboration	.956	.979	
BUS1	.959	.978	
BUS2	.972	.975	
BUS3	.951	.980	
BUS4			
Production			
PDUCT1	.937	.971	
PDUCT2	.946	.970	
PDUCT3	.950	.969	
PDUCT4	.891	.978	
PDUCT5	.943	.970	
Functionality			
FCT1	.926	.967	
FCT2	.961	.957	
FCT3	.920	.969	
FCT4	.928	.966	
Attractiveness of country-of-origin export products			.982
ATT1	.915	.983	
ATT2	.949	.978	
ATT3	.955	.977	
ATT4	.951	.978	
ATT5	.969	.975	

Factor and items	Items-to-total-correlations	Alpha-if Item deleted	Reliability Coefficient
Foreign intermediary partners			.972
PART1	.915	.966	
PART2	.930	.965	
PART3	.938	.964	
PART4	.947	.963	
PART5	.957	.962	
PART6	.765	.980	
Export performance			.980
Financial performance			
FIN1	.890	.964	
FIN2	.955	.953	
FIN3	.960	.953	
FIN4	.943	.955	
FIN5	.824	.976	
Non-financial performance			
NFIN1	.947	.973	
NFIN2	.944	.975	
NFIN3	.916	.979	
NFIN4	.965	.970	
NFIN5	.957	.972	

CHAPTER 4
RESEARCH RESULT

4.1 Chapter introduction

This chapter illustrates the finding of research study on luxury products export competitiveness, luxury export strategies, and export performance. The demographic profile and descriptive statistics and each variable describe in each dimension.

4.2 Demographic profile of respondents

Females accounted for 221 (55.3 percent) of the 400 sample responses, while males accounted for 179. (48 percent). In addition, the average age was between 31 and 40 years old, accounting for 159 (39.8%), aged between 41-50 years old accounted for 111 (27.8%), aged between 21-30 years old accounted for 89 (22.3%), aged between 51-60 years old accounted for 35 (8.8%), and aged less than 20 years old accounted for 6 (1.5%). Bachelor's degree (242: 60.5 percent), master's degree (242: 60.5 percent) were the most common levels of education (101: 25.3 percent), lower than bachelor's degree (45: 11.3%), or doctoral degree (12: 3.0%). Positions included operating staff (145: 36.3%), department assistant (89: 22.3%), deputy manager, deputy head of department (73: 18.3%), manager, head of department (68: 17.0%), and administrator or executive committee member (25: 6.3%). Working experience in the export business of the respondents was 11-20 years (159: 39.8%), 5-10 years (154: 38.5%), less than 5 years (47: 11.8%), more than 20 years (40: 10.0%). Export countries is Europe group (74.8%), Asia group (58.5%), America group (52.3%), Middle East group (21.8%), Latin America group (17.5%), Australia / New Zealand group (9.8%), Africa group (7.5%). Types of export products were jewellery and accessories (82: 20.5%), gifts, keepsakes and decorations (56: 14.0%), cosmetics and skincare (53: 13.3%), leather goods (47: 11.8%), clothing and fashion products (45: 11.3%), furniture (43: 10.8%), foods (42: 10.5%), and beverages (32: 8.0%). The size of the business operating funds was 21-30 million baht (98: 24.5%), 11-20 million baht (85: 21.3%), 31-40 million baht (83: 20.3%), 41-50 million baht (67: 16.8%), less than 10 million baht (42: 10.5%), and more than 50 million baht (25: 6.3%). The number of employees was 31-50 people (157: 39.3%), 20-30 people (110:

27.5%), more than 50 people (96: 24.0%), and less than 20 people (37: 9.3%) as the demographic profile of responders is shown in Table 28.

Table 28: Demographic profile of respondents (n=400)

Demographics	Frequency	Percentage %
Gender		
Male	179	44.8
Female	221	55.3
Age		
Less than 20 years old	6	1.5
21 - 30 years old	89	22.3
31 - 40 years old	159	39.8
41 - 50 years old	111	27.8
51 - 60 years old	35	8.8
Over 60 years old	-	-
Educational level		
Lower than bachelor's degree	45	11.3
Bachelor's Degree	242	60.5
Master's Degree	101	25.3
Doctoral Degree	12	3.0
Position		
Administrator / Executive Committee	25	6.3
Manager / Head of Department	68	17.0
Deputy Manager / Deputy Head of Department	73	18.3
Department Assistant	89	22.3
Operating staff	145	36.3
Working experience in export business		
Less than 5 years	47	11.8
5 - 10 years	154	38.5
11 - 20 years	159	39.8
More than 20 years	40	10.0

Demographics	Frequency	Percentage %
Exporting countries		
Asia group	234	58.5
Europe group	299	74.8
America group	209	52.3
Latin America group	70	17.5
Middle East group	87	21.8
Africa group	30	7.5
Australia / New Zealand group	39	9.8
Type of export product		
Clothing / fashion products	45	11.3
Jewelry / accessories	82	20.5
Furniture	43	10.8
Cosmetics / Skincare	53	13.3
Canned foods	42	10.5
Beverage	32	8.0
Gifts / keepsakes / home decorations	56	14.0
Leather goods	47	11.8
The amount of business's operating funds		
Less than 10 million baht	42	10.5
11 - 20 million baht	85	21.3
21 - 30 million baht	98	24.5
31 - 40 million baht	83	20.8
41 - 50 million baht	67	16.8
More than 50 million baht	25	6.3
Number of employees		
Less than 20 people	37	9.3
20 - 30 people	110	27.5
31 - 50 people	157	39.3
More than 50 people	96	24.0

4.3 Descriptive statistics analysis

4.3.1 Export strategy for luxury

It demonstrates that luxury export strategy is based on export market expertise in each item with a score of higher than five, indicating that EXK3 is a firm that systematically collects knowledge about any export rules and regulations (mean=5.67), EXK1 is a firm that systematically collects information about foreign markets (mean=5.63), EXK5 is a firm that immediately responds to local market conditions by adapting market offerings in international market operations (mean=5.53), EXK4 is a firm that rapidly responds to local market conditions by adapting market offerings in international market operations (mean=5.5).

The descriptive information of export market commitment demonstrated that all items have mean score more than five. It means export market commitment have positively perceived by participants. The top ranking is EXC5 firm discovers that a proactive attitude of the managers is important in allocating resources to foreign markets (mean=5.74), EXC2 is firm dedicates per to export activities more than to the domestic markets (mean=5.71), EXC3 is firm constantly monitors human resources committed to the export activity (mean=5.61), EXC1 is firm is willing to commit substantial planning to increase its export expansion (mean=5.59), EXC4 is firm has a strongly significant degree of investing budget to exporting (mean=5.54).

The descriptive information of experience in international markets demonstrated that all items have mean score more than five. Firstly, EXPI1 is your firm has got a team of individuals who are experienced in aboard just as living, working, studying, traveling, volunteering, and have exhibition experiences in overseas markets (mean=5.79), EXPI2 is your firm has encouraged a degree of training in international business (mean=5.78), EXPI5 is the key people at your firm have better negotiation ability and handle export negotiation more frequently in overseas markets (mean=5.72), EXPI4 is your firm has got a team of individuals who deeply understand values, beliefs, culture by living or working in overseas markets (mean=5.58), EXPI3 indicates that your company is capable of following up on trade negotiations in export markets (mean=5.52).

The descriptive data of the distribution channel for the international market revealed that all items had a mean score greater than five. DIS6 indicates that your company frequently holds meetings with foreign distributors (mean=5.72), DIS1 indicates that your company specifically targets high-end distributors (mean=5.61), DIS5 indicates that your company frequently sends managers to foreign countries to update distributors on technology and product changes (mean=5.60), DIS4 indicates that your company evaluates whether the distributor achieves a certain market share for the product (mean=5.50), and DIS3 indicates that your company closely monitors (mean=5.46).

The descriptive information of government export sponsor demonstrated that all items have mean score more than five. GOV3 is your firm often joins in-store promotion overseas trade fair with Department of International Trade Promotion (mean=5.78), GOV4 is your firm discovers a set of activities such as export guidelines, regulations and instructions which can help the export process easier (mean=5.63), GOV5 is your firm has received business opportunities in international markets due to the help of government export sponsors (mean=5.63), GOV1 is your firm often joins International exhibitions in Thailand recommended by the government (mean=5.63), GOV2 is your firm often joins export promotion programs including trade visits to expand products through government overseas trade agencies recommended (mean=5.61).

4.3.2 Luxury products export competitiveness

The descriptive information of luxury brand recognition in international markets demonstrated that all items have mean score more than five. LUXR3 is your brand easily attracts foreign customers compared to other brand competitors (mean=5.65), LUXR4 is your brand has a good reputation in overseas markets (mean=5.62), LUXR5 is your brand is rapidly selected for the products in overseas markets (mean=5.60), LUXR1 is your brand design of products looks appealing through such as product's logo, design, shape, color, texture, packaging to international customers (mean=5.51), LUXR2 is your brand quickly recalls the symbol for international customers (mean=5.51).

The descriptive information of luxury brand management in the export markets demonstrated that all items have mean score more than five. IDEN3 is your brand offers a high-end product identity through a special raw material that differs from non-luxury products (mean=5.66). IDEN4 is your brand identity has been fully extraordinary more than the competitors' (mean=5.64), IDEN2 is your brand offers a product identity through physical-functional attributes (mean=5.57), IDEN1is your brand identity has been created through product identity (mean=5.55). *Brand personality* demonstrated that all items have mean score more than five. PES4 is your brand personality clearly expresses self-personality on products (mean=5.82). PES1 is your brand's personality, and it's presented as offering a particular gift to customers to commemorate a special event (mean=5.61). PES3 is your brand personality is one of the sources of exclusive clubs and VIP space (mean=5.60), PES2 is your brand personality offers a habit of openness, individuality, experiments, liberty, and progression to customers (mean=5.54). *Brand image* demonstrated that all items have mean score more than five. IMA3 is your brand image represents the high-end value (mean=5.76), IMA4 is your brand image enhances a personal image expressed on the products. (mean=5.74), IMA2 is your brand image avoids an extremely poor image (mean=5.65), IMA1 is your brand image offers special characteristics to foreign customers (mean=5.64). Brand communication demonstrated that all items have mean score more than five. COM3 is your brand skillfully uses online marketing communications (mean=5.90), COM2 is your brand communicates to customers through brand's own websites (mean=5.81), COM1 is your brand communicates to customers through in-person experience at flagship stores (mean=5.75), COM4 is your brand skillfully uses offline marketing communications (mean 5.74).

The descriptive information of product differentiation demonstrated that all items have mean score more than five. PDIF4 is your firm provides items in the collection as part of the series (mean=5.64), PDIF3 is your firm has improved/modified existing products (mean=5.59), PDIF1 is your firm usually develops new outstanding product features for overseas markets (mean=5.55), PDIF2 is your firm speedily develops new products (mean=5.51).

The descriptive information of product quality management demonstrated that all items have mean score more than five. Access to fundamental resources, FUN4 is your firm has preferential access to valuable sources of supplies (mean=5.88), FUN3 is your firm selects valuable raw material criteria that in the company's opinion to be high value adding to luxury products (mean=5.76), FUN2 is your firm usually controls a level of vertical integration such as assorting all quality material suppliers (mean=5.62), FUN1 is your firm input raw materials come from natural materials (mean=5.50). Business resources collaboration, BUS4: your firm achieves its own goals to work better with a partner company that works alone (mean=5.72), BUS3: Your firm has combined and used other's resources, so all partners benefit from collaborating (mean=5.64), BUS2: Your firm's tasks in the collaboration are well coordinated with those of partner organizations (mean=5.50), BUS1: Your firm meetings accomplish what is required for the collaboration to function well (mean=5.50). Production, PDUT5 is your firm's production system has a very strict quality control process (mean=5.90), PDUT3 is your firm is good at adopting innovative export marketing techniques (mean=5.80), PDUT2 is your firm is very good at identifying trespassers (mean=5.80), PDUT1 is your firm is very good at identifying trespassers (mean=5.80). The descriptive information of attractiveness of country-of-origin export products demonstrated that all items have mean score more than five. ATT5 is your firm shows the product's attraction through the country of origin well (mean=5.71), ATT4 is your firm's display of 'made-in' or 'originating from' label is important to customers in making the final choice (mean=5.63), ATT2 is your firm shows its own cultural outstanding through ingredients of the country we have, which are outstanding from many other nations (mean=5.51), ATT1 is your firm possesses its own culture that is differentiated from those of other companies (mean=5.47).

The descriptive information of foreign intermediary partners demonstrated that all items have mean score more than five. PART6 is your firm makes frequent trips to meet foreign intermediary partners abroad (mean=5.79), PART1 is your firm extensively uses foreign distributors to enter high-end retail stores that luxury consumers frequently visit (mean=5.72), PART4 is your firm frequently monitors the

role of foreign intermediary partners in overseas markets (mean=5.65), PART5 is your firm regularly monitors the service of foreign intermediary partners to foreign customers (mean=5.65), PART2 is your firm extensively uses a foreign exhibition agency to manage the event or provide spaces for showing any products in different overseas markets (mean=5.64). PART3 is your firm extensively uses a foreign exhibition agency to manage the event or provide spaces for showing any products in different overseas markets (mean=5.61).

4.3.3 Export performance

The descriptive information of export performance demonstrated that all items have mean score more than five. Financial performance, FIN5 is your firm's export venture revenue has been very satisfactory (mean=5.72), FIN4 is your firm's export market entry has been very satisfactory (mean=5.64), FIN3 is your firm's export market share growth has been very satisfactory (mean=5.59), FIN1 is your firm's export sales volume has been very satisfactory (mean=5.54), FIN2 is your firm's export sales growth has been very satisfactory (mean=5.52). Non-financial performance, NFIN5 is your firm's product retention of export customers has fully met the expectations (mean=5.84), NFIN4 is your firm's acquiring new export customers has fully met the expectations (mean=5.81), NFIN3 is your firm's export customer satisfaction has fully met the expectations (mean=5.74), NFIN1 is your firm's penetration to the new luxury market segments with existing international markets has been fully met expectations (mean=5.71), NFIN2 is your company's reputation, and the image of luxury products in export markets has been quite positive (mean=5.69).

Table 29: Result of mean score and standard deviation (n=400)

Items and Variables	Mean	Standard Deviation
Export strategy for luxury		
Export market knowledge		
EXK3	5.67	.894
EXK1	5.63	.884
EXK5	5.53	.822

Items and Variables	Mean	Standard Deviation
EXK4	5.51	.823
EXK2	5.50	.835
Export market commitment		
EXC5	5.74	.856
EXC2	5.71	.860
EXC3	5.61	.851
EXC1	5.59	.824
EXC4	5.54	.860
Experience in international markets		
EXPI1	5.79	.902
EXPI2	5.78	.914
EXPI5	5.72	.836
EXPI4	5.58	.857
EXPI3	5.52	.831
Distribution channel for overseas markets		
DIS6	5.72	.830
DIS1	5.61	.810
DIS5	5.60	.814
DIS4	5.50	.838
DIS3	5.46	.791
DIS2	5.46	.774
Government export sponsor		
GOV3	5.78	.775
GOV4	5.63	.808
GOV5	5.63	.815
GOV1	5.63	.818
GOV2	5.61	.807
Luxury products export competitiveness		
Luxury brand recognition in international		

Items and Variables	Mean	Standard Deviation
markets		
LUXR3	5.65	.788
LUXR4	5.62	.780
LUXR5	5.60	.791
LUXR1	5.51	.835
LUXR2	5.51	.804
Luxury brand management in the export markets		
Brand identity		
IDEN3	5.66	.822
IDEN4	5.64	.836
IDEN2	5.57	.759
IDEN1	5.55	.784
Brand personality		
PES4	5.82	.869
PES1	5.61	.837
PES3	5.60	.834
PES2	5.54	.800
Brand image		
IMA3	5.76	.876
IMA4	5.74	.852
IMA2	5.65	.815
IMA1	5.64	.841
Brand communication		
COM3	5.90	.836
COM2	5.81	.823
COM1	5.75	.871
COM4	5.74	.847
Product differentiation		
PDIF4	5.64	.760

Items and Variables	Mean	Standard Deviation
PDIF3	5.59	.750
PDIF1	5.55	.836
PDIF2	5.51	.753
Product quality management Access to fundamental resources		
FUN4	5.88	.873
FUN3	5.76	.850
FUN2	5.61	.821
FUN1	5.50	.832
Business resources collaboration		
BUS4	5.72	.790
BUS3	5.64	.753
BUS2	5.50	.776
BUS1	5.50	.820
Production		
PDUT5	5.90	.875
PDUT3	5.80	.854
PDUT2	5.71	.839
PDUT4	5.70	.785
PDUT1	5.67	.848
Functionality		
FCT3	5.74	.822
FCT4	5.71	.879
FCT2	5.60	.794
FCT1	5.59	.815
Attractiveness of country-of-origin export products	5.71	.858
ATT5	5.63	.815
ATT4	5.63	.810

Items and Variables	Mean	Standard Deviation
ATT3	5.51	.795
ATT2	5.47	.810
ATT1		
Foreign intermediary partners		
PART6	5.79	.895
PART1	5.72	.860
PART4	5.65	.812
PART5	5.65	.854
PART2	5.64	.819
PART3	5.61	.821
Export performance		
Financial performance		
FIN5	5.72	.795
FIN4	5.64	.829
FIN3	5.59	.824
FIN1	5.54	.822
FIN2	5.52	.791
Non-financial performance		
NFIN5	5.84	.820
NFIN4	5.81	.825
NFIN3	5.74	.826
NFIN1	5.71	.812
NFIN2	5.69	.761

4.4 Data normality

Data normality is used to determine how properly data is collected for analysis, and it is particularly important when data is processed in structural modeling equations (SEM). Skewness and kurtosis are tested using univariate normality. According to Hooper et al. (2008) proposed that both skewness and kurtosis are

critical for monitoring proper data normality. When it comes to skewness, a value less than -1 indicates that the distribution is left skewed, whereas a value more than +1 indicates that the distribution is right skewed. If the value of kurtosis is less than -1, the distribution is called platykurtic; if it is greater than +1, the distribution is called leptokurtic or positive kurtosis. As Kline (2005) said that the univariate value skewness ranged from -3.0 to +3.0, while the kurtosis index ranged from -8.0 to +8.0. The data normality test is shown in Table 30. According to the findings of this study, skewness and kurtosis can be taken into account.

Table 30: Data normality test (n=400)

Data normality				
Dimensions and Items	**Skewness**	**Kurtosis**	**Descriptive statistics**	
			Mean	**S.D.**
Export market knowledge (EXK)				
EXK1	-0.490	0.317	5.63	0.884
EXK2	-0.127	-0.059	5.50	0.835
EXK3	-0.396	-0.068	5.67	0.894
EXK4	-0.472	0.295	5.51	0.823
EXK5	-0.374	0.195	5.53	0.822
Export market commitment (EXC)				
EXC1	-0.358	0.134	5.59	0.824
EXC2	-0.208	-0.368	5.71	0.860
EXC3	-0.416	0.382	5.61	0.851
EXC4	-0.148	-0.060	5.54	0.860
EXC5	-0.346	-0.333	5.74	0.856
Experience in international markets (EXPI)				
EXPI1	-0.432	-0.249	5.79	0.902
EXPI2	-0.392	-0.268	5.79	0.914
EXPI3	-0.098	-0.157	5.52	0.831
EXPI4	-0.930	4.002	5.58	0.857

Data normality				
Dimensions and Items	**Skewness**	**Kurtosis**	**Descriptive statistics**	
			Mean	**S.D.**
EXPI5	-0.463	0.126	5.72	0.836
Distribution channel for oversea markets (DIS)				
DIS1	-0.471	0.436	5.61	0.810
DIS2	-0.109	0.096	5.46	0.774
DIS3	-0.189	-0.159	5.46	0.791
DIS4	-0.267	-0.327	5.50	0.838
DIS5	-0.486	0.543	5.60	0.814
DIS6	-0.443	0.015	5.72	0.830
Government export sponsor (GOV)				
GOV1	-0.354	0.340	5.63	0.818
GOV2	-0.316	0.231	5.61	0.807
GOV3	-0.495	0.414	5.78	0.775
GOV4	-0.358	0.129	5.64	0.808
GOV5	-0.302	0.196	5.64	0.815
Luxury brand recognition in international markets (LUXR)				
LUXR1	0.077	-0.313	5.51	0.835
LUXR2	-0.184	0.270	5.51	0.804
LUXR3	-0.548	0.554	5.65	0.788
LUXR4	-0.332	0.092	5.62	0.780
LUXR5	-0.295	0.002	5.60	0.791
Luxury brand management in export markets Brand identity (IDEN)				
IDEN1	-0.134	0.101	5.55	0.784
IDEN2	-0.221	0.098	5.58	0.759

Data normality				
Dimensions and Items	**Skewness**	**Kurtosis**	**Descriptive statistics**	
			Mean	**S.D.**
IDEN3	-0.440	0.002	5.66	0.822
IDEN4	-0.342	-0.028	5.64	0.836
Brand personality (PES)				
PES1	-0.292	-0.082	5.61	0.837
PES2	-0.102	-0.141	5.54	0.800
PES3	-0.479	0.530	5.61	0.834
PES4	-0.565	0.326	5.82	0.869
Brand image (IMA)				
IMA1	-0.367	0.213	5.64	0.841
IMA2	-0.310	0.069	5.65	0.815
IMA3	-0.425	0.090	5.77	0.876
IMA4	-0.472	0.293	5.74	0.852
Brand communication (COM)				
COM1	-0.436	-0.185	5.75	0.871
COM2	-0.362	-0.056	5.81	0.823
COM3	-0.374	-0.450	5.90	0.836
COM4	-0.559	0.312	5.75	0.847
Product differentiation (PDIF)				
PDIF1	-0.089	-0.301	5.55	0.836
PDIF2	0.223	-0.342	5.51	0.753
PDIF3	-0.220	-0.40	5.60	0.750
PDIF4	-0.395	-0.076	5.64	0.760
Product quality management				
Access to fundamental resources				
(FUN)	-0.184	0.216	5.50	0.832
FUN1	-0.206	-0.181	5.61	0.821
FUN2	-0.445	-0.070	5.76	0.850

Data normality				
Dimensions and Items	**Skewness**	**Kurtosis**	**Descriptive statistics**	
			Mean	**S.D.**
FUN3	-0.468	-0.204	5.88	0.873
FUN4				
Business resources collaboration (BUS)	-0.165	0.028	5.50	0.820
BUS1	-0.130	0.121	5.50	0.776
BUS2	-0.254	-0.003	5.64	0.753
BUS3	-0.403	0.177	5.72	0.790
BUS4				
Production (PDUT)				
PDUT1	-0.274	-0.246	5.67	0.848
PDUT2	-0.199	-0.405	5.71	0.839
PDUT3	-0.271	-0.346	5.81	0.854
PDUT4	-0.353	0.140	5.70	0.785
PDUT5	-0.532	0.093	5.90	0.875
Functionality (FCT)				
FCT1	-0.125	-0.054	5.59	0.815
FCT2	-0.099	-0.115	5.60	0.794
FCT3	-0.461	0.487	5.74	0.822
FCT4	-1.055	3.244	5.71	0.879
Attractiveness of country-of-origin export products (ATT)				
ATT1	-0.266	0.187	5.47	0.810
ATT2	-0.115	0.177	5.51	0.795
ATT3	-0.324	0.090	5.63	0.810
ATT4	-0.237	-0.127	5.63	0.815
ATT5	-0.558	0.435	5.71	0.858
Foreign intermediary partners				

Data normality				
Dimensions and Items	**Skewness**	**Kurtosis**	**Descriptive statistics**	
			Mean	**S.D.**
(PART)	-0.586	0.457	5.72	0.860
PART1	-0.574	1.175	5.64	0.819
PART2	-0.315	1.47	5.61	0.821
PART3	-0.456	0.469	5.65	0.812
PART4	-0.490	0.445	5.65	0.854
PART5	-0.781	1.006	5.79	0.895
PART6				
Financial performance (FIN)				
FIN1	-0.633	0.939	5.54	0.822
FIN2	-0.439	0.854	5.52	0.791
FIN3	-0.449	0.560	5.59	0.824
FIN4	-0.775	1.458	5.64	0.829
FIN5	-0.574	0.958	5.72	0.795
Non-financial performance (NFIN)				
NFIN1	-0.540	0.194	5.71	0.812
NFIN2	-0.446	0.359	5.69	0.761
NFIN3	-0.507	0.118	5.74	0.826
NFIN4	-0.442	-0.080	5.81	0.825
NFIN5	-0.760	1.272	5.84	0.820

4.5 Reliability test for measurement scale

Reliability can be defined as measurement instrument which can determine how well questionnaire should be measured (Nunnally, 1994). As a result, reliability, or cronbach's alpha, was utilized to assess the dependability of all measurement elements. According to Karolina (2014) seen in Table 31 Cronbach's Alpha score greater than 0.50 implies strong internal consistency. According to Table 32, the corrected item-total correlation must be greater than 0.20 (Faleye, 2008), and each

dimension's dependability coefficient must be larger than 0.70 (Hajiar, 2014). Cronbach's alpha has a cut-off value of less than 0.50; values greater than 0.50 can be considered as a good indicator of construct.

Table 31: Cronbach's Alpha criteria

Cronbach's Alpha	Internal Consistency
Cronbach's Alpha ≥ 0.9	Excellent
0.8 ≤ Cronbach's Alpha < 0.9	Good
0.7 ≤ Cronbach's Alpha < 0.8	Acceptable
0.6 ≤ Cronbach's Alpha < 0.7	Questionable
0.5 ≤ Cronbach's Alpha < 0.6	Poor
Cronbach's Alpha < 0.5	Unacceptable

Adapted from Hajiar (2014)

Table 32: Corrected Item-to-total correlation criteria

Corrected Item-to-total correlation	More than 0.2

Adapted from Faleye (2008)

Table 33: Reliability test of variable

Items	Item-to-total correlation	Alpha if item deleted	Reliability Coefficient
Export market knowledge (EXK)			.960
EXK1	.719	.958	
EXK2	.716	.959	
EXK3	.700	.959	
EXK4	.758	.958	
EXK5	.733	.958	
Export market commitment (EXC)			
EXC1	.717	.959	
EXC2	.666	.959	
EXC3	.737	.958	
EXC4	.673	.959	
EXC5	.704	.959	

Items	Item-to-total correlation	Alpha if item deleted	Reliability Coefficient
Experience in international markets (EXPI)	.662	.959	
EXPI1	.674	.959	
EXPI2	.656	.959	
EXPI3	.652	.959	
EXPI4	.716	.959	
EXPI5			
Distribution channel for oversea markets (DIS)			
DIS1	.696	.959	
DIS2	.674	.959	
DIS3	.658	.959	
DIS4	.732	.958	
DIS5	.728	.958	
DIS6	.687	.959	
Government export sponsor (GOV)			
GOV1	.637	.959	
GOV2	.609	.959	
GOV3	.651	.959	
GOV4	.582	.960	
GOV5	.583	.960	
Luxury brand recognition in international markets (LUXR)			.881
LUXR1	.708	.857	
LUXR2	.726	.853	
LUXR3	.697	.859	
LUXR4	.708	.857	
LUXR5	.736	.850	

Items	Item-to-total correlation	Alpha if item deleted	Reliability Coefficient
Luxury brand management in export markets			.950
Brand identity (IDEN)	.686	.948	
IDEN1	.685	.948	
IDEN2	.689	.948	
IDEN3	.716	.947	
IDEN4			
Brand personality (PES)			
PES1	.712	.947	
PES2	.630	.949	
PES3	.725	.947	
PES4	.740	.947	
Brand image (IMA)			
IMA1	.665	.948	
IMA2	.744	.947	
IMA3	.734	.947	
IMA4	.737	.947	
Brand communication (COM)			
COM1	.743	.947	
COM2	.764	.946	
COM3	.744	.947	
COM4	.766	.946	
Product differentiation (PDIF)			.859
PDIF1	.689	.828	
PDIF2	.714	.816	
PDIF3	.703	.821	
PDIF4	.714	.816	
Product quality management			.942

Items	Item-to-total correlation	Alpha if item deleted	Reliability Coefficient
Access to fundamental resources (FUN)	.668	.938	
FUN1	.692	.938	
FUN2	.713	.937	
FUN3	.718	.937	
FUN4			
Business resources collaboration (BUS)	.635	.939	
BUS1	.623	.939	
BUS2	.595	.940	
BUS3	.692	.938	
BUS4			
Production (PDUT)			
PDUT1	.704	.938	
PDUT2	.705	.938	
PDUT3	.668	.938	
PDUT4	.672	.938	
PDUT5	.688	.938	
Functionality (FCT)			
FCT1	.659	.939	
FCT2	.683	.938	
FCT3	.678	.938	
FCT4	.696	.938	
Attractiveness of country-of-origin export products (ATT)			.893
ATT1	.731	.871	
ATT2	.741	.869	
ATT3	.746	.867	

Items	Item-to-total correlation	Alpha if item deleted	Reliability Coefficient
ATT4	.730	.871	
ATT5	.740	.869	
Foreign intermediary partners (PART)			.898
PART1	.720	.881	
PART2	.701	.884	
PART3	.721	.881	
PART4	.720	.881	
PART5	.755	.876	
PART6	.733	.879	
Export performance			.941
Financial performance (FIN)			
FIN1	.775	.935	
FIN2	.691	.938	
FIN3	.716	.937	
FIN4	.771	.935	
FIN5	.815	.933	
Non-financial performance (NFIN)			
NFIN 1	.761	.935	
NFIN 2	.762	.935	
NFIN 3	.763	.935	
NFIN 4	.752	.936	
NFIN 5	.790	.934	

4.6 Exploratory factor analysis criteria

According to Hair et al. (2010) recommended eigenvalue should be more than 1 and also this study use principal component method analyzing data. If the factor loading for all factors is less than 0.4, measurement items are removed. Communalities items are less than 0.40 might not consider insufficient explanation,

then it must be deleted from measurement items. KMO should be higher than 0.50. Hair et al. (2010) suggested that the Bartlett's test of sphericity (p0.05) is appropriate.

4.7 Criteria of Convergent Validity

The extracted average variance and composite reliability of all measurement scales should be more than 0.50 and 0.60, respectively. (Fornell & Larcker, 1981). Standardized factor loading should be greater than the recommended value of 0.50 for all variables. (Hair et al., 2010). The convergent validity requirements are shown in Table 34.

Table 34: Criteria of convergent validity

Average Variance Extracted	More than 0.5
Construct Reliability	More than 0.6
Factor Loading (Standardized loading estimate)	More than 0.5

Adapted from Hair et al. (2010)

4.8 Goodness-of-fit-model criteria

Structural Equation Modelling (SEM) is one of the data analysis approaches. The goodness-of-fit-model represents how well the data reflects the theory used in the research project, also known as model fit. (Shi & Maydeu-Olivares, 2020). Table 35 displays the goodness-of-fit indices criteria that show how well the model fits the sample data using χ^2 = chi-squares, χ^2/df=relative chi-square, GFI=goodness of fit index, CFI=comparative fit index, NFI=normed fit index, AGFI=adjusted goodness of fit statistic, RMSEA=root mean square error of approximation, RMR=root mean square residual.

Table 35: Fit indices criteria

The index of fit	Threshold Level Acceptable	Description	Types
Chi-Square $\chi 2$	χ^2 relative to degrees of freedom and an insignificant p-value (p > 0.05)	Chi-Square of the disparity between the matrices of the sample and the fitted covariance	Absolute fit index
$\chi 2$/df	<3 good	Relative $\chi 2$ of the discrepancy	Absolute fit

The index of fit	Threshold Level Acceptable	Description	Types
	<5 permissible		index
GFI	>0.95 good >0.90 acceptable	Goodness-of-fit	Absolute fit index
CFI	>0.95 good >0.90 acceptable	Comparative fit index	Incremental fit index
NFI	>0.95 good >0.90 acceptable	Normed fit index	Incremental fit index
AGFI	>0.95 good >0.90 acceptable	Adjust goodness-of-fit	Absolute fit index
RMSEA	<0.07 good 0.07-0.10 moderate >0.10 poor	Root Mean Square Error of Approximation	Absolute fit index
P-value	>0.50	Associated p-value for RMSEA	Absolute fit index
RMR	<0.09	Root Mean Square Residual	Absolute fit index

Adapted from Shi and Maydeu-Olivares (2020)

4.9 Export Strategy for Luxury

4.9.1 Exploratory Factor Analysis of export strategy for luxury

Table 36 shows exploratory factor analysis on 26 items used to measures export strategy for luxury. All measurement items can be accepted significantly.

Table 36: Exploratory Factor Analysis of Export Strategy for Luxury (n=400)

Items	Factor loading	Eigen Value	Variance explained	Reliability Coefficient
Export market knowledge (EXK)		3.553	71.051	.898
EXK1	.865			
EXK2	.858			
EXK3	.835			
EXK4	.847			
EXK5	.808			
Export market commitment (EXC)		3.311	66.218	.872
EXC1	.835			
EXC2	.779			
EXC3	.842			
EXC4	.821			
EXC5	.790			
Experience in international markets (EXPI)		3.245	64.907	.864
EXPI1	.807			
EXPI2	.831			
EXPI3	.769			
EXPI4	.788			
EXPI5	.833			
Distribution channel for oversea markets (DIS)		3.805	63.418	.884
DIS1	.736			
DIS2	.778			
DIS3	.790			
DIS4	.842			
DIS5	.839			
DIS6	.787			

Items	Factor loading	Eigen Value	Variance explained	Reliability Coefficient
Government export sponsor (GOV)		3.763	75.260	.918
GOV1	.878			
GOV2	.887			
GOV3	.811			
GOV4	.876			
GOV5	.883			
KMO=.938; Bartlett's test Chi-square=8234.080; Sig.=.000				

As shown in Table 36, five factors were accepted with eigen-values more than 1.00, which may explain more than 63 percent of the variance in export market knowledge. KMO sampling adequacy is.938, and Bartlett's sphericity test is 8234.080. Because the reliability coefficient was greater than 0.89, it indicates that the export plan for luxury items has strong internal consistency.

The first dimension of export market knowledge included five items with a factor loading more than 0.80. All the objects were EXK1 gathers data about overseas visitors. The first dimension of export market knowledge included five items with a factor loading more than 0.80. All the objects were EXK1 collects information about overseas markets such as client wants, desires, and level of satisfaction with firm's products, whereas EXK2 collects information about rivals' actions in foreign markets. For example, a competitor's product or a competitor's market segments targeted. EXK4 adapts quickly to local market conditions in international market operations by adjusting market offerings. EXK3 your company collects information on changes in the export environment on a regular basis. For example, technologies, export rules, and economic aspects. EXK5 If a large competitor launched an aggressive campaign aimed at foreign customers, your company would respond promptly.

Export market commitment that included five goods with factor loadings greater than.779. All items were EXC1 willing to commit substantial planning to increase its export expansion. EXC2 dedicates resources to export activities more than

to the domestic markets. EXC3 constantly monitors human resources committed to the export activity. e.g., training staff such as languages, paperwork. EXC4 strongly significant degree of management commitment to exporting. EXC5 proactive attitude of the managers is important in allocating resources to foreign markets.

Experience in international markets which contained at five items with factor loading more than .769. All items were EXPI1 team of individuals who are experienced in aboard just as living, working, studying, traveling, volunteering, and have exhibition experiences in overseas markets. EXPI2 encouraged students to pursue a degree in international business. Export formal courses and export seminars, for example. EXPI3's ability to follow through on trade agreements in export markets. EXPI4 got a team of individuals who deeply understand values, beliefs, culture by living or working in overseas markets. EXPI5 Key people at your firm have better negotiation ability and handle export negotiation more frequently in overseas markets.

Distribution channel for overseas markets with six goods with factor loadings greater than.736. All of the objects were DIS1 is primarily aimed at high-end distributors. Retail outlets, flagship stores, or retail areas within high-end department stores, for example. The extent of territorial coverage that distributors must achieve for items is specifically established by DIS2. DIS3 regularly supervises the distributor's adherence to set procedures. If the distributor achieves a particular market share for the product, DIS4 analyzes it. DIS5 sends managers to international nations on a regular basis to keep distributors up to date on technological and product changes. DIS6 to connect with overseas distributors.

Government export sponsor which contained at five items with factor loading more than .811. All items were GOV1 joins international exhibitions in Thailand recommended by the government. GOV2 joins export promotion programs including trade visits to expand products through government overseas trade agencies recommended. GOV3 joins in-store promotion overseas trade fair with Department of International Trade Promotion (DITP) e.g., join export promotion with high-end department and retail store. GOV4 discovers a set of activities such as export guidelines, regulations and instructions which can help the export process easier.

GOV5 received business opportunities in international markets due to the help of government export sponsors.

4.9.2 Factor rotation of export strategy for luxury

Factor loadings were lower than 0.4 is deleted and communalities less than 0.50 are considered as not good to explanation, this study shows the finding of five components as shows in Table 37, which is accepted.

Table 37: Factor Rotation of Export Strategy for Luxury (n=400)

Items	Communalities	Component				
		1	2	3	4	5
		Export market knowledge	Export market commitment	Experience in international markets	Distribution channel for oversea markets	Government export sponsor
EXK1	.793	.747				
EXK2	.799	.744				
EXK3	.717	.730				
EXK4	.672	.785				
EXK5	.662	.762				
EXC1	.639		.745			
EXC2	.651		.698			
EXC3	.645		.764			
EXC4	.654		.707			
EXC5	.622		.732			
EXPI1	.782			.692		
EXPI2	.796			.702		
EXPI3	.694			.685		
EXPI4	.783			.682		
EXPI5	.727			.743		
DIS1	.575				.726	
DIS2	.607				.705	
DIS3	.674				.689	
DIS4	.706				.760	
DIS5	.727				.757	
DIS6	.767				.716	
GOV1	.767					.661
GOV2	.792					.634
GOV3	.710					.675
GOV4	.787					.608
GOV5	.822					.580

Table 37 demonstrates that export market knowledge is made up of five components, each with a factor loading ranging from 0.730 to 0.785. Second, the export market commitment is made up of five items with factor loadings ranging from 0.698 to 0.764. Third, international experience in international markets includes five elements with factor loadings ranging from 0.692 to 0.743. The fourth distribution is made up of six items with factor loadings ranging from 0.689 to 0.760. Finally, the government export sponsor consists of five components with factor loadings ranging from 0.508 to 0.675. Factor loading is greater than 0.50, and communalities are greater than 0.50. As a result, factor rotation has gained widespread acceptance.

4.9.3 Adjusted CFA of Second Order Luxury Export strategy
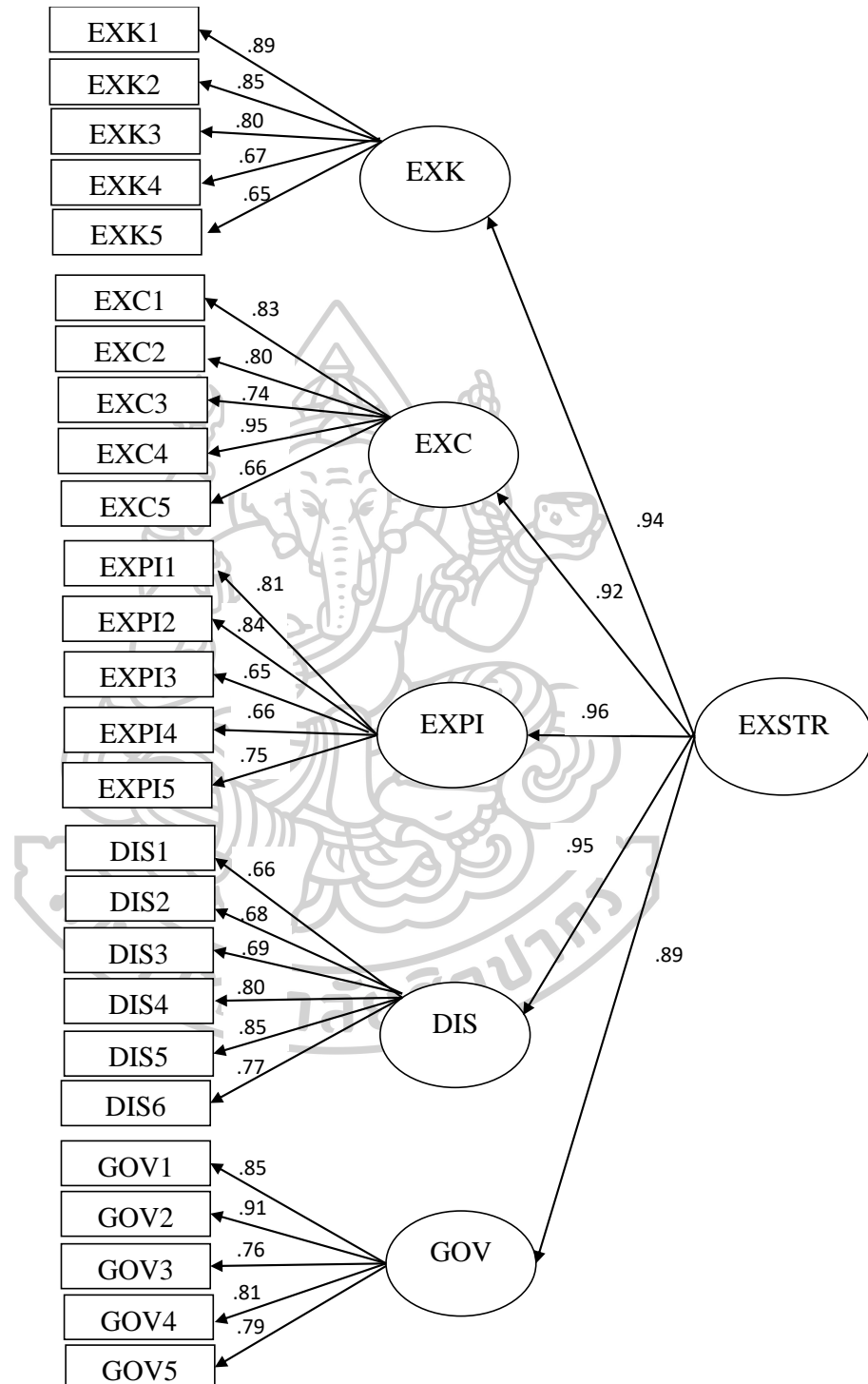
Figure 4: CFA of Second Order Luxury Export strategy

4.9.4 Convergent validity of export strategy for luxury

The overall fit of the measurement model was evaluated using modification indices. Because composite reliability should be greater than the recommended value of 0.70, (Fornell & Larcker, 1981; Hair et al., 2010). Furthermore, standardized factor loading for all variables was higher than the suggested value of 0.50. Each item's construct validity was determined using confirmatory factor analysis. According to (Hair et al., 2010) claimed that the variables in each concept were explained by the confirmatory factor. Table 38 shows average extracted variance of five variables after adjusted model were all higher than 0.50, which means could explain the total variance more than 50%. It can explain good indication of convergent validity for measurement model. Furthermore, all five variables above 0.70; hence, export strategy for luxury is considerable accepted.

Table 38: Result of export strategy for luxury convergent validity

Dimension and Items	Loading	R^2
Export market knowledge AVE = 0.604; CR = 0.882		
EXK1	.89	.80
EXK2	.85	.73
EXK3	.80	.64
EXK4	.67	.44
EXK5	.65	.42
Export market commitment AVE = 0.641; CR = 0.898		
EXC1	.83	.69
EXC2	.80	.64
EXC3	.74	.55
EXC4	.95	.90
EXC5	.66	.43
Experience in international markets AVE = 0.558; CR = 0.862		
EXPI1	.81	.66
EXPI2	.84	.70
EXPI3	.65	.43
EXPI4	.66	.43

Dimension and Items	Loading	R^2
EXPI5	.75	.57
Distribution channel for oversea markets AVE = 0.556; CR = 0.879		
DIS1	.66	.43
DIS2	.68	.46
DIS3	.69	.47
DIS4	.80	.64
DIS5	.85	.72
DIS6	.77	.59
Government export sponsor AVE = 0.683; CR = 0.914		
GOV1	.85	.73
GOV2	.91	.84
GOV3	.76	.58
GOV4	.81	.65
GOV5	.79	.62

4.9.5 Structural equation modeling of export strategy for luxury

In terms of luxury export strategy, structural equation modeling was employed to test the overall fit of the structural model, which looked at the outputs for hypothesis testing. According to Hair et al. (2010) the criteria of model fit should have $\chi2/df \leq 3.00$, GFI ≥ 0.90, CFI ≥ 0.90, NFI ≥ 0.90, AGFI ≥ 0.90, RMSEA ≤ 0.07, and RMR ≤ 0.08. This is a criterion of good fit value that can statistically accepted. Table 39 demonstrates the model fit indices; firstly, the initial model showed moderate fit (χ^2=1634.980, χ^2/df=5.561, p=.000, GFI=.727, CFI=.835, NFI=.806, AGFI=.674, RMSEA=.107, RMR=.043). After modification the model showed good fit of export strategy for luxury (χ^2=488.986, χ^2/df=1.933, p=.000, GFI=.912, CFI=.971, NFI=.942, AGFI=.908, RMSEA=.048, RMR=.029).

Table 39: Absolute model fit indices of export strategy for luxury

Model	χ^2	χ^2/df	GFI	CFI	NFI	AGFI	RMSEA	RMR
	Absolute Model Fit Indices							
Criteria	-	≤ 3.00	≥ 0.90	≥ 0.90	≥ 0.90	≥ 0.90	≤ 0.07	≤ 0.08
Initial model	1634.980	5.561	.727	.835	.806	.674	.107	.043
Final model	488.986	1.933	.912	.971	.942	.908	.048	.029

4.9.6 Discriminants validity of export strategy for luxury

The measuring model that explains the link between latent variables is referred to as discriminant validity. However, as shown in Table 40, all of the latent variables in the adjusted model of luxury export strategy were associated with correlation coefficients ranging from .549 to .826.

Table 40: Discriminant validity matrix of export strategy for luxury (n=400)

Latent variables	EXK	EXC	EXPI	DIS	GOV
EXK	.777				
EXC	.748	.800			
EXPI	.640	.677	.746		
DIS	.735	.683	.634	.745	
GOV	.589	.558	.549	.666	.826

Note: values in italics represent the square root of AVE

4.10 Luxury products export competitiveness

4.10.1 Exploratory factor analysis of luxury products export competitiveness

Table 41 depicts an exploratory factor study of the export competitiveness of luxury goods. Six factors were selected, each of which can explain more than half of the variance. KMO sampling adequacy is.962, and Bartlett's sphericity test is 17,183.168. The dependability coefficient was greater than 0.80, indicating that luxury products' export competitiveness is internally consistent.

Table 41: Exploratory factor analysis of luxury products export competitiveness

Items	Factor loading	Eigen Value	Variance explained	Reliability Coefficient
Luxury brand recognition in international markets		3.389	67.781	.881
LUXR1	.817			
LUXR2	.829			
LUXR3	.811			
LUXR4	.820			
LUXR5	.840			
Luxury brand management in the export markets		9.179	51.371	.950
Brand identity				
IDEN1	.727			
IDEN2	.725			
IDEN3	.738			
IDEN4	.755			
Brand personality				
PES1	.750			
PES2	.673			
PES3	.762			
PES4	.777			
Brand image				
IMA1	.707			
IMA2	.779			
IMA3	.773			
IMA4	.774			
Brand communication				
COM1	.781			
COM2	.800			
COM3	.783			
COM4	.802			

Items	Factor loading	Eigen Value	Variance explained	Reliability Coefficient
Product differentiation		3.817	70.426	.859
PDIF1	.847			
PDIF2	.841			
PDIF3	.841			
PDIF4	.828			
Product quality management		8.799	51.759	.942
Access to fundamental resources				
FUN1	.713			
FUN2	.734			
FUN3	.754			
FUN4	.759			
Business resources collaboration				
BUS1	.680			
BUS2	.668			
BUS3	.641			
BUS4	.733			
Production				
PDUT1	.745			
PDUT2	.746			
PDUT3	.712			
PDUT4	.713			
PDUT5	.731			
Functionality				
FCT1	.704			
FCT2	.725			
FCT3	.721			
FCT4	.739			
Attractiveness of country-of-origin exports		3.501	70.028	.893

Items	Factor loading	Eigen Value	Variance explained	Reliability Coefficient
ATT1	.844			
ATT2	.840			
ATT3	.838			
ATT4	.834			
ATT5	.829			
Foreign intermediary partners		3.983	66.384	.898
PART1	.838			
PART2	.821			
PART3	.812			
PART4	.811			
PART5	.810			
PART6	.795			
KMO= .962; Bartlett's test: Chi-square = 17,183.168, Sig. = .000				

Luxury brand recognition in international markets is comprised of five items. The variance explained can explain more than 60% of total variance. Luxury brand management in the export markets can explain approximately more than 50% of total variance. Product differentiation can explain above than 70% of total variance. Product quality management can explain above than 50% of the total variance. Attractiveness of country-of-origin export market can explain greater than 70% of the total variance. Foreign intermediary partners can explain above 60% of the total variance. All constructs can be consider accepted.

4.10.2 Factor rotation of luxury products export competitiveness

Factor loadings less than 0.4 are removed, while communalities less than 0.50 are deemed unsuitable for explanation. Table 42, luxury brand awareness in the international market, contains five elements with factor loadings ranging from 0.665 to 0.725. Second, there are sixteen luxury brand managers in the export market, with factor loadings ranging from 0.659 to 0.747. Third, product differentiation consists of four components with factor loadings ranging from 0.60 to 0.724. The fourth

category, product quality management, includes seventeen items with factor loadings ranging from 0.612 to 0.719. Finally, the attractiveness of country-of-origin export markets is limited to five items with factor loadings ranging from 0.682 to 0.753. Foreign intermediary partners are made up of six components, each with a factor loading ranging from 0.682 to 0.753. As a result, factor rotation has gained widespread acceptance.

Table 42: Factor rotation of luxury products export competitiveness

Items	communalities	Component											
		1	2	3	4	5	6	7	8	9	10	11	12
		LUXR	IDEN	PES	IMA	COM	PDIF	FUN	BUS	PDUT	FCT	ATT	PART
LUXR1	.678	.684											
LUXR2	.727	.665											
LUXR3	.701	.725											
LUXR4	.748	.691											
LUXR5	.747	.717											
IDEN1	.663		.690										
IDEN2	.688		.674										
IDEN3	.704		.687										
IDEN4	.689		.721										
PES1	.735			.713									
PES2	.725			.659									
PES3	.791			.721									
PES4	.751			.732									
IMA1	.721				.696								
IMA2	.756				.743								
IMA3	.718				.735								
IMA4	.667				.745								
COM1	.780					.722							
COM2	.778					.722							
COM3	.820					.708							

	C1	C2	C3	C4	C5	C6	C7	C8	C9	C10	C11	C12	C13
COM4	.798					.747							
PDIF1	.665						.685						
PDIF2	.716						.660						
PDIF3	.759						.666						
PDIF4	.757						.724						
FUN1	.770							.678					
FUN2	.805							.691					
FUN3	.808							.709					
FUN4	.780							.717					
BUS1	.740								.680				
BUS2	.789								.652				
BUS3	.791								.612				
BUS4	.717								.704				
PDUT1	.771									.716			
PDUT2	.739									.719			
PDUT3	.710									.657			
PDUT4	.743									.679			
PDUT5	.771									.689			
FCT1	.642										.700		
FCT2	.723										.705		
FCT3	.784										.672		
FCT4	.720										.690		
ATT1	.670											.709	
ATT2	.688											.701	
ATT3	.740											.682	
ATT4	.698											.714	
ATT5	.717											.753	
PART1	.688												.723
PART2	.622												.685
PART3	.699												.671
PART4	.734												.654

| PART5 | .725 | | | | | | | | | | | .699 |
| PART6 | .701 | | | | | | | | | | | .698 |

4.10.3 Adjusted CFA of Second Order Luxury Products Export Competitiveness
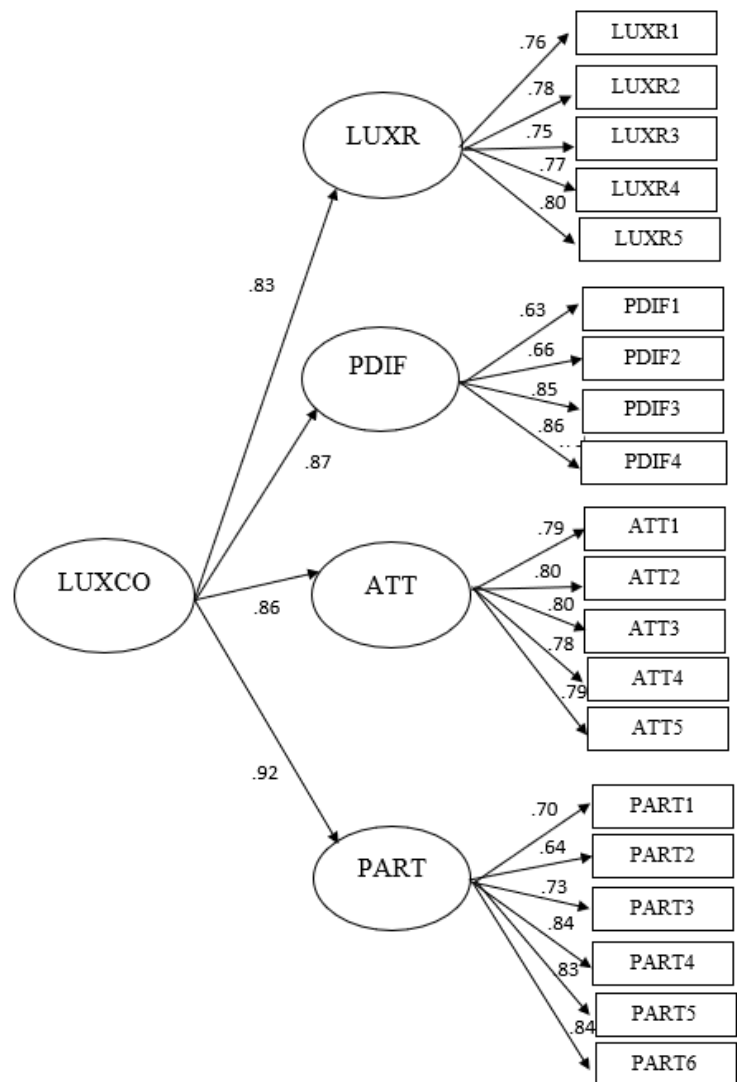
A

Figure 5: Adjusted CFA of Second Order Luxury Products Export Competitiveness

Adjusted CFA of Second Order Luxury Products Export Competitiveness
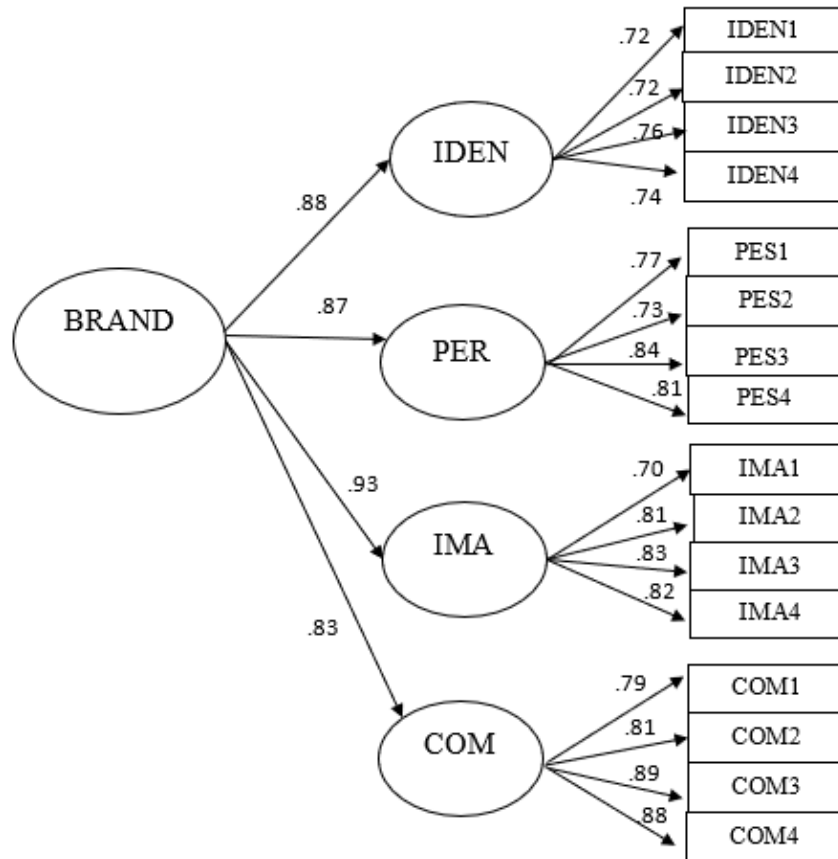
Figure 5: Adjusted CFA of Second Order Luxury Products Export Competitiveness

Adjusted CFA of Second Order Luxury Products Export Competitiveness
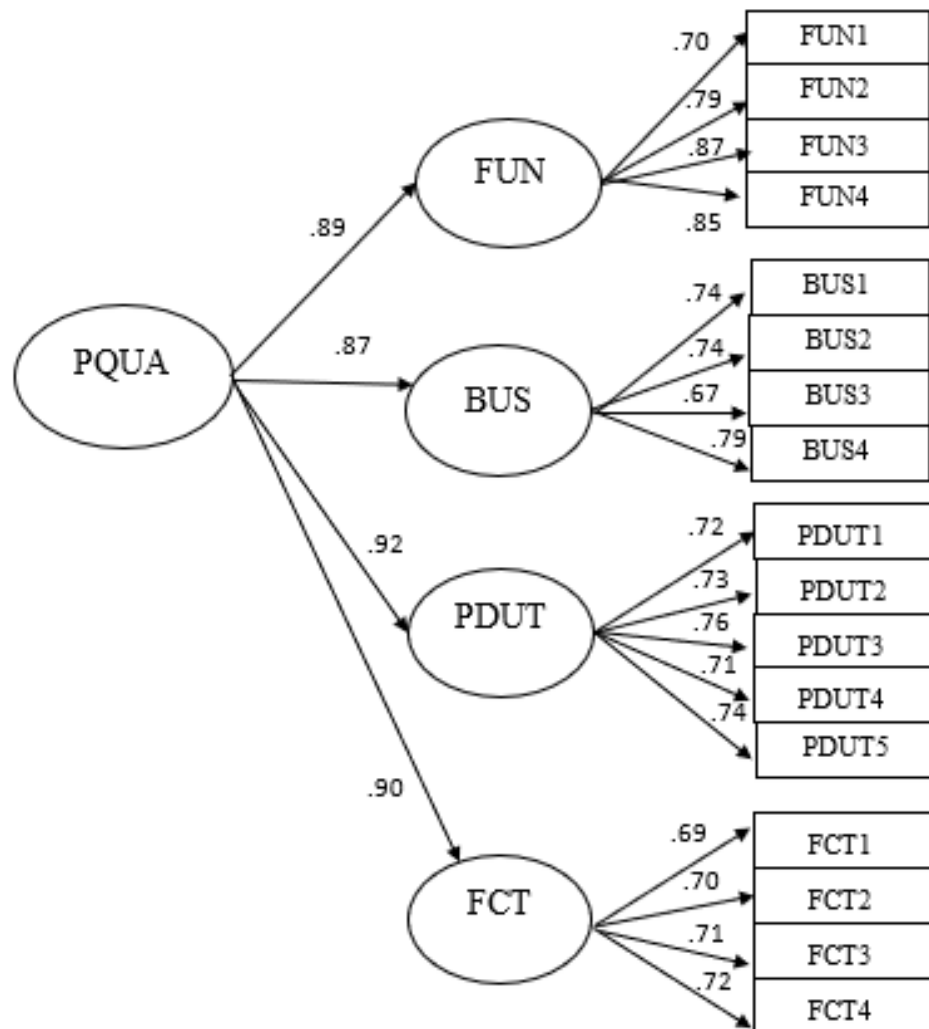
C

Figure 5: Adjusted CFA of Second Order Luxury Products Export Competitiveness

4.10.4 Luxury products export competitiveness model fit

Table 43 shows six variables after adjusted model were all higher than 0.50, which means could explain the total variance more than 50%. It can explain good indication of convergent validity for measurement model. Furthermore, composite

reliability of all five variables above 0.70; hence, luxury products export competitiveness is considerable accepted.

Table 43: Luxury products export competitiveness model fit

Dimension and Items	Loading	R^2
Luxury brand recognition in international markets AVE = 0.597; CR = 0.881		
LUXR1	.76	.58
LUXR2	.78	.60
LUXR3	.75	.57
LUXR4	.77	.59
LUXR5	.80	.64
Luxury brand management in the export markets AVE = 0.623; CR = 0.963		
IDEN1	.72	.52
IDEN2	.72	.52
IDEN3	.76	.57
IDEN4	.74	.55
PES1	.77	.59
PES2	.73	.53
PES3	.84	.71
PES4	.81	.66
IMA1	.70	.50
IMA2	.81	.66
IMA3	.83	.69
IMA4	.82	.68
COM1	.79	.62
COM2	.81	.66
COM3	.89	.78
COM4	.88	.78
Product differentiation AVE = 0.572; CR = 0.839		
PDIF1	.63	.40
PDIF2	.66	.43
PDIF3	.85	.72

Dimension and Items	Loading	R^2
PDIF4	.86	.73
Product quality management AVE = 0.554; CR =0.954		
FUN1	.70	.49
FUN2	.79	.62
FUN3	.87	.76
FUN4	.85	.72
BUS1	.74	.54
BUS2	.74	.55
BUS3	.67	.45
BUS4	.79	.62
PDUT1	.72	.51
PDUT2	.73	.53
PDUT3	.76	.58
PDUT4	.71	.50
PDUT5	.74	.55
FCT1	.69	.48
FCT2	.70	.49
FCT3	.71	.50
FCT4	.72	.52
Attractiveness of country-of-origin export products AVE = 0.625; CR =0.893		
ATT1	.79	.62
ATT2	.80	.64
ATT3	.80	.64
ATT4	.78	.60
ATT5	.79	.62
Foreign intermediary partners AVE =0.588; CR =0.894		
PART1	.70	.49
PART2	.64	.41
PART3	.73	.53
PART4	.84	.70

Dimension and Items	Loading	R^2
PART5	.83	.69
PART6	.84	.71

4.10.5 Structural equation modeling of Luxury Products Export Competitiveness

In order to test the overall fit of the structural model, which investigated the outputs for hypothesis testing, structural equation modeling was utilized for luxury goods export competitiveness. The criteria of model fit should have $\chi 2/df \le 3.00$, GFI ≥ 0.90, CFI ≥ 0.90, NFI ≥ 0.90, AGFI ≥ 0.90, RMSEA ≤ 0.07, and RMR ≤ 0.08. This is a criterion of good fit value that can statistically accepted. Table 44 demonstrates the model fit indices; firstly, the initial model showed moderate fit (χ^2=3697.702, χ^2/df=2.808, p=.000, GFI=.730, CFI=.857, NFI=.795, AGFI=.706, RMSEA=.067, RMR=.033). After modification the model showed good fit (χ^2=923.619, χ^2/df=1.707, p=.000, GFI=.902, CFI=.967, NFI=.924, AGFI=.915, RMSEA=.042, RMR=.028).

Table 44: Absolute model fit indices of luxury products export competitiveness

Model	Absolute Model Fit Indices							
	χ^2	χ^2/df	GFI	CFI	NFI	AGFI	RMSEA	RMR
Criteria	-	≤ 3.00	≥ 0.90	≥ 0.90	≥ 0.90	≥ 0.90	≤ 0.07	≤ 0.08
Initial model	3697.702	2.808	.730	.857	.795	.706	.067	.033
Final model	923.619	1.707	.902	.967	.924	.915	.042	.028

4.10.6 Discriminants validity of luxury products export competitiveness

Discriminant validity relates to how well the measurement model explains the connection between the latent variables. However, as shown in Table 45, all the latent variables in the adjusted model of luxury goods export competitiveness were associated with correlation coefficients ranging from .552 to.790.

Table 45: Discriminants validity of latent variables of luxury products export competitiveness

Latent variables	LUXR	BRAND	PDIF	PQUA	ATT	PART
LUXR	.772					
BRAND	.608	.789				
PDIF	.719	.716	.756			
PQUA	.641	.741	.683	.744		
ATT	.714	.628	.552	.607	.790	
PART	.742	.708	.717	.690	.639	.766

Note: values in italics represent the square root of AVE

4.11 Export performance

4.11.1 Exploratory Factor Analysis of Export performance

Table 46 shows 10 items used to measure export performance which is indicator accepted. Financial performance is made up of five items with factor loadings ranging from 0.814 to 0.872, and the total variance can be explained by more than 70%, with a reliability coefficient of 0.900. Non-financial performance is factor loading from 0.832 to 0.870, with the total of variance can explained more than 70% and explained reliability coefficient 0.907. Thus, two constructs have been considerably accepted. KMO =.929; Bartlett's test: Chi-square = 3017.595.

Table 46: Exploratory factor analysis of export performance

Items	Factor loading	Eigen Value	Variance explained	Reliability Coefficient
Financial performance		3.570	71.408	.900
FIN1	.872			
FIN2	.860			
FIN3	.858			
FIN4	.821			
FIN5	.814			
Non-financial performance		3.649	72.972	.907
NFIN1	.870			

Items	Factor loading	Eigen Value	Variance explained	Reliability Coefficient
NFIN2	.868			
NFIN3	.862			
NFIN4	.837			
NFIN5	.832			
KMO =.929; Bartlett's test: Chi-square = 3017.595, Sig. = .000				

4.11.2 Factor Rotation Analysis of Export performance

Factor loadings less than 0.4 are removed, while communalities less than 0.50 are deemed unsuitable for explanation. As shown in Table 47, the first dimension of export performance is financial performance, which is made up of five components with factor loadings ranging from 0.633 to 0.852. Second, non-financial performance is made up of five elements with factor loadings ranging from 0.633 to 0.801. All factor loadings were greater than 0.4, and all communalities were greater than 0.50. As a result, factor rotation of export performance was widely approved.

Table 47: Factor Rotation Analysis of Export performance

Items	communalities	Component	
		1	2
		Financial	Non-financial
FIN1	.788	.799	
FIN2	.784	.852	
FIN3	.661	.707	
FIN4	.691	.650	
FIN5	.735	.633	
NFIN1	.737		.790
NFIN2	.687		.715
NFIN3	.668		.663
NFIN4	.779		.842
NFIN5	.770		.801

4.11.3 Adjusted CFA of Second Order Export Performance
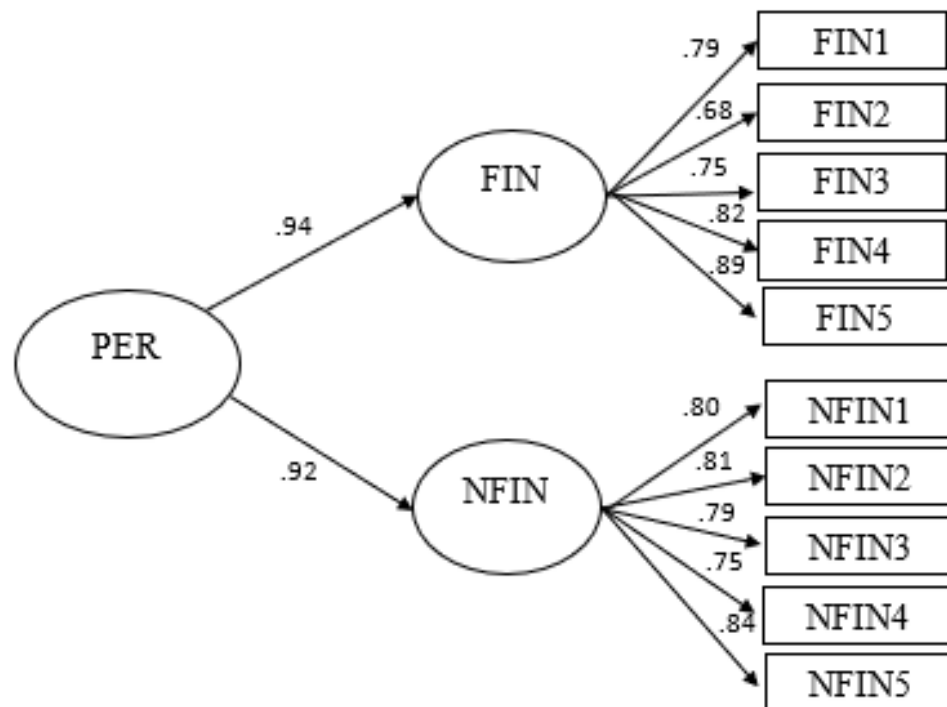
Figure 6: Adjusted CFA of Second Order Export Performance

4.11.4 Convergent Validity and Model Fit Indices of Export Performance

To assess the overall fit of the measurement scales, modification indices were chosen. As the composite reliability should be greater than 0.70, and the average extracted variance of all measurement scales should be greater than 0.50. (Fornell & Larcker, 1981; Hair et al., 2010). Furthermore, standardized factor loading for all variables was higher than the suggested value of 0.50. Each item's construct validity was determined using Confirmatory Factor Analysis. According to Hair et al. (2010) claimed that the variables in each concept were explained by the confirmatory factor. Two variables after adjusted model were all higher than 0.50, which means could explain the total variance more than 50%. It can explain good indication of convergent validity for measurement model. Furthermore, two variables above 0.70; hence, export performance is considerable accepted as Table 48.

Table 48: Result of convergent validity of export performance

Dimension and Scales	Loading	R^2
Financial performance AVE = 0.631; CR = 0.894		
FIN1	.79	.63
FIN2	.68	.46
FIN3	.75	.56
FIN4	.82	.68
FIN5	.89	.79
Non-financial performance AVE = 0.638; CR = 0.897		
NFIN1	.80	.63
NFIN2	.81	.65
NFIN3	.79	.62
NFIN4	.75	.56
NFIN5	.84	.70

4.11.5 Structural equation modeling of Export performance

In order to test the overall fit of the structural model, which investigated the outputs for hypothesis testing, structural equation modeling was utilized for export performance. The criteria of model fit should have χ^2/df ≤ 3.00, GFI ≥ 0.90, CFI ≥ 0.90, NFI ≥ 0.90, AGFI ≥ 0.90, RMSEA ≤ 0.07, and RMR ≤ 0.08. This is a criterion of good fit value that can statistically accepted. Table 49 demonstrates the model fit indices; firstly, the initial model showed moderate fit (χ^2=230.097, χ^2/df=6.768, p=.000, GFI=.899, CFI=.935, NFI=.925, AGFI=.836, RMSEA=.120, RMR=.025). After modification the model showed good fit (χ^2=33.104, χ^2/df=1.439, p=.079, GFI=.984, CFI=.997, NFI=.989, AGFI=.962, RMSEA=.033, RMR=.012).

Table 49: Absolute model fit indices of export performance

Model	χ^2	χ^2/df	GFI	CFI	NFI	AGFI	RMSEA	RMR
	Absolute Model Fit Indices							
Criteria	-	≤ 3.00	≥ 0.90	≥ 0.90	≥ 0.90	≥ 0.90	≤ 0.07	≤ 0.08
Initial model	230.097	6.768	.899	.935	.925	.836	.120	.025
Final model	33.104	1.439	.984	.997	.989	.962	.033	.012

4.11.6 Discriminants validity of export performance

Discriminant validity relates to how well the measurement model explains the connection between the latent variables. All of the latent variables in the adjusted model of export success, on the other hand, were connected with a correlation coefficient .710 as Table 50.

Table 50: Discriminants validity matrix between latent variables of export performance

Latent variables	Financial performance	Non-financial performance
Financial performance	.794	
Non-financial performance	.710	.798

Note: values in italics represent the square root of AVE

4.12 Overall Measurement Model

Average extracted variance of five variables after adjusted model were all higher than 0.50, which means could explain the total variance more than 50%. It can explain good indication of convergent validity for measurement model. Furthermore, composite reliability of all five variables above 0.70; hence, overall model is considerable accepted as Table 51 shows overall model.

Table 51: Overall tested model

Dimension and Items	Loading	R²
Export strategy for luxury		
Export market knowledge AVE = 0.634; CR = 0.896		
EXK1	.82	.67
EXK2	.80	.65
EXK3	.81	.62
EXK4	.79	.66
EXK5	.76	.58
Export market commitment AVE = 0.570; CR =0.867		
EXC1	.78	.61
EXC2	.73	.53
EXC3	.79	.63
EXC4	.75	.57
EXC5	.71	.50
Experience in international markets AVE = 0.548; CR =0.858		
EXPI1	.76	.58
EXPI2	.78	.61
EXPI3	.69	.48
EXPI4	.71	.50
EXPI5	.76	.58
Distribution channel for oversea markets AVE = 0.556; CR = 0.883		
DIS1	.71	.50
DIS2	.71	.50
DIS3	.72	.52
DIS4	.80	.65
DIS5	.80	.65
DIS6	.73	.54
Government export sponsor AVE = 0.723; CR = 0.929		
GOV1	.86	.75
GOV2	.87	.76
GOV3	.78	.61

Dimension and Items	Loading	R^2
GOV4	.86	.74
GOV5	.88	.77
Luxury products export competitiveness		
Luxury brand recognition in international markets AVE =0.733; CR = 0.885		
LUXR1	.77	.59
LUXR2	.76	.58
LUXR3	.78	.61
LUXR4	.78	.61
LUXR5	.80	.65
Luxury brand management in the export markets AVE = 0.623; CR = 0.963		
IDEN1	.72	.52
IDEN2	.71	.50
IDEN3	.73	.53
IDEN4	.75	.56
PES1	.76	.58
PES2	.73	.53
PES3	.80	.65
PES4	.79	.62
IMA1	.76	.58
IMA2	.84	.70
IMA3	.81	.65
IMA4	.79	.62
COM1	.83	.69
COM2	.85	.73
COM3	.87	.75
COM4	.87	.75
Product differentiation AVE = 0.616; CR = 0.867		
PDIF1	.78	.62
PDIF2	.76	.58
PDIF3	.78	.62

Dimension and Items	Loading	R^2
PDIF4	.82	.67
Product quality management AVE = 0.615; CR =0.865		
FUN1	.75	.56
FUN2	.80	.64
FUN3	.84	.70
FUN4	.79	.62
BUS1	.80	.64
BUS2	.81	.66
BUS3	.76	.58
BUS4	.82	.66
PDUT1	.79	.62
PDUT2	.80	.65
PDUT3	.77	.60
PDUT4	.72	.52
PDUT5	.75	.57
FCT1	.78	.60
FCT2	.80	.65
FCT3	.77	.59
FCT4	.74	.55
Attractiveness of country-of-origin export products AVE = 0.587; CR =0.876		
ATT1	.77	.60
ATT2	.75	.57
ATT3	.74	.55
ATT4	.76	.57
ATT5	.81	.65
Foreign intermediary partners AVE =0.603; CR =0.901		
PART1	.78	.61
PART2	.75	.57
PART3	.77	.59
PART4	.76	.58

Dimension and Items	Loading	R^2
PART5	.81	.65
PART6	.79	.63
Export performance		
Financial performance AVE =0.645; CR = 0.90		
FIN1	.82	.67
FIN2	.74	.55
FIN3	.76	.58
FIN4	.83	.69
FIN5	.86	.74
Non-financial performance AVE =0.669; CR = 0.908		
NFIN1	.82	.67
NFIN2	.81	.64
NFIN3	.80	.63
NFIN4	.82	.67
NFIN5	.84	.71

4.12.1 Structural equation modeling of overall model

To test the overall fit of the structural model, structural equation modeling was utilized, which investigated the outputs for hypothesis testing. The criteria of model fit should have $\chi2/df \leq 3.00$, GFI ≥ 0.90, CFI ≥ 0.90, NFI ≥ 0.90, AGFI ≥ 0.90, RMSEA ≤ 0.07, and RMR ≤ 0.08. This is a criterion of good fit value that can statistically accepted. Table 52 demonstrates the model fit indices; firstly, the initial model showed moderate fit (χ^2=8965.629, χ^2/df=2.353, p=.000, GFI=.630, CFI=.829, NFI=.737, AGFI=.612, RMSEA=.058, RMR=.038). After modification the model showed good fit (χ^2=1010.066, χ^2/df=1.840, p=.000, GFI=.921, CFI=.960, NFI=.917, AGFI=.904, RMSEA=.046, RMR=.029).

Table 52: Absolute model fit indices of overall model

Model	χ^2	χ^2/df	GFI	CFI	NFI	AGFI	RMSEA	RMR
	Absolute Model Fit Indices							
Criteria	-	≤ 3.00	≥ 0.90	≥ 0.90	≥ 0.90	≥ 0.90	≤ 0.07	≤ 0.08
Initial model	8965.629	2.353	.630	.829	.737	.612	.058	.038
Final model	1010.066	1.840	.921	.960	.917	.904	.046	.029

4.12.2 Discriminants validity of overall model

Discriminant validity relates to how well the measurement model explains the connection between the latent variables. However, all of the latent variables in the final adjusted model were associated with correlation coefficients ranging from .497 to.850 as shown in Table 53.

Table 53: Overall Model and Discriminant Validity Matrix

Latent variables	EXK	EXC	EXPI	DIS	GOV	LUXR	BRAND	PDIF	PQUA	ATT	PART	FIN	NFIN
EXK	.796												
EXC	.589	.754											
EXPI	.639	.623	.740										
DIS	.735	.684	.733	.745									
GOV	.589	.559	.547	.666	.850								
LUXR	.753	.797	.777	.806	.706	.856							
BRAND	.723	.782	.749	.666	.602	.680	.789						
PDIF	.749	.767	.753	.710	.576	.619	.515	.784					
PQUA	.706	.696	.653	.600	.600	.640	.741	.712	.784				
ATT	.660	.741	.667	.714	.533	.714	.727	.752	.605	.766			
PART	.640	.748	.670	.743	.626	.742	.708	.716	.689	.739	.776		
FIN	.616	.720	.640	.719	.542	.713	.747	.654	.782	.705	.742	.803	
NFIN	.632	.728	.675	.729	.597	.702	.794	.643	.534	.737	.776	.606	.817

4.13 Hypotheses Result Model
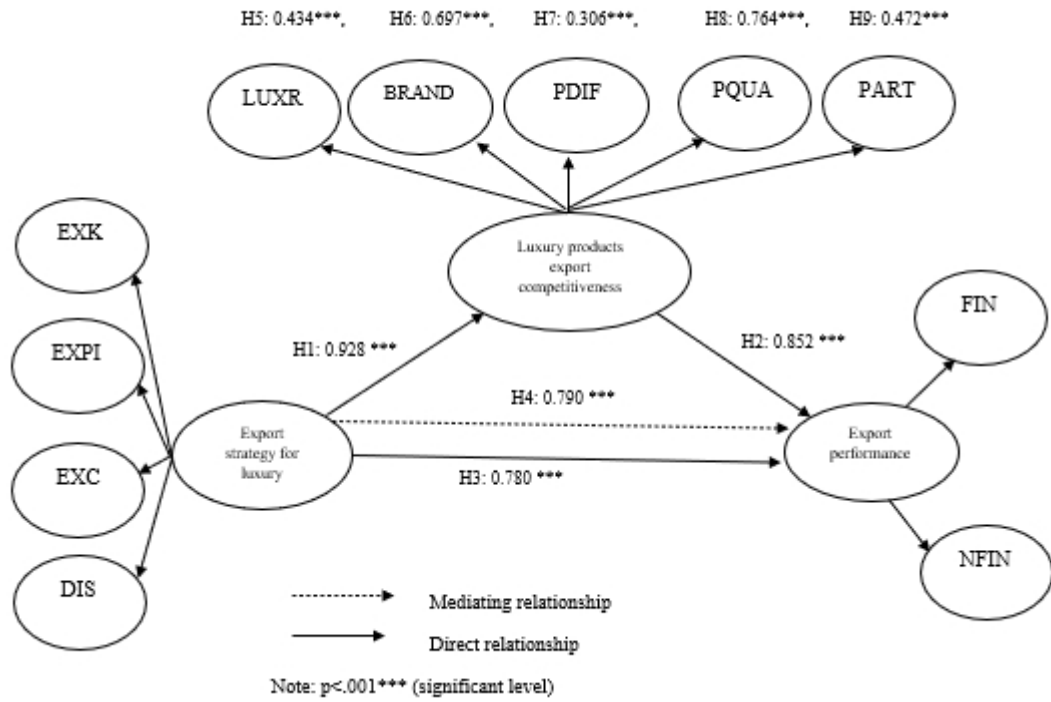
Figure 7: Hypotheses Result Model
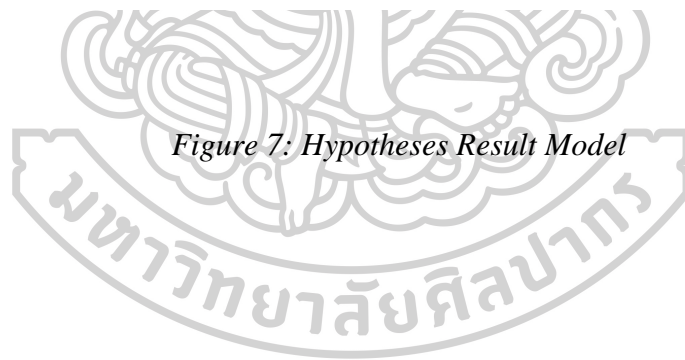
4.14 Mediating Result
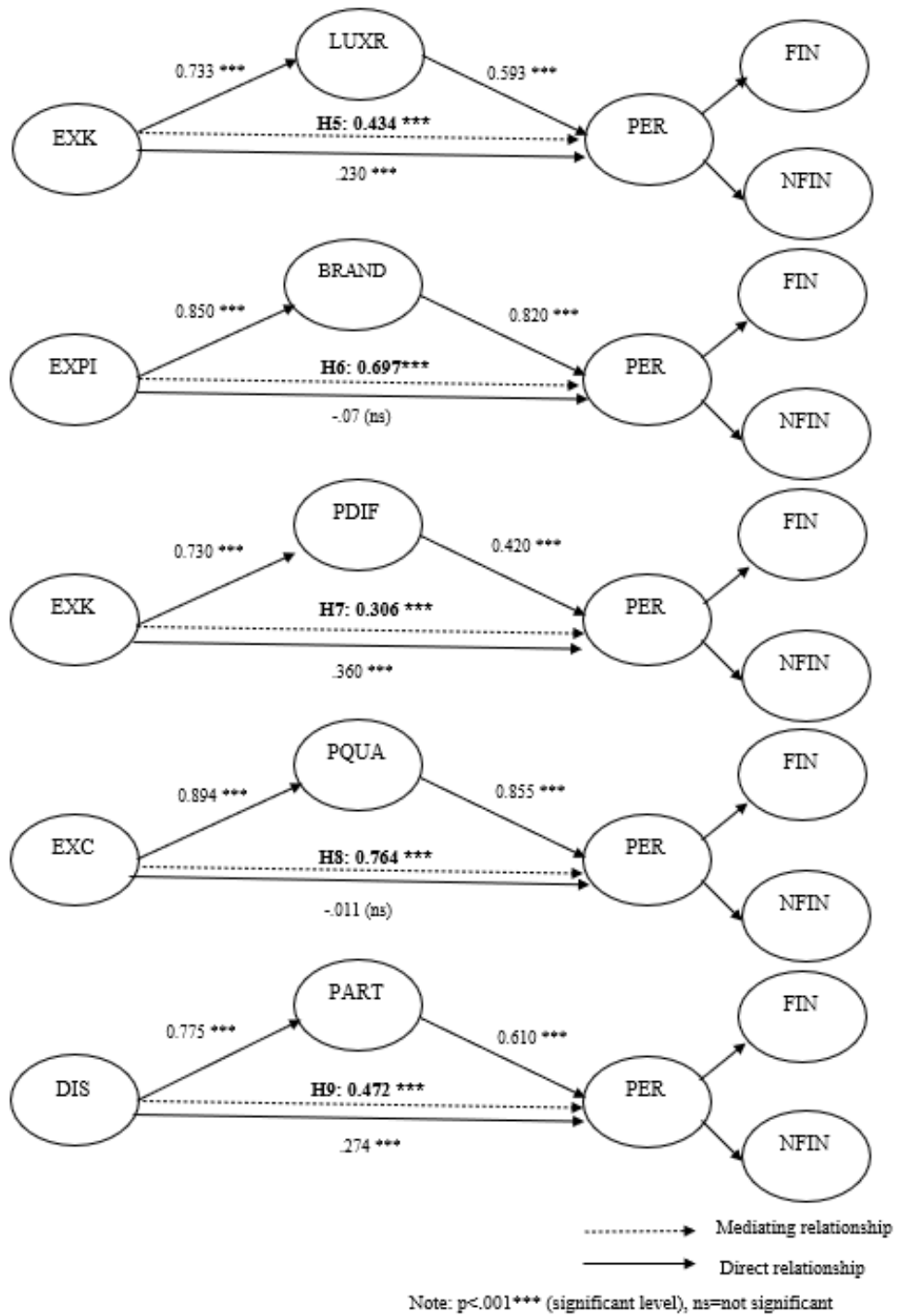
Figure 8: Mediating Result Model

4.15 Path analysis

    Table 54 and 55 summarizes path analysis of the overall model. Firstly, export strategy has shown positive direct effect on luxury products export competitiveness with a standard coefficient of (β=.928), having a standard coefficient of and a favorable direct influence on export performance (β=.780). While the export competitiveness of luxury goods has a favorable effect on export performance, with a standard coefficient of (β=.852). At the (p=.001) level, all variables are statistically significant.

Table 54: Demonstrates the overall model's outcome

Variables	Path to	Endogenous latent variables	
		LUXCO	**PER**
EXSTR	direct	.928***	.780***
	indirect	-	-
	total	.928***	.780***
Hypotheses		H1: supported	H3: supported
LUXCO	direct	-	.852***
	indirect	-	-
	total	-	.852***
Hypotheses			H2: supported

Note: DE=direct effect, IE=indirect effect, TE=total effect, p-value=<.001***

    Table 55 shows path analysis of the overall model. Export market knowledge was discovered to have a direct positive effect on export performance, with a standard coefficient of (β=.230), having a standard coefficient of and an indirect effect on premium brand recognition in overseas markets (β=.436). With a standard coefficient, export market knowledge was found to have a positive direct effect on export performance (β=.360), indirect effect on product differentiation with a standard coefficient of (β=.306). With a typical coefficient of, international market experiences have a favorable direct effect on export performance (β=-0.07), conventional

coefficient of indirect effect on luxury brand management in export markets is (β=.697). With a typical coefficient of, export market commitment has a positive direct effect on export performance (β=-0.11), with a specified coefficient of indirect effect on product quality management (β=.764), With a typical coefficient of, the distribution channel for overseas markets has a positive direct impact on export performance (β=.274), With a standard coefficient of, the indirect effect on international intermediary partners is (β=.472), At the (p=.001) level, all variables are statistically significant.

Table 55: The entire model's outcome

Variables	Path to	Endogenous latent variables				
		LUXR	PDIF	BRAND	PQAU	PART
EXK	direct	.230***	.360***	-	-	-
	indirect	.434***	.306***	-	-	-
	total	.664***	.666***	-	-	-
Hypotheses		H5: supported	H7: supported			
EXPI	direct	-	-	-0.07(ns)	-	-
	indirect	-	-	.697***	-	-
	total	-	-	.597	-	-
Hypotheses				H6: supported		
EXC	direct	-	-	-	-0.11(ns)	-
	indirect	-	-	-	.764***	-
	total	-	-	-	.664	-
Hypotheses					H8: supported	
DIS	direct	-	-	-	-	.274***
	indirect	-	-	-	-	.472***
	total	-	-	-	-	.746***
Hypotheses						H9: supported

Note: DE=direct effect, IE=indirect effect, TE=total effect, ns=not significant, p-value=<.001***

4.16 Hypotheses Testing Result

    4.16.1 Hypotheses result for direct relationship

    Hypothesis 1: proposed that export strategy for luxury has positive relationship with luxury products export competitiveness (β=0.928, SE=0.60, t-value=15.678, p=.000). Five variables are consisting of export market knowledge (EXK), export market commitment (EXC), experiences in international markets (EXPI), distribution channel for overseas markets (DIS), government export sponsor (GOV) were discovered to have a positive and considerable impact on the export performance of luxury goods. Hence, Hypothesis 1 is significant supported by the empirical investigation.

    Hypothesis 2: proposed that luxury products export competitiveness has positive relationship with export performance (β=0.852, SE=0.59, t-value=16.149, p=.000). Six variables are contain at luxury brand recognition in international markets, luxury brand management in the export markets; brand identity, brand personality, brand image, brand communication, and product differentiation, product quality management; access to fundamental resources, business resources collaboration, production, functionality, attractiveness of country-of-origin export products and foreign intermediary partners were determined to have a considerable favorable impact on export performance. Hence, Hypothesis 2 is strongly supported.

    Hypothesis 3: proposed export strategy for luxury has positive relationship with export performance (β=0.780, SE=0.59, t-value=13.190, p=.000). This is export market knowledge (EXK), export market commitment (EXC), experiences in international markets (EXPI), distribution channel for overseas markets (DIS), government export sponsor (GOV), and two elements of export performance: financial and non-financial performance. It was proven that have a considerable favorable impact on export performance. As a result, Hypothesis 3 is validated by empirical evidence. Finally, Table 56 summarizes the research hypothesis.

Table 56: Summary of research hypothesis H1, H2, H3 (n=400)

Direct relationship	β	SE	t-value	p-value	results
H1: EXSTR → LUXCO	0.928	0.60	15.678	.000***	supported
H2: LUXR → PER	0.852	0.59	16.149	.000***	supported
H3: EXSTR → PER	0.780	0.59	13.190	.000***	supported

Note: p-value < .001 *** (significant level)

4.16.2 Hypotheses result for mediating relationship

Hypothesis 4: proposed that luxury product export competitiveness mediates the relationship between luxury product export strategy and export performance. The mediating effect of luxury products export competitiveness is measured by six variables, that contain at luxury brand recognition, luxury brand management, products differentiation, product quality management, attractiveness of country-of-origin export and foreign intermediary partners. Table 57 shows the mediating effect of luxury products export competitiveness partial medittates the relationship between export strategy for luxury product and export performance (β=.790, p=.000). It was found that hypothesis 4 is significant supported.

Hypothesis 5: shows the relationship between export market knowledge and export performance is seen in luxury brand recognition in international locations. In international marketplaces, the mediating effect of luxury brand recognition is assessed by (LUXR1) brand's product design, such as product logo, shape, color, material, packaging, can attract international customers' attention, (LUXR2) brand quickly creates a recognition from foreign customers. (LUXR3) drawing attention from foreign customers is something easier for your brand than competing brands. (LUXR4) brand has a good reputation in the international market. (LUXR5) brand is quickly chosen for products in the international market. Table 57 illustrates the partial mediation effect of luxury brand awareness in international markets on the link between export market knowledge and export performance (β=.430, p=.000). Then, hypothesis 5 is significant supported.

Hypothesis 6: luxury brand management in the export markets the relationship experiences in international markets and export performance. The mediating effect of luxury brand management in the export markets is measured by brand identity

(IDEN1-IDEN4) brand identity is built on your product identity, logo, symbol, color, design, image, slogan, product story. brand is distinguished by its functional characteristics that are different from general products. brand is unique from special materials that are different from general products. brand has the unique characteristics in overall which are completely different from the competitors. Brand personality, (PES1- PES4) Your brand personality is like a special gift on an important occasion, brand personality gives the feeling of an openness, individuality, freedom, and progression, brand personality provides the feeling of the privilege and exclusive sphere, brand personality distinctively expresses the creativity, innovation, respect, prominence, and out-of-the-box thinking. Brand image (IMA1- IMA4) brand image is unique to foreigners, brand avoids a bad image, brand image represents a noble value, brand image enhances the individual image by the product itself. (COM1-COM4) brand communicates with customers through newsletters, fashion magazines, experience through leading retailers, leading department stores. brand communicates with your customers through your company's website, merchant website, campaign email, and social media including Facebook, Instagram, YouTube, Twitter. brand can apply both online and offline skills efficiently abroad. Table 57 shows the mediating effect of luxury brand management in the export markets full meditates the relationship experiences in international markets and export performance. (β=.697, p=.000). Then, hypothesis 6 is significant supported.

Hypothesis 7: The relationship between export market knowledge and export performance is reflected in product differentiation. The mediating effect of product differentiation is measured by (PDIF1- PDIF4) developing products with distinguishing qualities for the export market, as well as improving and altering existing products. is rapidly developing and introducing new items to the export market. has effectively introduced new items into the export market. Table 57 depicts the partial mediation effect of product differentiation on the link between export market knowledge and export performance (β=.299, p=.000). Then, hypothesis 7 is significant supported.

Hypothesis 8: product quality management acts as a go-between for export market commitment and export performance. Access to primary resources is used to

assess the mediating influence of product quality management (FUN1- FUN4) brings natural raw materials such as mineral, gold, gem, cloth, silver, cotton, leather, diamond, silk, platinum, etc. always controls the quality of the raw material from supplier. selects raw materials that are considered adding value to luxury products. has access to valuable raw material sources. Business resource collaboration, (BUS1-BUS4) company always has a meeting with partners to build a good cooperation, always in good cooperation with its business partners, has a combination of resources so that every partner can benefit from cooperation, performs better with partners than it does alone. Production (PDUT1- PDUT5) company usually uses up-to-date equipment. company is well aware of the competitors' trend in the export market. Company use innovative manufacturing which favorably have value on the export market. Company can modify products to effectively meet the needs of overseas customers. Company has a strict quality control process. Functionality (FCT1- FCT4) company has products with special characteristics that are unusual for the export market, company have a high-value product that works well for the export market, highlights the benefits of superior products for the export market and focuses on the durability of products for the export market. Table 57 depicts the entire mediation effect of product quality management on the link between export market commitment and export performance (β=.756, p=.000). Then, hypothesis 8 is significant supported.

Hypothesis 9: foreign intermediary partners mediate the relationship between distribution channel for oversea and export performance. The mediating effect of foreign intermediary partners is measured by (PART1-PART6) company uses international distributors to reach top stores with frequent customers, uses international marketing agents to market in different regions. Foreign agents at trade fairs to display products in overseas markets. Follows up the work of foreign intermediary partners in the international market. Checks out the services of foreign intermediaries that are given to its customers. frequently travels to foreign intermediary partners abroad. Table 58 shows the mediating effect of foreign intermediary partners partial meditates the relationship between distribution channel

for oversea and export performance. (β=.469, p=.000). Then, hypothesis 9 is significant supported by the empirical evidence.

Table 57: Mediation Test Result (n=400)

Mediating effect	IV-M-DV		Mediation type	Result
	Direct	**Indirect**		
H4: EXSTR → LUXCO → PER	.780 (p=.000)	.790 (p=.000)	Partial mediation	supported
H5: EXK → LUXR → PER	.230 (p=.000)	.430 (p=.000)	Partial mediation	supported
H6: EXPI → BRAND → PER	-.007 (p=.938)	.697 (p=.000)	Full mediation	supported
H7: EXK → PDIF → PER	.360 (p=.000)	.299 (p=.000)	Partial mediation	supported
H8: EXC → PQAU → PER	-.011 (p=.928)	.756 (p=.000)	Full mediation	supported
H9: DIS → PART → PER	.274 (p=.000)	.469 (p=.000)	Partial mediation	supported

Note: EXSTR, Export strategy for luxury; EXK, Export market knowledge; EXPI, experiences in international markets: BRAND, LUXR; Luxury brand recognition in international markets, Luxury brand management in the export markets; PDIF; Product differentiation, EXC, Export market commitment; DIS, Distribution channel for overseas markets, PQAU, Product quality management, PART, Foreign intermediary; LUXCO, Luxury products export competitiveness; PER, Export performance

4.17 Respondent's Bias Analysis

For respondent's bias analysis has been explained the general information of respondents including gender, age, education level, position, working experience in export business, type of export product, the amount of business's operating funds, the number of employees tested. One-way ANOVA is analyzed the significant differences of variables including export strategy for luxury, luxury products export competitiveness and export performance. Because the p-value is greater than 0.05, there is no significant difference between groups in general information such as

gender, age, education level, position, working experience, kind of export product, quantity of business running capital, and number of employees. Finally, demographic factors are accepted for further data analysis.

CHAPTER 5
DISCUSSION AND CONTRIBUTIONS

5.1 Chapter introduction

This chapter sought to explain the debate and conclusion on research empirical findings based on data collection from 400 export industry participants. Drawing on resources-based theory of the firm, this study development new luxury products export competitiveness and testing rational model of the export strategy for luxury, export competitiveness for luxury and export performance. This finding of this study discusses in related on research problem, research objective, past literature review that based on literature on definition of luxury products, export competitiveness, export strategy for luxury, export performance. The empirical finding also provides the new insight of contribution about luxury product international competitiveness on export performance. Hence, this chapter is explained the significance of research result for theory and practical perspective.

5.2 Achievement of Research Study

The goal is to explore what luxury export tactics affect the export competitiveness of luxury products. Based on research hypotheses testing found that the role of export strategy for luxury has positive direct effect on luxury export competitiveness The importance of export strategy for luxury dimensions, that called as (1) export market knowledge (2) export market commitment (3) experiences in international markets (4) distribution channel for overseas markets (5) government export sponsors. Five variables were validated using exploratory factor analysis (EFA) and confirmative factor analysis (CFA) to ensure model measurement fitness before use in structural equation modeling. Finally, the findings suggest that luxury export strategies have a considerable impact on luxury export competitiveness.

The development of new measurement scales of luxury products export competitiveness. Based on literature reviews, there is few of luxury products international trade competitiveness on empirical study and past literatures. Then, this study has been attempted to develop new scales of luxury export competitiveness and test hypothesis. Firstly, luxury products export competitiveness has been developed the scales, based on resources-based perspective from Barney (1986). Which mean

explain about the significance of resources though intangibles and tangibles resources, and the benefit of how firm transform those resources into organization's competitive advantage. Based on resources-based view, luxury products export competitiveness dimension is consisting of six elements, which called (1) luxury brand recognition in international markets, (2) luxury brand management in the export markets, (3) product differentiation, (4) product quality management, (5) attractiveness of the country-of-origin in export market, (6) foreign intermediary partners. Table 58 shows new of luxury export strategies measurement scales and Table 59 shows new scales of luxury products export competitiveness.

Table 58: New of luxury export strategies measurement scales

New items	The new of measurement scales
	Export market knowledge
EXK1	Your company systematically collects information about international markets.
EXK2	Your company systematically collects information on competitors' international market activities.
EXK3	Your company systematically collects export data such as technology, export terms and conditions.
EXK4	Your company responds to local market conditions by adapting its products to international markets.
EXK5	If a key competitor is going to launch an intensive campaign targeting foreign customers, your company will have immediate countermeasures.
	Export market commitment
EXC1	Your company is willing to mobilize a major plan to expand its export field.
EXC2	Your company continuously monitors human resources in the export sector.
EXC3	Your company is dedicated to have the best management in the field of export.
EXC4	Your company devotes more financial resources to export than in

	domestic market.
EXC5	Your organization knows that managers' proactive attitudes are crucial to resource allocation in the worldwide market.
EXPI1	Experience in international markets
EXPI2	Your company has a team of people who have experience abroad.
EXPI3	Your company promotes some level of international business training.
EXPI4	Your company has ability for following up the trade negotiations in export market.
EXPI5	Your company has a team of people who have a deep understanding of values, beliefs, culture from living or working abroad.
EXPI1	The key personnel of your company have an ability to bargain and have negotiate about export topics in international markets regularly.
	Distribution channel for oversea markets
DIS1	Your company targets distributors in the luxury market.
DIS2	Your company pay closely attention to its current distributors.
DIS3	Your company strictly check out the supplier compliance.
DIS4	Your company assess whether distributors can effectively and consistently reach overseas customers.
DIS5	Your company frequently sends managers overseas to notify distributors about overseas technology and product changes.
DIS6	Your company always hold a meeting to communicate with foreign distributors.
	Government export sponsor
GOV1	Your company participates in international government-recommended fairs.
GOV2	Your company participates in an export promotion program.
GOV3	Your company participates in an internal trade promotion event in conjunction with the Department of International Trade Promotion, for example, in conjunction with leading overseas department stores and merchants.
GOV4	Your company has found that organizing activities such as export

	guidelines, government regulations, and recommendations make it easier to export.
GOV5	Your company receives international market opportunities for export with the assist from government.

Table 59: New of luxury products export competitiveness measurement scales

New items	The new of measurement scales
The recognition of luxury brands in the international market	
LUXR1	Your brand's product design, such as product logo, shape, color, material, packaging, can attract international customers' attention
LUXR2	Your brand quickly creates a recognition from foreign customers.
LUXR3	Drawing attention from foreign customers is something easier for your brand than competing brands.
LUXR4	Your brand has a good reputation in the international market.
LUXR5	Your brand is rapidly selected for products on the global market.
Luxury goods management in the export market	
Brand identity	
IDEN1	Your brand identity is built on your product identity, logo, symbol, color, design, image, slogan, product story.
IDEN2	Your brand is distinguished by its functional characteristics that are different from general products.
IDEN3	Your brand is unique from special materials that are different from general products.
IDEN4	Your brand has the unique characteristics in overall which are completely different from the competitors.
Brand personality	
PES1	Your brand personality is like a special gift on an important occasion.

PES2	Your brand personality gives the feeling of an openness, individuality, freedom, and progression.
PES3	Your brand personality provides the feeling of the privilege and exclusive sphere.
PES4	Your brand personality distinctively expresses the creativity, innovation, respect, prominence, and out-of-the-box thinking.
Brand image	
IMA1	Your brand image is unique to foreigners.
IMA2	Your brand avoids a bad image.
IMA3	Your brand image represents a noble value.
IMA4	Your brand image enhances the individual image by the product itself.
Brand communication	
COM1	Your brand communicates with customers through newsletters, fashion magazines, experience through leading retailers, leading department stores.
COM2	Your brand communicates with your customers through your company's website, merchant website, campaign email, and social media including Facebook, Instagram, YouTube, Twitter.
COM3	Your brand communicates your marketing wisely for the export market.
COM4	Your brand can apply both online and offline skills efficiently abroad.
Product differentiation	
PDIF1	Your company develops products that have distinctive features for the export market.
PDIF2	Your company is constantly improving and changing the current products.
PDIF3	Your company is rapidly developing and launching new products to export market.
PDIF4	Your company has successfully launched new products to the

	export market.
Product quality management	
Access to primary resources	
FUN1	Your company brings natural raw materials such as mineral, gold, gem, cloth, silver, cotton, leather, diamond, silk, platinum, etc.
FUN2	Your company always controls the quality of the raw material from supplier.
FUN3	Your company selects raw materials that are considered adding value to luxury products.
FUN4	Your company has access to valuable raw material sources.
Business resource collaboration	
BUS1	Your company always has a meeting with partners to build a good cooperation.
BUS2	Your company is always in good cooperation with its business partners.
BUS3	Your company has a combination of resources so that every partner can benefit from cooperation.
BUS4	Your company performs better with partners than it does alone.
Production	
PDUT1	Your company usually uses up-to-date equipment.
PDUT2	Your company is well aware of the competitors' trend in the export market.
PDUT3	Your company use innovative manufacturing which favorably have value on the export market.
PDUT4	Your company can modify products to effectively meet the needs of overseas customers.
PDUT5	Your company have a strict quality control process.
Functionality	
FCT1	Your company has products with special characteristics that are unusual for the export market.

FCT2	Your company have a high-value product that works well for the export market.
FCT3	Your company highlights the benefits of superior products for the export market.
FCT4	Your organization is concerned with the durability of products destined for the export market.
Attractiveness of the origin country in export markets	
ATT1	Your company has its own culture that is distinct from other companies.
ATT2	Your company exhibits a cultural identity, such as using national ingredients that are different from other nations.
ATT3	Your company can pleasantly present an attractiveness of the producing country.
ATT4	Your business displays a label identifying the nation of origin, which is an essential component in client purchasing decisions.
ATT5	Your company admirably presents the products' charm of the manufacturing country.
Intermediary partners in foreign countries	
PART1	Your company uses international distributors to reach top stores with frequent customers.
PART2	Your company uses international marketing agents to market in different regions.
PART3	Your company uses foreign agents at trade fairs to display products in overseas markets.
PART4	Your company always follows up the work of foreign intermediary partners in the international market.
PART5	Your company always checks out the services of foreign intermediaries that are given to its customers.
PART6	Your company frequently travels to foreign intermediary partners abroad.

Direct relationship (H1-H3)

Hypothesis1-3: According to empirical finding of this study shows export strategy for luxury has a positive relationship with luxury products export competitiveness. There are five elements which contain at export market knowledge, export market commitment, experiences in international markets, distribution channel in overseas markets and government export sponsor. Rodriguez et al. (2013) found that Maxican export firm deep learning about market knowledge, understand the customer's expectation, improvement product knowledge, understand the foreign culture, geography location is the role of build competitive advantage. This is confirmed by Majocchi et al. (2005) suggested that company should develop an export competitive advantage by integrating unique export resources and developing new export capabilities and talents. This is consistent with Beleska-Spasova et al. (2012) illustrated export strategy has a direct relationship with firm's resources.

Mediation relationship (H4-H9)

H4: luxury product export competitiveness examines the relationship between luxury export strategy and export performance. This is due to the fact that the export competitiveness of luxury products has a significant impact on luxury export strategy and export performance. According to this finding suggested that the role of luxury products export competitiveness that are consisting of six variables can lead to increase better organization performance. This is mean export company should understand the significance of company's resources and how develop their resources through business collaboration with foreign export partners. Export managers should concern on firm's ability of investment in terms of product quality management through development functionality, access the best quality of raw material into operation. Moreover, building branding concept is one of the significance parts that effect on luxury competitive advantage.

H5: The recognition of a luxury brand in the international market reflects the relationship between export market knowledge and export performance. Building brand recognition is critical for organizations' competitive advantage in the luxury industry. Export companies should focus on the firm's ability to recognize suitable

products based on the product characteristics the customer expects and the need to justify products in comparison to those of competitors (Soon et al., 2004; Wang & Olsen, 2002). Additionally, export managers and teams should justify improvements to the product design, the product's identity, and features (Brix, 2017; Memon et al., 2016). Furthermore, businesses must make an effort to explain their products to international clients in terms of the benefits that the firm can provide them.

H6: Luxury brand management in the export markets meditates relationship with experiences in international market and export performance. Luxury brand management is made up of four components: brand identity, brand personality, brand image, and brand communication. Firstly, this study suggested that investment of building brand management can support better organization performance. This is because luxury brand management concept is very important. So, export managers and export decision-maker should recognize the role of brand identity; for example, export marketing team emphasis on core functional identity and core physical identity through clearly logo, color, symbol, image, and slogan (Gutsatz & Heine, 2018a). Giving a customized gift to commemorate a key occasion for clients exemplifies brand individuality. It must be adapted to access the foreign customers lifestyle and expectation. Moreover, brand image must be representing the high-value product, avoiding an extremely poor image. Brand communication focuses on both online and offline communication, for instance, online communication through brand's own websites, retailer's website and any social media platform. For offline communication, it must have through fashion magazine, flagship store. The luxury brand management concepts

H7: Product differentiation examines the connection between export market knowledge and export performance. Product differentiation is one of the factors that influence a company's export competitiveness (Siba & Gebreeyesus, 2016). The findings show that product differentiation is the firm's ability to attract foreign customers through combinations of colour, patterns, texture, and shade, in order to stand out from competitors. It deals with the development of innovative product design which is important for competitive advantage. Moreover, export organization should focus on new product designs, special purposes of use, and strong product

functionality, all of which must be excellent. Finally, both brand recognition and product differentiation elements are strongly validated to potentially assist better organizational performance.

H8: Product quality management serves as a bridge between export market commitment and export performance. This empirical evidence revealed that the importance of product quality management through four parts, which include assessment of fundamental resources, collaboration of business resources, production, and functionality, is crucial. Firstly, export company should recognize production method by using update technology equipment. Furthermore, exporters should improve employee's skill and usually develop product innovation to be up-to-date. Moreover, companies have to strongly promise how well quality of fundamental resources will be spend in operation; for instance, company can closely monitor supplier management in order to control the quality of raw material potentially. Additionally, export company should maintain the relationship with supplier due to avoid product's shortage.

H9: Foreign intermediary partners mediates relationship with distribution channel for overseas markets and export performance. This is because the significance role of intermediary partners can help distribute luxury products of company potentially. Also, it can help to entry the foreign markets easily. This finding suggests that export managers should hire export foreign intermediary; otherwise, export firm should seek foreign intermediate partners, who closer to foreign customers and easily to connect on distribution channel for overseas markets. Furthermore, this empirical data reveals international intermediary is very important; for example, they can connect to foreign distributor such as high-end retail store, high department store for luxury consumer frequently visited. They can reach retail-top store rather than company work individually. International intermediary partners can increase organization performance. Then, export intermediary is one of key elements of firm's export competitive advantage to entry international markets.

5.3 Research Contribution

This empirical evidence contributes to government policy, business practitioners and academic areas. In terms of academic domains, the role of firm

resource development is critical to achieving competitive advantage through the existence of a resources-advantage perspective. Especially, the luxury products export competitiveness measurement scales development was built from resources-advantage, which a few papers presented. This study contributes to new scales of luxury products export competitiveness. Luxury exporters and public policymakers can develop and implement effective international competitive advantage and nation export promotion programs.

5.3.1 Theoretical contribution

This empirical evidence helps government policymakers, business practitioners, and academics. In terms of theoretical contribution, the function of firm resource development in achieving competitive advantage is crucial due to the existence of a resources-advantage perspective. Especially, the luxury products export competitiveness measurement scales development was built from resources-advantage, which a few papers presented; therefore, this study contributes to reach the new scales of luxury products export competitiveness and employed a quantitative method for scales development. Definition of luxury products has been developed. Moreover, exploratory factor analysis was verified the dimensionality of all constructs. Confirmatory factor analysis was correctly verified all measurement scale of construct. The hypothesized association was tested using structural equation modeling (SEM). It found that luxury products export competitiveness has direct effect on export performance. So, this theoretical contribution suggests academic researchers can consider insight into the quantitative findings.

5.3.2 Practical contribution

The benefit of practical contribution offers to Thailand's Department of Worldwide Trade Promotion, Ministry of Commerce, to assist export entrepreneurs in entering international competition. Export promotion policymakers can create a set of rules for developing and implementing a successful international competitive advantage and nation export promotion program. This especially help export entrepreneurs to gain competitive advantage and understand more detail in branding concepts, which is crucial for sustain competitive advantage. The second contributes

to Department of Employment which can encourage the development of employee's skills and creative products innovation for exporting high value-added products.

5.4 Recommendation and Future Research Study

An empirical investigation of this study suggested both business practitioners and academic field can take advantage of this finding. In terms of academic perspective, luxury products export competitiveness has been developed based on the significance of resources-based advantage. It is consisting of six variables, which called luxury brand recognition in international markets, luxury brand management in the export markets, product differentiation, product quality management, attractiveness of country-of-origin export products and foreign intermediary partners. Then, the new scales of measurement have been appeared for academic areas. While business practitioners can also improve their export performance through development of company resources such as access to raw material, improvement of product quality management through business resources collaboration with supplier who deliver the best quality of material in company. Moreover, the significance of luxury brand management concept is very crucial to transform into high value-added products. The benefits of this finding can lead to export executives and managers who are looking forward to expanding products to globally. This empirical finding suggested export decision makers and international markets teams should understand resources advantage and how well transform their resources into company. For future research, luxury service industry seems more interesting in next future research, to compared with luxury products. Moreover, qualitative methodology will be deeply approached for details. The next researchers can compare the result between quantitative and qualitative methodology.

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Appendix A. Questionnaire (Thai Version)

แบบสอบถาม

ความสามารถในการแข่งขันด้านการส่งออกสินค้าหรูหรา: ข้อพิสูจน์เชิงประจักษ์

Export competitiveness of luxury products: An empirical investigation

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คำชี้แจง:

1. แบบสอบถามชุดนี้เป็นส่วนหนึ่งของการทำดุษฎีนิพนธ์ในระดับปริญญาเอกโดยมีวัตถุประสงค์เพื่อศึกษาความสามารถในการแข่งขันด้านการส่งออกสินค้าหรูหรา: ข้อพิสูจน์เชิงประจักษ์

2. แบบสอบถามมีจำนวนทั้งหมด 5 ตอน ซึ่งประกอบด้วย

ตอนที่ 1 ความคิดเห็นเกี่ยวกับปัจจัยด้านพฤติกรรมที่มุ่งเน้นการส่งออกของบริษัทในตลาดต่างประเทศ

ตอนที่ 2 ความคิดเห็นเกี่ยวกับความสามารถในการแข่งขันส่งออกสินค้าหรูหราในตลาดส่งออก

ตอนที่ 3 ความคิดเห็นเกี่ยวกับผลการดำเนินงานการส่งออกสินค้าหรูหราในตลาดส่งออก

ตอนที่ 4 ข้อมูลส่วนบุคคลทั่วไปของผู้ตอบแบบสอบถาม

ตอนที่ 5 ความคิดเห็นและข้อเสนอแนะเพิ่มเติม

3. ข้อมูลที่ได้รับจากแบบสอบถามนี้จะเป็นประโยชน์ต่อการนำไปใช้ในงานเชิงวิชาการและประโยชน์ต่อการพัฒนาธุรกิจส่งออกต่อไป จึงเรียนขอความกรุณาจากผู้ตอบแบบสอบถามในการตอบแบบสอบถามให้ตรงกับสภาพความเป็นจริงหรือจากการปฏิบัติงานของท่านเพื่อให้เกิดประโยชน์สูงสุด ทั้งนี้ข้อมูลของท่านจะถูกรักษาไว้เป็นความลับและไม่มีการใช้ข้อมูลนี้ร่วมกับบุคคลภายนอกโดยไม่ได้รับอนุญาตจากท่าน

ข้าพเจ้าขอขอบพระคุณที่ท่านสละเวลาตอบแบบสอบถามชุดนี้อย่างครบถ้วน หากท่านมีข้อสงสัยประการใดโปรดติดต่อข้าพเจ้านางสาวณัฐอร มหาทำนุโชค ได้ที่ วิทยาลัยนานาชาติ สาขาธุรกิจระหว่างประเทศ มหาวิทยาลัยศิลปากร หมายเลขโทรศัพท์ 084-5966454 หรือ อีเมล์ nataorn.m@gmail.com

ขอขอบพระคุณเป็นอย่างสูงที่ให้ข้อมูลไว้ ณ โอกาสนี้

นางสาวณัฐอร มหาทำนุโชค

นักศึกษาปริญญาเอก

หลักสูตรดุษฎีบัณฑิต สาขาธุรกิจระหว่างประเทศ

วิทยาลัยนานาชาติ มหาวิทยาลัยศิลปากร

ตอนที่ 1 สอบถามความคิดเห็นเกี่ยวกับพฤติกรรมที่มุ่งเน้นเกี่ยวกับการส่งออกของบริษัท

โปรดทำเครื่องหมาย (✓) ในช่องที่ตรงกับความเห็นของคุณที่สุดโดยพิจารณาดังนี้

โดยที่ 1 = ไม่เห็นด้วยอย่างยิ่ง, 2 = ไม่เห็นด้วย, 3 = ค่อนข้างไม่เห็นด้วย, 4 = เป็นกลาง, 5 = ค่อนข้างเห็นด้วย,

6 = เห็นด้วย, 7 = เห็นด้วยอย่างยิ่ง

ข้อคำถาม	ระดับความคิดเห็น						
	ไม่เห็นด้วยอย่างยิ่ง ◄——————► เห็นด้วยอย่างยิ่ง						
	1	2	3	4	5	6	7
ด้านพฤติกรรมที่มุ่งเน้นส่งออก							
ความรู้ด้านตลาดส่งออก							
1. บริษัทมีข้อมูลตลาดต่างประเทศ							
2. บริษัทมีความรู้พิธีการส่งออก							
3. บริษัทมีความรู้กฎระเบียบส่งออก							
4. บริษัทสามารถตอบสนองตลาดท้องถิ่นรวดเร็ว							
5. บริษัทมีมาตรการรับมือเมื่อคู่แข่งออกแคมเปญใหม่							
ความทุ่มเทในตลาดส่งออก							
1. บริษัทมีแผนเพื่อขยายการส่งออก							
2. บริษัทพัฒนาบุคลากรเพื่อส่งออก							
3. บริษัททุ่มเทบริหารจัดการเพื่อส่งออก							
4. บริษัททุ่มเทงบประมาณเพื่อส่งออก							
5. บริษัทพัฒนาทัศนคติของผู้จัดการเพื่อส่งออก							
ประสบการณ์ในตลาดต่างประเทศ							
1. บริษัทมีทีมบุคลากรผู้มีประสบการณ์ในต่างประเทศ							
2. บริษัทส่งเสริมการฝึกอบรมสัมมนาเพื่อส่งออก							
3. บริษัทสามารถติดตามเจรจาค้าขายเพื่อส่งออก							
4. บริษัทมีทีมบุคลากรผู้เข้าใจวัฒนธรรมในต่างประเทศ							
5. บุคลากรในบริษัทมีความสามารถในการเจรจา							
ช่องทางการจัดจำหน่ายในตลาดต่างประเทศ							
1. บริษัทเจาะกลุ่มผู้จัดจำหน่ายตลาดสินค้าหรูหราชัดเจน							
2. บริษัทติดตามผู้จัดจำหน่ายที่มีอย่างใกล้ชิด							
3. บริษัทติดตามการปฏิบัติตามระเบียบของผู้จัดจำหน่ายอย่างใกล้ชิด							
4. บริษัทประเมินผู้จัดจำหน่ายสามารถเข้าถึงลูกค้าต่างชาติอย่างต่อเนื่อง							
5. บริษัทประสานงานกับผู้จัดจำหน่ายเพื่อแจ้งข่าวสารการเปลี่ยนแปลงสินค้า							
6. บริษัทประชุมเพื่อสื่อสารกับผู้จัดจำหน่ายต่างประเทศเสมอ							
การสนับสนุนด้านส่งออกจากภาครัฐ							
1. บริษัทเข้าร่วมงานแสดงสินค้านานาชาติที่ภาครัฐแนะนำ							
2. บริษัทเข้าร่วมโปรแกรมส่งเสริมการส่งออกของภาครัฐ							
3. บริษัทเข้าร่วมงานส่งเสริมการค้าภายในร่วมกับกรมการค้าระหว่างประเทศ							
4. บริษัทพบว่าคำแนะนำของรัฐบาลนั้นช่วยส่งออกให้ง่ายขึ้น							
5. บริษัทได้รับโอกาสในตลาดส่งออกจากการช่วยเหลือของภาครัฐ							

ตอนที่ 2 สอบถามความคิดเห็นเกี่ยวกับความสามาถในการแข่งขันด้านการส่งออกสินค้าหรูหราในตลาดส่งออก

โปรดทำเครื่องหมาย (✓) ในช่องที่ตรงกับความเห็นของคุณที่สุดโดยพิจารณาดังนี้

โดยที่ 1 = ไม่เห็นด้วยอย่างยิ่ง, 2 = ไม่เห็นด้วย, 3 = ค่อนข้างไม่เห็นด้วย, 4 = เป็นกลาง, 5 = ค่อนข้างเห็นด้วย,

6 = เห็นด้วย, 7 = เห็นด้วยอย่างยิ่ง

ข้อคำถาม	ระดับความคิดเห็น						
	ไม่เห็นด้วยอย่างยิ่ง ← → เห็นด้วยอย่างยิ่ง						
	1	2	3	4	5	6	7
ความสามารถในการแข่งขันด้านการส่งออกสินค้าหรูหรา							
การจดจำตราสินค้าหรูหราในตลาดส่งออก							
1. การออกแบบสินค้าดึงดูดความสนใจของลูกค้าต่างชาติ							
2. แบรนด์สร้างความจดจำให้แก่ลูกค้าต่างชาติอย่างชัดเจน							
3. แบรนด์ดึงดูดความสนใจลูกค้าต่างชาติง่ายกว่าแบรนด์คู่แข่ง							
4. แบรนด์มีชื่อเสียงดีในตลาดส่งออก							
5. แบรนด์ถูกเลือกอย่างรวดเร็วในตลาดส่งออก							
การจัดการสินค้าหรูหราในตลาดส่งออก							
อัตลักษณ์ของแบรนด์							
1. แบรนด์มีเอกลักษณ์เฉพาะผ่านตราสินค้า							
2. แบรนด์มีเอกลักษณ์โดดเด่นต่างจากสินค้าธรรมดา							
3. แบรนด์มีความพิเศษโดยดูจากวัสดุ							
4. แบรนด์มีเอกลักษณ์ต่างจากคู่แข่งขัน							
บุคลิกของแบรนด์							
1. บุคลิกแบรนด์เสมือนได้ของขวัญพิเศษ							
2. บุคลิกแบรนด์ให้ความรู้สึกเปิดกว้าง							
3. บุคลิกแบรนด์แสดงออกถึงเอกสิทธิ์พิเศษ							
4. บุคลิกแบรนด์แสดงออกถึงความคิดสร้างสรรค์							
ภาพลักษณ์ของแบรนด์							
1. ภาพลักษณ์แบรนด์มีลักษณะพิเศษสำหรับชาวต่างชาติ							
2. แบรนด์หลีกเลี่ยงภาพลักษณ์ที่ไม่ดี							
3. ภาพลักษณ์แบรนด์แสดงถึงคุณค่าชัดเจน							
4. ภาพลักษณ์แบรนด์เสริมภาพลักษณ์บุคคลจากตัวสินค้า							
การสื่อสารของแบรนด์							
1. แบรนด์สื่อสารกับลูกค้าผ่านห้างสรรพสินค้าชั้นนำ							
2. แบรนด์สื่อสารกับลูกค้าผ่านสื่อดิจิทัล เว็บไซต์ของบริษัท							
3. แบรนด์เข้าถึงทักษะสื่อสารผ่านออนไลน์							
4. แบรนด์เข้าถึงทักษะสื่อสารผ่านออฟไลน์							

ข้อคำถาม	ระดับความคิดเห็น						
	ไม่เห็นด้วยอย่างยิ่ง ← → เห็นด้วยอย่างยิ่ง						
	1	2	3	4	5	6	7
ความแตกต่างของสินค้า							
1. บริษัทพัฒนาสินค้าเพื่อคุณสมบัติโดดเด่น							
2. บริษัทปรับปรุงสินค้าให้ทันสมัย							
3. บริษัทเปิดตัวสินค้าใหม่สู่ตลาดเสมอ							
4. บริษัทมีคอลเลคชันสินค้าใหม่เสมอ							
การจัดการคุณภาพสินค้า							
เข้าถึงทรัพยากรพื้นฐาน							
1. บริษัทใช้วัตถุดิบจากธรรมชาติ							
2. บริษัทควบคุมคุณภาพของผู้จัดหาวัตถุดิบ							
3. บริษัทคัดเลือกวัตถุดิบที่เพิ่มมูลค่าให้แก่สินค้า							
4. บริษัทสรรหาแหล่งวัตถุดิบที่มีค่า							
ความร่วมมือทางทรัพยากรธุรกิจ							
1. บริษัทประชุมแลกเปลี่ยนข้อมูลกับคู่ค้าเสมอ							
2. บริษัทประสานความร่วมมือกับบริษัทคู่ค้าเสมอ							
3. บริษัทผสมผสานทรัพยากรเพื่อให้คู่ค้าทุกรายได้ประโยชน์							
4. บริษัททำงานได้ดีกับคู่ค้ามากกว่าทำงานคนเดียว							
การผลิต							
1. บริษัทใช้อุปกรณ์ผลิตทันสมัย							
2. บริษัทวิเคราะห์แนวโน้มการผลิตของคู่แข่งในตลาดส่งออก							
3. บริษัทใช้นวัตกรรมการผลิตที่มีคุณค่า							
4. บริษัทดัดแปลงสินค้าให้เข้ากับความต้องการของลูกค้าชัดเจน							
5. บริษัทมีกระบวนการควบคุมคุณภาพเข้มงวด							
การใช้งาน							
1. บริษัทมีสินค้าที่มีคุณลักษณะพิเศษ							
2. บริษัทมีสินค้ามูลค่าสูงใช้งานดี							
3. บริษัทเน้นประโยชน์ของสินค้าชัดเจน							
4. บริษัทเน้นความทนทานของสินค้า							
เสน่ห์ดึงดูดของประเทศผู้ผลิต							
1. บริษัทมีวัฒนธรรมแตกต่างจากบริษัทอื่น							
2. บริษัทใช้วัตถุดิบประจำชาติแตกต่างจากชาติอื่น							
3. บริษัทแสดงเสน่ห์ของประเทศผู้ผลิตได้ชัดเจน							
4. บริษัทแสดงฉลากระบุประเทศผู้ผลิตทำให้ลูกค้าซื้อสินค้าง่ายขึ้น							
5. บริษัทแสดงเสน่ห์ของสินค้าประเทศผู้ผลิตได้ชัดเจน							
คู่ค้าคนกลางในต่างประเทศ							
1. บริษัทใช้ผู้จัดจำหน่ายต่างชาติเข้าถึงร้านค้าชั้นนำที่มีลูกค้าเยี่ยมชมบ่อยครั้ง							
2. บริษัทใช้ตัวแทนการตลาดต่างชาติเพื่อทำตลาดในภูมิภาคต่าง ๆ							
3. บริษัทใช้ตัวแทนต่างชาติในงานแสดงสินค้าตลาดต่างประเทศ							
4. บริษัทติดตามการทำงานของคู่ค้าคนกลางต่างชาติเสมอ							
5. บริษัทติดตามการให้บริการของคู่ค้าคนกลางต่างชาติเสมอ							

ข้อคำถาม	ระดับความคิดเห็น						
6. บริษัทเดินทางไปพบคู่ค้าคนกลางต่างชาติที่ต่างประเทศบ่อยครั้ง							

ข้อคำถาม	ระดับความคิดเห็น						
	ไม่เห็นด้วยอย่างยิ่ง ◄———► เห็นด้วยอย่างยิ่ง						
	1	2	3	4	5	6	7
ความสัมพันธ์ของฝ่ายบริหารกับพนักงาน							
1. บริษัทให้ค่าตอบแทนดีแก่พนักงาน							
2. บริษัทกระตุ้นขวัญกำลังใจของพนักงานเสมอ							
3. บริษัทเคารพความสัมพันธ์ภายนอก เช่น ศูนย์วิจัยและพัฒนา							
4. บริษัทสื่อสารพันธกิจกับพนักงานเสมอ							
5. บริษัทเน้นความเสมอภาคในการทำงาน							
การปกป้องทรัพย์สินทางปัญญาในตัวสินค้า							
1. บริษัทมีนโยบายมาตรการในการปกป้องทรัพย์สินทางปัญญาในตัวสินค้า							
2. บริษัทมีผลงานอันเกิดจากการประดิษฐ์ คิดค้นหรือความคิดสร้างสรรค์							
3. บริษัทมีลิขสิทธิ์คุ้มครอง							
4. บริษัทได้รับความคุ้มครองสิทธิ์ในทรัพย์สินทางปัญญา							

ตอนที่ 3 สอบถามความคิดเห็นเกี่ยวกับผลการดำเนินงานด้านส่งออกของสินค้าหรูหราในตลาดส่งออก

โปรดทำเครื่องหมาย (✓) ในช่องที่ตรงกับความเห็นของคุณที่สุดโดยพิจารณาดังนี้

โดยที่ 1 = ไม่เห็นด้วยอย่างยิ่ง, 2 = ไม่เห็นด้วย, 3 = ค่อนข้างไม่เห็นด้วย, 4 = เป็นกลาง, 5 = ค่อนข้างเห็นด้วย,

6 = เห็นด้วย, 7 = เห็นด้วยอย่างยิ่ง

ข้อคำถาม	ระดับความคิดเห็น						
	ไม่เห็นด้วยอย่างยิ่ง ◄———► เห็นด้วยอย่างยิ่ง						
	1	2	3	4	5	6	7
ผลดำเนินงานส่งออกสินค้า							
ผลการเงิน							
1. บริษัทมีปริมาณการส่งออกน่าพึงพอใจ							
2. บริษัทมียอดขายส่งออกที่เติบโตน่าพึงพอใจ							
3. บริษัทมีส่วนแบ่งตลาดส่งออกเติบโตเพิ่มขึ้นน่าพึงพอใจ							
4. บริษัทเข้าถึงตลาดส่งออกอย่างครอบคลุม							
5. บริษัทเกิดสภาพคล่องทางการเงิน							
ผลงานที่ไม่เป็นตัวเงิน							
1. บริษัทเจาะกลุ่มตลาดสินค้าหรูหราในปัจจุบันน่าพึงพอใจ							
2. บริษัทมีชื่อเสียงและภาพลักษณ์สินค้าหรูหราน่าพึงพอใจ							
3. บริษัทมีระดับความพึงพอใจของลูกค้าน่าพึงพอใจ							
4. บริษัทมีจำนวนลูกค้ารายใหม่เพิ่มขึ้นน่าพึงพอใจ							
5. บริษัทมีลูกค้ากลับมาซื้อซ้ำน่าพึงพอใจ							

ตอนที่ 4 ข้อมูลส่วนบุคคลทั่วไปของผู้ตอบแบบสอบถาม

โปรดทำเครื่องหมาย (✓) ในช่องที่ตรงกับตัวท่านมากที่สุด

1. เพศ

    ☐ ชาย   ☐ หญิง   ☐ อื่นๆ

2. อายุ

    ☐ น้อยกว่า 20 ปี   ☐ 21 – 30 ปี

    ☐ 31 – 40 ปี   ☐ 41 – 50 ปี

    ☐ 51 – 60 ปี   ☐ มากกว่า 60 ปีขึ้นไป

3. ระดับการศึกษา

    ☐ ต่ำกว่าปริญญาตรี   ☐ ปริญญาตรี

    ☐ ปริญญาโท   ☐ ปริญญาเอก

    ☐ อื่นๆ โปรดระบุ ....

4. ตำแหน่ง

    ☐ ผู้บริหาร/คณะกรรมการบริหาร   ☐ ผู้จัดการ/หัวหน้าแผนก

    ☐ รองผู้จัดการ/รองหัวหน้าแผนก   ☐ ผู้ช่วยแผนก

    ☐ พนักงานระดับปฏิบัติการ   ☐ อื่นๆ โปรดระบุ ....

5. ประสบการณ์ในการทำงานธุรกิจส่งออก

    ☐ น้อยกว่า 5 ปี   ☐ 5 – 10 ปี

    ☐ 11 – 20 ปี   ☐ มากกว่า 20 ปีขึ้นไป

6. กลุ่มประเทศที่ส่งออก

    ☐ กลุ่มเอเชีย   ☐ กลุ่มยุโรป   ☐ กลุ่มอเมริกา

    ☐ กลุ่มลาตินอเมริกา   ☐ กลุ่มตะวันออกกลาง   ☐ กลุ่มแอฟริกา

    ☐ กลุ่มออสเตรเลีย/นิวซีแลนด์   ☐ อื่นๆ โปรดระบุ ....

7. ประเภทสินค้าส่งออก

    ☐ เสื้อผ้า/สินค้าแฟชั่น   ☐ อัญมณี/เครื่องประดับ   ☐ เฟอร์นิเจอร์

    ☐ เครื่องสำอาง/ผลิตภัณฑ์บำรุงผิว ☐ อาหารสด/อาหารแช่แข็ง ☐ เครื่องดื่ม

    ☐ ของขวัญ/ของชำร่วย/ตกแต่งบ้าน ☐ เครื่องหนัง   ☐ อื่นๆ โปรดระบุ ....

8. จำนวนเงินทุนการดำเนินงานของธุรกิจ

    ☐ น้อยกว่า 10 ล้านบาท   ☐ 11 – 20 ล้านบาท   ☐ 21 – 30 ล้านบาท

    ☐ 31 – 40 ล้านบาท   ☐ 41 – 50 ล้านบาท   ☐ สูงกว่า 50 ล้านบาท

    ☐ อื่นๆ โปรดระบุ ....

9. จำนวนพนักงาน

    ☐ น้อยกว่า 20 คน   ☐ 20 – 30 คน

    ☐ 31 – 50 คน   ☐ มากกว่า 50 คนขึ้นไป

    ☐ อื่นๆ โปรดระบุ ....

ตอนที่ 5 สอบถามความคิดเห็นอื่น ๆ (ถ้ามี)

ความคิดเห็น/ข้อเสนอแนะ

....

....

....

<div align="center">ขอบคุณที่ให้ความร่วมมือ</div>

Appendix B. Questionnaire (English Version)

QUESTIONNAIRE

Export competitiveness of luxury products: An empirical investigation

Instruction: We would be grateful if you could spare a few minutes to complete the questionnaire to help us ensure that your standard of export competitiveness of luxury products meets the requirements wherever possible.

Please tick (✓) the appropriate box to indicate your degree of opinion.

Where: 1 = Strongly disagree, 2 = Disagree, 3 = Somewhat disagree, 4 = Neutral, 5 = Somewhat agree, 6 = Agree, 7 = Strongly agree

MEASUREMENT ITEMS	Strongly disagree ◄————► Strongly agree						
	1	2	3	4	5	6	7
Export orientation behavior							
Export market knowledge							
1. Your firm systematically collects information about foreign markets. e.g. customer's needs, customer's desires, level of satisfaction with firm's products.							
2. Your firm systematically collects information about rivals' actions in foreign markets. e.g. competitor's product, competitor's market segments targeted.							
3. Your firm systematically collects information about any changes in the export environment. e.g. technologies, export regulations, economic aspects.							
4. Your firm rapidly responds to local market conditions by adapting market offerings in international market operations. e.g. product design, distribution.							
5. If a major competitor were to launch an intensive campaign targeted at foreign customers, your firm would implement a response immediately.							
Export market commitment							
1. Your firm is willing to commit substantial planning to increase its export expansion.							
2. Your firm dedicates resources to export activities more than to the domestic markets.							
3. Your firm constantly monitors human resources committed to the export activity. e.g. training staff such as languages, paperwork.							
4. Your firm has a strongly significant degree of management commitment to exporting.							
5. Your firm dedicates financial resources to exporting more than those used for the domestic markets.							

	1	2	3	4	5	6	7
6. Your firm discovers that a proactive attitude of the managers is important in allocating resources to foreign markets.							

MEASUREMENT ITEMS	Strongly disagree ← → Strongly agree						
	1	2	3	4	5	6	7
Experience in international markets							
1. Your firm has got a team of individuals who are experienced in aboard just as living, working, studying, traveling, volunteering, and have exhibition experiences in overseas markets.							
2. Your firm has encouraged a degree of training in international business. e.g. export formal courses and export seminars.							
3. Your firm has got the ability to follow up on trade deals in the export markets.							
4. Your firm has got a team of individuals who deeply understand values, beliefs, culture by living or working in overseas markets.							
5. Your firm utilizes all available resources by team availability of information about overseas markets.							
6. Key people at your firm have better negotiation ability and handle export negotiation more frequently in overseas markets.							
Distribution channel for overseas markets							
1. Your firm specifically targets high-end distributors. e.g. retail outlets, flagship store, specific retail shop location, stand-alone stores, or retail spaces within high-end departmental stores.							
2. Your firm closely monitors the extent of territorial coverage that distributors need to attain for products is clearly specified.							
3. Your firm closely monitors the extent to which the distributor follows established procedures.							
4. Your firm evaluates if the distributor attains a certain market share for the product.							
5. Your firm frequently sends managers to foreign countries to update the distributors about the technology and product changes.							
6. Your firm often has a meeting to interact with foreign distributors.							

MEASUREMENT ITEMS	Strongly disagree ←——→ Strongly agree						
	1	2	3	4	5	6	7
Government export sponsor							
1. Your firm often joins International exhibitions in Thailand recommended by the government.							
2. Your firm often joins export promotion programs including trade visits to expand products through government overseas trade agencies recommended.							
3. Your firm often joins in-store promotion overseas trade fair with Department of International Trade Promotion (DITP) e.g. join export promotion with high-end department and retail store.							
4. Your firm discovers a set of activities such as export guidelines, regulations and instructions which can help the export process easier.							
5. Your firm has received business opportunities in international markets due to the help of government export sponsors.							
Luxury products export competitiveness							
Luxury brand recognition in international markets							
1. Your brand design of products looks appealing through such as product's logo, design, shape, color, texture, packaging to international customers.							
2. Your brand quickly recalls the symbol for international customers.							
3. Your brand easily attracts foreign customers compared to other brand competitors.							
4. Your brand has a good reputation in overseas markets.							
5. Your brand is rapidly selected for the products in overseas markets.							
Luxury brand management in the export market							
Brand identity							
1. Your brand identity has been created through such as the product identity, logo, symbol, color, design, images, a slogan, story behind the products through a luxury sense such as aesthetics, symbolic and rarity.							
2. Your brand offers a product identity through physical-functional attributes.							
3. Your brand offers a high-end product identity through a special raw material that differs from non-luxury products.							
4. Your brand identity has been fully extraordinary more than the competitors'.							

MEASUREMENT ITEMS	Strongly disagree ←————→ Strongly agree						
	1	2	3	4	5	6	7
Brand personality							
1. Your brand personality is presented as giving a special gift to celebrate an occasion that is significant to customers.							
2. Your brand personality offers a habit of openness, individuality, experiments, liberty, and progression to customers.							
3. Your brand personality is one of the sources of exclusive clubs and VIP space.							
4. Your brand personality clearly expresses self-personality on products such as creativity, innovation, imagination, respect, proactivity, standing out, and breaking the rules.							
Brand image							
1. Your brand image offers special characteristics to foreign customers.							
2. Your brand image avoids an extremely poor image.							
3. Your brand image represents the high-end value.							
4. Your brand image enhances a personal image expressed on the products.							
Brand communication							
1. Your brand communicates to customers through such as newsletters, fashion magazines, in-person experience at flagship stores, duty-free stores, premium department stores retail outlets.							
2. Your brand communicates to customers through such as brand's own websites, retailers' websites, email campaigns, any social media platforms including Facebook, Instagram, YouTube, Twitter.							
3. Your brand skillfully uses marketing communications for export markets.							
4. Your brand uses both online and offline communication skills and processes well abroad.							
Product differentiation							
1. Your firm usually develops new outstanding product features for overseas markets.							
2. Your firm has improved/modified existing products.							
3. Your firm speedily develops and launches new products for export markets.							
4. Your firm successfully launches new products for export markets.							
5. Your firm provides items in the collection as part of the series that has been ideal for unique physical features such as limited-edition products.							

4

MEASUREMENT ITEMS	Strongly disagree ← → Strongly agree						
	1	2	3	4	5	6	7
Product quality management							
Access to fundamental resources							
1. Your firm input raw materials come from natural materials such as gold, gems, textiles, silver, cotton, leather, diamonds, silks, white gold.							
2. Your firm usually controls a level of vertical integration such as assorting all quality material suppliers.							
3. Your firm selects valuable raw material criteria that in the company's opinion to be high value adding to luxury products.							
4. Your firm has preferential access to valuable sources of supplies.							
Business resources collaboration							
1. Your firm meetings accomplish what is necessary for the collaboration to function well.							
2. Your firm's tasks in the collaboration are well coordinated with those of partner organizations.							
3. Your firm has combined and used other's resources, so all partners benefit from collaborating.							
4. Your firm achieves its own goals to work better with a partner company that works alone.							
Production							
1. Your firm usually uses modern technology equipment.							
2. Your firm is very good at identifying trends and competitor's movements in export markets.							
3. Your firm is good at adopting innovative export marketing techniques.							
4. Your firm can modify our product designs to fit customers' demands.							
5. Your firm's production system has a strongly strict quality control process.							
Functionality							
1. Your firm offers product special features more than usual for export markets.							
2. Your firm offers high value products that function well for export markets.							
3. Your firm has strongly focused on the core benefits of the products that are more excellent for export markets.							
4. Your firm emphasis on durable products for export markets.							

	Strongly disagree ← → Strongly agree

5

MEASUREMENT ITEMS	1	2	3	4	5	6	7
Attractiveness of country-of-origin export products							
1. Your firm possesses its own culture that is differentiated from those of other companies.							
2. Your firm shows its own cultural outstanding. e.g. ingredients of the country we have, which are outstanding from many other nations.							
3. Your firm shows the manufacturing's attraction through the country of origin well.							
4. Your firm's display of 'made-in' or 'originating from' label is important to customers in making the final choice.							
5. Your firm shows the product's attraction through the country of origin well.							
Foreign intermediary partners							
1. Your firm extensively uses foreign distributors to enter high-end retail stores that luxury consumers frequently visit.							
2. Your firm extensively uses a foreign marketing agency that is responsible for international marketing in each different geographic location.							
3. Your firm extensively uses a foreign exhibition agency to manage the event or provide spaces for showing any products in different overseas markets.							
4. Your firm frequently monitors the role of foreign intermediary partners in overseas markets.							
5. Your firm regularly monitors the service of foreign intermediary partners to foreign customers.							
6. Your firm makes frequent trips to meet foreign intermediary partners abroad.							
Management relation in international activities							
1. Your firm offers a well-compensation system for all employees who work multitasking across different countries.							
2. Your firm always stimulates employee satisfaction, morale and well-motivated.							
3. Your firm usually respects the role of external relations such as public institutions, research and development centers, and local agents in overseas markets.							
4. Your firm continuously communicates its mission to succeed in international markets to employees.							
5. Your firm strongly respects the role of all employee relations.							

MEASUREMENT ITEMS	Strongly disagree ⟵ ⟶ Strongly agree						
	1	2	3	4	5	6	7
Intellectual right protection of products							

1. Your firm discovers unlawful competitive practices such as illegal copying of new products that are common in international markets.						
2. Your firm discovers counterfeiting of luxury products and trademarks by other firms that are widespread in overseas markets.						
3. Your firm discovers ineffective market competition laws to protect the company's intellectual properties that are prevalent in international markets.						
4. Your firm discovers the selling of unbranded products by other firms that is an accepted practice in overseas markets.						
Perceptual export performance						
Financial performance						
1. Your firm's export sales volume has been very satisfactory.						
2. Your firm's export sales growth has been very satisfactory.						
3. Your firm's export market share growth has been very satisfactory.						
4. Your firm's export market entry has been very satisfactory.						
5. Your firm's export venture revenue has been very satisfactory.						
6. Your firm's overall export venture performance has fully met the expectations.						
Non-financial performance						
1. Your firm's penetration to the new luxury market segments with existing international markets has been fully met expectations.						
2. Your firm's reputation and luxury products image in export markets have been very satisfactory.						
3. Your firm's export customer satisfaction has fully met the expectations.						
4. Your firm's acquiring new export customers has fully met the expectations.						
5. Your firm's product retention of export customers has fully met the expectations.						

Please tick (✓) the appropriate box to indicate your own demographic information.

1. Gender
   - Male
   - Female
   - Others

2. Age

   - Less than 20 years
   - 21 - 30 years
   - 31 - 40 years old
   - 41 - 50 years old
   - 51 - 60 years old
   - Over 60 years old

3. Education level
   - Lower than Bachelor's Degree
   - Bachelor's Degree
   - Master's Degree
   - Doctoral Degree
   - Others, please specify ....

4. Position
   - Administrator / Executive Committee
   - Manager / Head of Department
   - Deputy Manager / Deputy Head of Department
   - Department Assistant
   - Operating staff
   - Others, please specify ....

5. Working experience in export business
   - Less than 5 years
   - 5 - 10 years
   - 11 - 20 years
   - More than 20 years

6. Exporting countries
   - Asia group
   - Europe group
   - America group
   - Latin America group
   - Middle East group
   - Africa group
   - Australia / New Zealand group
   - Others, please specify ....

7. Type of export product
   - Clothing / fashion products
   - Jewelry / accessories
   - Furniture
   - Cosmetics / Skincare
   - Fresh food / Frozen food
   - Beverage
   - Gifts / keepsakes / home decorations
   - Leather goods
   - Others

8. The amount of business's operating funds
   - Less than 10 million baht
   - 11 - 20 million baht
   - 21 - 30 million baht
   - 31 - 40 million baht
   - 41 - 50 million baht
   - More than 50 million

9. Number of employees
   - Less than 20 people
   - 20 - 30 people
   - 31 - 50 people
   - More than 50 people
   - Others, please specify ....

Comments / Improvement suggestions
....
....
....
....
....

Thank you for your coordination

Appendix C. Content Validity Result

Content Validity (IOC)

Question/Statement	Item-Objective Congruence (IOC) score					Total score	Average score	Result
	Expert 1	Expert 2	Expert 3	Expert 4	Expert 5			
Export market knowledge								
1. Your company systematically collects information about international markets.	+1	+1	+1	0	+1	4	4/5=0.8	Accepted
2. Your company systematically collects information on competitors' international market activities.	+1	0	+1	+1	+1	4	4/5=0.8	Accepted
3. Your company systematically collects export data.	+1	+1	+1	0	+1	4	4/5=0.8	Accepted
4. Your company responds to local market conditions by adapting its products to international markets.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
5. If a key competitor is going to launch an intensive campaign targeting foreign customers.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
Export market commitment								
1. Your company is willing to mobilize a major plan to expand its export field.	+1	+1	+1	0	+1	4	4/5=0.8	Accepted
2. Your company devotes more resources to export than the domestic market.	+1	+1	+1	+1	0	4	4/5=0.8	Accepted
3. Your company is dedicated to have the best management in the field of export.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
4. Your company devotes more financial resources to export than in domestic market.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
5. Your company recognizes that the proactive attitude of managers is critical to the allocation of resources in the international market.	+1	+1	+1	0	+1	4	4/5=0.8	Accepted
Experience in the international market								
1. Your company has a team of people who have experience abroad.	0	+1	+1	+1	+1	4	4/5=0.8	Accepted
2. Your company promotes some level of international business training.	+1	+1	+1	0	+1	4	4/5=0.8	Accepted
3. Your company has ability for following up the trade negotiations in export market.	+1	+1	0	+1	+1	4	4/5=0.8	Accepted
4. Your company has a team of people who have a deep understanding of values, beliefs, culture from living or working abroad.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
5. The key personnel of your company have an ability to bargain and have	+1	+1	+1	+1	+1	5	5/5=1	Accepted

Question/Statement	Item-Objective Congruence (IOC) score					Total score	Average score	Result
negotiate about export topics in international markets regularly.								
	Expert 1	Expert 2	Expert 3	Expert 4	Expert 5			
Distribution channels in the international market								
1. Your company targets distributors in the luxury market such as retail space in leading department stores, leading retail stores.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
2. Your company pay closely attention to its current distributors.	+1	+1	+1	0	+1	4	4/5=0.8	Accepted
3. Your company strictly check out the supplier compliance.	+1	+1	+1	0	+1	4	4/5=0.8	Accepted
4. Your company assess whether distributors can effectively and consistently reach overseas customers.	+1	0	+1	+1	+1	4	4/5=0.8	Accepted
5.Your company frequently sends managers overseas to notify distributors about overseas technology and product changes.	+1	+1	+1	0	+1	4	4/5=0.8	Accepted
6.Your company always hold a meeting to communicate with foreign distributors.	+1	+1	0	+1	+1	4	4/5=0.8	Accepted
Export promotion from the government sector								
1. Your company participates in international government-recommended fairs.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
2. Your company participates in an export promotion program, including visiting international trade organizations recommended by the government for product expansion.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
3. Your company participates in an internal trade promotion event in conjunction with the Department of International Trade Promotion, for example, in conjunction with leading overseas department stores and merchants.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
4. Your company has found that organizing activities such as export guidelines, government regulations, and recommendations make it easier to export.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
5. Your company receives international market opportunities for export with the assist from government.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
The competitiveness of exporting luxury goods								
The recognition of luxury brands in the international market								

1. Your brand's product design, such as product logo, shape, color, material, packaging, can attract international customers' attention.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
2. Your brand quickly creates a recognition from foreign customers.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
3. Drawing attention from foreign customers is something easier for your brand than competing brands.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
4. Your brand has a good reputation in the international market.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
5. Your brand is quickly chosen for products in the international market.	+1	+1	+1	+1	+1	5	5/5=1	Accepted

Question/Statement	Item-Objective Congruence (IOC) score					Total score	Average score	Result
	Expert 1	Expert 2	Expert 3	Expert 4	Expert 5			
Management of luxury goods in the export market								
Brand identity								
1. Your brand identity is built on your product identity.	+1	+1	+1	0	+1	4	4/5=0.8	Accepted
2. Your brand is distinguished by its functional characteristics that are different from general products.	+1	0	+1	+1	+1	4	4/5=0.8	Accepted
3. Your brand is unique from special materials that are different from general products.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
4. Your brand has the unique characteristics in overall which are completely different from the competitors.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
Brand personality								
1. Your brand personality is like a special gift on an important occasion.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
2. Your brand personality gives the feeling of an openness, individuality, freedom, and progression.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
3. Your brand personality provides the feeling of the privilege and exclusive sphere.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
4. Your brand personality distinctively expresses the creativity, innovation, respect, prominence, and out-of-the-box thinking.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
Brand image								
1. Your brand image is unique to foreigners.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
2. Your brand avoids a bad image.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
3. Your brand image represents a noble value.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
4. Your brand image enhances the individual image by the product itself.	+1	+1	+1	+1	+1	5	5/5=1	Accepted

Brand communication								
1. Your brand communicates with customers through leading retailers.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
2. Your brand communicates with your customers through your company's website.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
3. Your brand communicates your marketing wisely for the export market.	+1	0	+1	+1	+1	4	4/5=0.8	Accepted
4. Your brand can apply both online and offline skills efficiently abroad.	+1	+1	+1	+1	0	4	4/5=0.8	Accepted
Product differentiation								
1. Usually, your company develops products that have distinctive features for the export market.	+1	0	+1	+1	+1	4	4/5=0.8	Accepted
2. Your company is constantly improving and changing the current products.	+1	+1	+1	+1	0	4	4/5=0.8	Accepted
3.Your company is rapidly developing and launching new products to export market.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
4. Your company has a unique collection of products such as limited-edition items.	+1	+1	+1	+1	+1	5	5/5=1	Accepted

Question/Statement	Item-Objective Congruence (IOC) score					Total score	Average score	Result
	Expert 1	Expert 2	Expert 3	Expert 4	Expert 5			
Product quality management								
Access to primary resources								
1. Your company brings natural raw materials.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
2. Usually your company always controls the quality of the raw material from supplier.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
3. Your company selects raw materials that are considered adding value to luxury products.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
4. Your company has access to valuable raw material sources.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
Business resource cooperation								
1.Your company always has a meeting with partners to build a good cooperation.	+1	+1	+1	+1	0	4	4/5=0.8	Accepted
2. Your company is always in good cooperation with its business partners.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
3. Your company has a combination of resources so that every partner can benefit from cooperation.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
4. Your company performs better with partners than it does alone.	+1	+1	+1	+1	0	4	4/5=0.8	Accepted
Production								
1. Your company usually uses up-to-date equipment.	+1	+1	+1	0	+1	4	4/5=0.8	Accepted

Question/Statement	+1	+1	+1	+1	0	4	4/5=0.8	Accepted
2. Your company is well aware of the competitors' trend in the export market.	+1	+1	+1	+1	0	4	4/5=0.8	Accepted
3. Your company use innovative manufacturing which favorably have value on the export market.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
4. Your company can modify products to effectively meet the needs of overseas customers.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
5. Your company have a strict quality control process.	+1	0	+1	+1	+1	4	4/5=0.8	Accepted
Usage								
1. Your company has products with special characteristics that are unusual for the export market.	+1	+1	+1	0	+1	4	4/5=0.8	Accepted
2. Your company have a high-value product that works well for the export market.	+1	+1	+1	0	+1	4	4/5=0.8	Accepted
3. Your company highlights the benefits of superior products for the export market.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
4. Your company focuses on the durability of products for the export market.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
Attractiveness of the manufacturing country								
1. Your company has its own culture that is distinct from other companies.	+1	0	+1	+1	+1	4	4/5=0.8	Accepted
2. Your company exhibits a cultural identity, such as using national ingredients that are different from other nations.	+1	+1	+1	0	+1	4	4/5=0.8	Accepted
3. Your company can pleasantly present an attractiveness of the producing country.	+1	0	+1	+1	+1	4	4/5=0.8	Accepted
4. Your company displays a label identifying the country of origin, which is an important factor for customer decisions to purchase.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
5. Your company admirably presents the products' charm of the manufacturing country.	+1	+1	+1	+1	+1	5	5/5=1	Accepted

Question/Statement	Item-Objective Congruence (IOC) score					Total score	Average score	Result
	Expert 1	Expert 2	Expert 3	Expert 4	Expert 5			
Intermediary partners in foreign countries								
1. Your company uses international distributors to reach top stores with frequent customers.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
2. Your company uses international marketing agents to market in different regions.	+1	+1	+1	+1	+1	5	5/5=1	Accepted

3.Your company uses foreign agents at trade fairs to display products in overseas markets.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
4. Your company always follows up the work of foreign intermediary partners in the international market.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
5. Your company always checks out the services of foreign intermediaries that are given to its customers.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
6. Your company frequently travels to foreign intermediary partners abroad.	+1	+1	+1	+1	+1	3	5/5=1	Accepted
Performance in exporting goods								
Financial performance								
1.Your company has a satisfied export volume.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
2. Your company has achieved a satisfactory growth in export sales.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
3. Your company has a satisfactory growth in export market share.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
4. Your company pleasingly access the export market.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
5. Your company meet the overall export return on the target.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
Non-financial performance								
1. Your company meets the goal in penetrating the current luxury product market.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
2. Your company has a satisfactory reputation and image of luxury products.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
3. Your company meet the goal for satisfaction of export customers.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
4. Your company meet the target number of new customers in the export market.	+1	+1	+1	+1	+1	5	5/5=1	Accepted
5. Your company meet the target for number of repeat customers in export market.	+1	+1	+1	+1	+1	5	5/5=1	Accepted

Appendix D. Pilot Test Letter

ที่ อว 8606/

บัณฑิตวิทยาลัย มหาวิทยาลัยศิลปากร
22 ถนนบรมราชชนนี ตลิ่งชัน
กรุงเทพฯ 10170

7 กรกฎาคม 2564

เรื่อง ขอทดลองเครื่องมือวิจัย

เรียน

     ด้วย นางสาวณัฐอร มหาทำนุโชค รหัสนักศึกษา 60502902 นักศึกษาระดับปริญญาดุษฎีบัณฑิต สาขาวิชาธุรกิจระหว่างประเทศ บัณฑิตวิทยาลัย มหาวิทยาลัยศิลปากร ได้สร้างเครื่องมือวิจัยเพื่อประกอบการ ทำวิทยานิพนธ์ เรื่อง "Export Competitiveness of Luxury Products: An Empirical Investigation" และมีความประสงค์จะขอทดลองเครื่องมือวิจัย เพื่อนำมาใช้ประกอบการทำวิทยานิพนธ์ดังกล่าว

     ในการนี้ บัณฑิตวิทยาลัย มหาวิทยาลัยศิลปากร จึงขอความอนุเคราะห์จากท่านโปรดให้ความ อนุเคราะห์แก่นักศึกษาตามที่เห็นสมควร ทั้งนี้ เพื่อประโยชน์ทางการศึกษา และหากท่านประสงค์จะขอทราบ รายละเอียดเพิ่มเติม บัณฑิตวิทยาลัย ขออนุญาตให้ นางสาวณัฐอร มหาทำนุโชค หมายเลขโทรศัพท์ 084-596-6454 เป็นผู้ประสานงานโดยตรงต่อไป

     จึงเรียนมาเพื่อโปรดพิจารณาให้ความอนุเคราะห์ จักขอบคุณยิ่ง

ขอแสดงความนับถือ

(ผู้ช่วยศาสตราจารย์ ดร.สาธิต นิรัติศัย)
รองคณบดีบัณฑิตวิทยาลัยฝ่ายบริหาร
รักษาการแทนคณบดีบัณฑิตวิทยาลัย

สำนักงานคณบดีบัณฑิตวิทยาลัย ตลิ่งชัน
โทรศัพท์ 0-2849-7502
โทรสาร 0-2849-7503

ปรัชญาบัณฑิตวิทยาลัย : "มุ่งมั่น ส่งเสริมและสนับสนุนการจัดการศึกษาระดับบัณฑิตศึกษาอย่างมีคุณภาพ"

Appendix E. Data collection Letter

ที่ อว 8606/ ๒๙

บัณฑิตวิทยาลัย มหาวิทยาลัยศิลปากร
22 ถนนบรมราชชนนี ตลิ่งชัน
กรุงเทพฯ 10170

๒๐ กรกฎาคม 2564

เรื่อง ขอเก็บรวบรวมข้อมูลเพื่อใช้ประกอบการศึกษาวิจัย

เรียน

ด้วย นางสาวณัฐอร มหาทำนุโชค รหัสนักศึกษา 60502902 นักศึกษาระดับปริญญาดุษฎีบัณฑิต สาขาวิชาธุรกิจระหว่างประเทศ บัณฑิตวิทยาลัย มหาวิทยาลัยศิลปากร ได้ทำวิทยานิพนธ์เรื่อง "Export Competitiveness of Luxury Products: An Empirical Investigation" มีความประสงค์จะเก็บรวบรวม ข้อมูล เพื่อนำข้อมูลที่ได้มาประกอบการทำวิทยานิพนธ์ดังกล่าว

ในการนี้ บัณฑิตวิทยาลัย มหาวิทยาลัยศิลปากร จึงขอความอนุเคราะห์จากท่านโปรดให้ความ อนุเคราะห์แก่นักศึกษาตามที่เห็นสมควร ทั้งนี้เพื่อประโยชน์ทางการศึกษา และหากท่านประสงค์จะขอทราบ รายละเอียดเพิ่มเติม บัณฑิตวิทยาลัย ขออนุญาตให้ นางสาวณัฐอร มหาทำนุโชค หมายเลขโทรศัพท์ 084-5966-454 เป็นผู้ประสานงานโดยตรงต่อไป

จึงเรียนมาเพื่อโปรดพิจารณาให้ความอนุเคราะห์ จักขอบคุณยิ่ง

ขอแสดงความนับถือ

(ผู้ช่วยศาสตราจารย์ ดร.สาธิต นิรัติศัย)
รองคณบดีบัณฑิตวิทยาลัยฝ่ายบริหาร
รักษาการแทนคณบดีบัณฑิตวิทยาลัย

สำนักงานคณบดีบัณฑิตวิทยาลัย ตลิ่งชัน
โทรศัพท์ 0-2849-7502
โทรสาร 0-2849-7503

ปรัชญา : มุ่งมั่น ส่งเสริมและสนับสนุนการจัดการศึกษาระดับบัณฑิตศึกษาอย่างมีคุณภาพ

Appendix F. Questionnaire Approval

ที่ อว 8606/ ๖๓๒

บัณฑิตวิทยาลัย มหาวิทยาลัยศิลปากร
22 ถนนบรมราชชนนี ตลิ่งชัน
กรุงเทพฯ 10170

๒๙ เมษายน 2564

เรื่อง ขอเชิญเป็นผู้เชี่ยวชาญในการตรวจเครื่องมือวิจัย

เรียน

ด้วย นางสาวณัฐอร มหาทำนุโชค รหัสนักศึกษา 60502902 นักศึกษาระดับปริญญา
ดุษฎีบัณฑิต สาขาวิชาธุรกิจระหว่างประเทศ บัณฑิตวิทยาลัย มหาวิทยาลัยศิลปากร กำลังทำวิทยานิพนธ์เรื่อง
"Export Competitiveness of Luxury Products: An Empirical Investigation" มีความประสงค์จะเชิญ
ท่านเป็นผู้เชี่ยวชาญในการตรวจสอบเครื่องมือวิจัยดังกล่าว

ในการนี้ บัณฑิตวิทยาลัย มหาวิทยาลัยศิลปากร จึงขอความอนุเคราะห์จากท่านโปรดให้ความ
อนุเคราะห์แก่นักศึกษา เพื่อนักศึกษาจะได้นำข้อเสนอแนะที่ได้ไปปรับปรุงคุณภาพเครื่องมือการวิจัยให้มีความ
เหมาะสมต่อไป

จึงเรียนมาเพื่อโปรดพิจารณาให้ความอนุเคราะห์ จักขอบคุณยิ่ง

ขอแสดงความนับถือ

(ผู้ช่วยศาสตราจารย์ ดร.สาธิต นิรัติศัย)
รองคณบดีบัณฑิตวิทยาลัยฝ่ายบริหาร
รักษาการแทนคณบดีบัณฑิตวิทยาลัย

สำนักงานคณบดีบัณฑิตวิทยาลัย ตลิ่งชัน
โทรศัพท์ 0-2849-7502
โทรสาร 0-2849-7503
ปรัชญาบัณฑิตวิทยาลัย : "มุ่งมั่น ส่งเสริมและสนับสนุนการจัดการศึกษาระดับบัณฑิตศึกษาอย่างมีคุณภาพ"

Appendix G. Ethic Form

บันทึกข้อความ

ส่วนงาน สำนักงานบริหารการวิจัย นวัตกรรมและการสร้างสรรค์ มหาวิทยาลัยศิลปากร ภายใน 216004

ที่ อว 8603.16/ 3634   **วันที่ 27** สิงหาคม 2564

เรื่อง ผลการพิจารณาการขอรับการรับรองจริยธรรมการวิจัยในมนุษย์

เรียน นางสาวณัฐอร มหาทำนุโชค (นักศึกษาวิทยาลัยนานาชาติ)

         ตามที่ท่านได้ส่งโครงการวิจัย เรื่อง ความสามารถในการแข่งขันด้านการส่งออกสินค้าหรูหรา: ข้อพิสูจน์เชิงประจักษ์ (เลขที่โครงการ REC 64.0810-104-4280) ไปยังสำนักงานบริหารการวิจัย นวัตกรรม และการสร้างสรรค์ เพื่อขอรับการพิจารณารับรองจากคณะกรรมการจริยธรรมการวิจัยในมนุษย์ มหาวิทยาลัย ศิลปากร แล้วนั้น

         บัดนี้ สำนักงานบริหารการวิจัยฯ ขอแจ้งผลการพิจารณาให้ทราบว่า โครงการวิจัยดังกล่าว เข้าข่ายโครงการวิจัยที่ได้รับการยกเว้นการพิจารณา (Exemption review) จึงออกหนังสือรับรองให้กับ โครงการวิจัยดังกล่าวตามเอกสารแนบ

         จึงเรียนมาเพื่อโปรดทราบ หากผู้วิจัยมีข้อสงสัยสามารถสอบถามเพิ่มเติมได้ที่ นางสาวนฤมล นันทิวาวัฒน์ โทร (เบอร์สำนักงาน) 098-5479738 ภายใน 216004

(ศาสตราจารย์ ดร.พรศักดิ์ ศรีอมรศักดิ์)
ประธานกรรมการจริยธรรมการวิจัยในมนุษย์

มหาวิทยาลัยศิลปากร

หนังสือฉบับนี้ให้ไว้เพื่อแสดงว่า

รหัสโครงการ: REC 64.0810-104-4280

ชื่อโครงการ (ภาษาไทย):   ความสามารถในการแข่งขันด้านการส่งออกสินค้าหรูหรา: ข้อพิสูจน์เชิงประจักษ์

ชื่อโครงการ (ภาษาอังกฤษ): Export Competitiveness of Luxury Products: An Empirical Investigation.

ผู้วิจัยหลัก: นางสาวณัฐอร มหาทำนุโชค   **สังกัด:** วิทยาลัยนานาชาติ

เอกสารที่รับรอง:

1. แบบเสนอเพื่อขอรับการพิจารณาจริยธรรมการวิจัยในมนุษย์ เวอร์ชั่น 01 ฉบับลงวันที่ 10 สิงหาคม 2564
2. แบบเสนอโครงการวิจัยเพื่อการพิจารณาจริยธรรมการวิจัยในมนุษย์ (ฉบับภาษาไทย) เวอร์ชั่น 01 ฉบับลงวันที่ 10 สิงหาคม 2564

ได้ผ่านการรับรองจากคณะกรรมการจริยธรรมการวิจัยในมนุษย์ มหาวิทยาลัยศิลปากร โดยยึดหลักเกณฑ์ตามคำประกาศ เฮลซิงกิ (Declaration of Helsinki) และมีความสอดคล้องกับหลักจริยธรรมสากล ตลอดจนกฎหมาย ข้อบังคับ และข้อกำหนดภายในประเทศ

(ศาสตราจารย์ ดร.พีรพัฒน์ ศรีอมรศักดิ์)
ประธานกรรมการจริยธรรมการวิจัยในมนุษย์
มหาวิทยาลัยศิลปากร

หมายเลขใบรับรอง COE 64.0823-110
วันที่รับรอง: 23 สิงหาคม พ.ศ.2564

สำนักงานบริหารการวิจัย นวัตกรรมและการสร้างสรรค์
6 ถนนราชมรรคาใน ตำบลพระปฐมเจดีย์ อำเภอเมืองนครปฐม จังหวัดนครปฐม 73000
โทร 0-3425-5808 โทรสาร (Fax) : 0-3425-5808
email : su.ethicshuman@gmail.com

Appendix H. Respondents' Bias Analysis

Group Statistics					
Gender		N	Mean	Std. Deviation	Std. Error Mean
EXSTR	Male	179	144.9385	15.17840	1.13449
	Female	221	146.9050	15.57927	1.04798
LUXCO	Male	179	298.9441	29.23822	2.18537
	Female	221	300.3213	31.41585	2.11326
PER	Male	179	56.9721	5.64535	.42195
	Female	221	56.6425	7.22834	.48623

ANOVA (Gender)		Sum of Squares	df	Mean Square	F	Sig.
EXSTR	Between Groups	382.421	1	382.421	1.612	.205
	Within Groups	94405.329	398	237.199		
	Total	94787.750	399			
LUXCO	Between Groups	187.559	1	187.559	.202	.653
	Within Groups	369297.631	398	927.883		
	Total	369485.190	399			
PER	Between Groups	10.739	1	10.739	.249	.618
	Within Groups	17167.621	398	43.135		
	Total	17178.360	399			

ANOVA (Age)		Sum of Squares	df	Mean Square	F	Sig.
EXSTR	Between Groups	1074.594	4	268.649	1.132	.341
	Within Groups	93713.156	395	237.248		
	Total	94787.750	399			

		Sum of Squares	df	Mean Square	F	Sig.
LUXCO	Between Groups	2819.954	4	704.989	.759	.552
	Within Groups	366665.236	395	928.266		
	Total	369485.190	399			
PER	Between Groups	23.780	4	5.945	.137	.969
	Within Groups	17154.580	395	43.429		
	Total	17178.360	399			

ANOVA (Education level)						
		Sum of Squares	df	Mean Square	F	Sig.
EXSTR	Between Groups	1721.289	3	573.763	2.441	.064
	Within Groups	93066.461	396	235.016		
	Total	94787.750	399			
LUXCO	Between Groups	5787.864	3	1929.288	2.101	.100
	Within Groups	363697.326	396	918.428		
	Total	369485.190	399			
PER	Between Groups	260.483	3	86.828	2.032	.109
	Within Groups	16917.877	396	42.722		
	Total	17178.360	399			

ANOVA (Position)						
		Sum of Squares	df	Mean Square	F	Sig.
EXSTR	Between Groups	4350.808	4	1087.702	4.751	.001
	Within Groups	90436.942	395	228.954		
	Total	94787.750	399			
LUXCO	Between Groups	9955.404	4	2488.851	2.734	.029
	Within Groups	359529.786	395	910.202		
	Total	369485.190	399			

PER	Between Groups	317.637	4	79.409	1.860	.117
	Within Groups	16860.723	395	42.685		
	Total	17178.360	399			

ANOVA (Working experience)						
		Sum of Squares	df	Mean Square	F	Sig.
EXSTR	Between Groups	1701.623	3	567.208	2.413	.066
	Within Groups	93086.127	396	235.066		
	Total	94787.750	399			
LUXCO	Between Groups	9593.633	3	3197.878	3.519	.015
	Within Groups	359891.557	396	908.817		
	Total	369485.190	399			
PER	Between Groups	340.805	3	113.602	2.672	.047
	Within Groups	16837.555	396	42.519		
	Total	17178.360	399			

ANOVA (Type of export product)						
		Sum of Squares	df	Mean Square	F	Sig.
EXSTR	Between Groups	2422.591	7	346.084	1.469	.177
	Within Groups	92365.159	392	235.625		
	Total	94787.750	399			
LUXCO	Between Groups	9975.276	7	1425.039	1.554	.148
	Within Groups	359509.914	392	917.117		
	Total	369485.190	399			
PER	Between Groups	392.133	7	56.019	1.308	.245
	Within Groups	16786.227	392	42.822		
	Total	17178.360	399			

ANOVA (The amount of business's operation fund)						
		Sum of Squares	df	Mean Square	F	Sig.
EXSTR	Between Groups	7104.233	5	1420.847	6.384	.000
	Within Groups	87683.517	394	222.547		
	Total	94787.750	399			
LUXCO	Between Groups	22697.633	5	4539.527	5.158	.000
	Within Groups	346787.557	394	880.171		
	Total	369485.190	399			
PER	Between Groups	1243.571	5	248.714	6.150	.000
	Within Groups	15934.789	394	40.444		
	Total	17178.360	399			

ANOVA (the number of employees)						
		Sum of Squares	df	Mean Square	F	Sig.
EXSTR	Between Groups	339.469	3	113.156	.474	.700
	Within Groups	94448.281	396	238.506		
	Total	94787.750	399			
LUXCO	Between Groups	3329.366	3	1109.789	1.200	.309
	Within Groups	366155.824	396	924.636		
	Total	369485.190	399			
PER	Between Groups	126.119	3	42.040	.976	.404
	Within Groups	17052.241	396	43.061		
	Total	17178.360	399			

VITA

NAME   Nataorn Mahatamnuchok

DATE OF BIRTH   11 September 1988

PLACE OF BIRTH   Phetchaburi

INSTITUTIONS   School of Business, Lucerne University of Applied
ATTENDED   Sciences and Arts, Switzerland
HOME ADDRESS   38 No.8 Na Wung, Mueang Phetchaburi
                                        district, Phetchaburi 76000
PUBLICATION   Mahatamnuchok, N. and Banjongprasert, J. 2020.
                                        Export Competitiveness of Luxury Products:
                                        Measurement Scale Development. Journal of
                                        Community Development Research (Humanities and
                                        Social Sciences), 13 (3), pp.1 – 11. (TCI 1)
AWARD RECEIVED   -