

Factors Affecting Marketing and Publicity of Processed Fishery Products in Ranong Province

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Abstract

The fisheries products played an important role in the development of Thailand. If the fisheries products could not developed then the contribution could be minimized. The development of fisheries product could be maximized through the marketing and publicity. Various factors are associated to enhance the marketing and publicity. Among market driven vision, market learning, information technology resource, organization collaboration and market turbulence played an important role to enhance the marketing and publicity which will help to promote Processed Fishery Products in Ranong Province, Thailand. Therefore, the study objective was to check the impact of market driven vision (MDV), market learning (ML), information technology resource (ITR), organization collaboration (OC) and market turbulence (MT) on marketing and publicity (MAP) of Processed Fishery Products in Ranong Province, Thailand. For this objective, the PLS-SEM technique has applied by using a Smart PLS 3.2.8. The results shown that MDV has positive and significant association with the marketing and publicity. This show that MDV played an important role to increase the MAP of Fishery Products in Ranong Province, Thailand. While, the predicted results further shown that ML did not have a significant association with the MAP. These findings had shown that ML is not a significant variable that could influence to FP. A possible reason for this findings is that the respondents did not give rating to the ML to increase the MA.

Keywords: information technology resources, organization collaboration, marketing and publicity, Thailand.

INTRODUCTION

The Marketing and publicity (MAP) aims to acquire a strong competitive advantage by producing, expanding, communicating, as well as forming a connection with consumers (Pickton & Broderick, 2001). Organizational processes also were affected by a combination of elements, both internally and externally. Businesses in Thailand remain constantly under competition due to changing marketing settings and technological advancements, requiring the development of new strategies to help them meet their targets (Lekmat & Chelliah, 2014).

Numerous competitive pressures have arisen as a result of the technological innovations, the entrance of new rivals in marketplaces, as well as the growth of consumer requirements (Sriboonlue, Ussahawanitchakit, & Raksong, 2015). Second, every small and medium sized commercial enterprise's impact of environmental changes seems unique, and the Thai firm's resources or experience restrict its options for responding (Chittithaworn, Islam, Keawchana, & Yusuf, 2011). There is MAP were formerly studied in marketing philosophy and pay more attention on three key ways: the

industry, communication, and customer. These were done in acknowledgment of the expanding importance and promise of interactive media, as well as shifts in consumer desire. Such developments have mostly been driven by developments in information technology and shifting consumer views (Kliatchko, 2005). MAP are theoretical efforts to explain why certain consumers respond positively toward certain MC messages and how MC might be managed effectively (D. E. Schultz & Kitchen, 2000).

There are several causes for interest in MAP, according to researchers. For starters, the continuous dispersion of media makes it increasingly challenging to contact every client with a single or limited range of promotional instruments. Second, numerous concepts and methodologies have been used in MAP, and they have changed over time (Kliatchko, 2005). Since it has the potential to create a new competitive advantage, an effective MAP is extremely critical for organizational performance (Eagle & Kitchen, 2000). A “market-driving strategy, organizational collaboration, marketing learning, information technology resource, and market Turbulence” are five antecedents to a good MAP, according to the marketing literature (Reid, Flowers, & Larkin, 2005).

The focal group for our study was Thai processed fisheries products firms. New additions into market and established rivals are putting pressure on the fisheries products (Kamenidou, Mylonakis, & Nikolouli, 2007). As a result, each company needs to identify and respond with client expectations rapidly. Fisheries products has a limited life cycle of the product, a generally basic product design, and a good standard of demand volatility (Ren, Chan, & Ram, 2017). Furthermore, Thailand's fisheries has grown at a steady rate of 2-6 % each year for the previous five decades (Watchravesringkan, Karpova, Hodges, & Copeland, 2010). Fisheries products generate about 20% of Thai food exports. However, fish from both the Andaman Sea and the Gulf of Thailand are decreasing annually and the industry relies on imported raw material such as pollock, salmon, and other white and red

meat fish (Smithrithee, Honda, Tongdee, & Sulit, 2022) Thailand's total fishery exports increased by 4% from US\$5.6 billion in 2016 to US\$5.8 billion in 2017 but now is declined (Raksasiri et al., 2022). This shows that fisheries products in Thailand are not providing their contribution in a proper way therefore this sector contribution had declined. Previous various studies had recommended that the exports share or revenue of the fisheries products could be increase through the proper marketing and publicity of products (Petsut, Kulabong, & Petsut, 2022). Various factors effects to marketing and publicity of fisheries of products, among of them market driven vision, market learning, information technology resources, market turbulence and organization that could enhance the products marketing and publicity of Thailand fisheries products. Previous studies also had major focused on other countries but had little attention on developing nations like Thailand. Therefore, the study objective was to check the impact of market driven vision (MDV), market learning (ML), information technology resource (ITR), organization collaboration (OC) and market turbulence (MT) on marketing and publicity (MAP) of Processed Fishery Products in Ranong Province, Thailand. The study was divided into five sections, introduction, literature review, research methodology, data analysis and conclusion and recommendation.

Theoretical and Empirical Literature Review

Theoretical Review

The contingency theory was used in this study (Fiedler, 1964; Lawrence & Lorsch, 1967). According to this idea, no one technique is optimal for managing the structuring, decision-making, and leadership processes as different settings present different contexts. The amount of alignment between organizational and external factors that are drivers of successful organization defines company objectives (Shenhar, Dvir, Levy, & Maltz, 2001). According to contingency approach, a company's decisions, including marketing

planning and strategy, are influenced by the interaction of various forces. The above indicates this could describe the link between individual ("market-driving vision, organizational collaboration, marketing learning, and information technology resource") but instead external "(market-driving vision, organizational collaboration, marketing learning, and information technology resource) factors (market turbulence)". As a result, each choice on whether or not to utilize MAP must take into account equally elements that affect the company. The first goal of MAP is to grab customers' attention through piquing their interest in the items and the company. The 2nd phase goal is to assist businesses in persuading purchasers to undertake customer retention by becoming loyal clients (Bormane, 2018). Regrettably, little is understood about the factors that influence MAP.

Marketing and publicity

Business strategy must be aligned by company-wide choices aimed at gaining a competitive edge over its rivals (Slater, Olson, & Finnegan, 2011). As in the line with this, MAP is understood as a collection of activities that include the strategy, innovation, implementation, and assessment of observable, well-coordinated, as well as efficient organization communications programs which interact with various stakeholder groups, customers, and acceptable domestic and foreign audiences over time (T. P. Schultz, 2004). In addition, in the view of Thackeray, Neiger, Hanson, and McKenzie (2008), MAP perform an important part in the development and maintenance of brand image and brand recognition, as well as the development and maintenance of lifetime customer connections. Consequently, developing a successful, MAP necessitates a thorough understanding of it and interaction among elements in both of internally and externally contexts.

Empirical Review

Marketing Driving Vision and Marketing and Publicity

The theories of market drive (MD) as well as market vision were used in this study. there are

the MD assessment is understood as the method of predicting a strategic and long market performance in advance of marketing adjustments, which may come to be a new marketing technique (Pungboonpanich & Ussahawanitchakit, 2010). in addition, Vision refers toward a company's long strategies which take into account the current circumstances as well as the goals it wants to achieve in the future (Ngamsutti, Jhundra-indra, & Raksong, 2018). Employees who understand the firm's big goal benefit from a "market driving vision" which makes it easier to implement MAP. Kantabutra (2006) discovered a link between staff happiness, client satisfaction, and profitability goals with vision content and alignment. According to Hanekom (2013), MC success leads to a comprehensive market vision. Firms like Amazon.com or EBay provide as perfect examples about vision. Such businesses represent market leaders. It phrase refers to new rivals which disrupt a market by developing a significant increase in consumer value by either revolutionary technology and the implementation of the marketing strategy enabled by the use of separate company procedures and strategically creating networks and partnerships (Verschuren et al., 2007). As a result, the following relationships are proposed:

Organizational Collaboration and Marketing and Publicity

Collaboration occurs both within and across companies, with the most effective examples occurring between them. Collaboration inside a business is a two-way street. It might entail well-coordinated methods of communication, particularly inside a company; in place to enable the interchange of knowledge, skills, and expertise for the purpose of improve marketing success (Christensen et al., 2013; Kerdpitak, 2022). there is the firm collaboration, however, is described by Agranoff (2007) as the procedure of enabling and functioning under multi-organizational structures to tackle challenges that cannot be handled and readily managed by single firms. It also allows common tasks to be accomplished throughout boundaries, as well as in multi-sector or multi-actor collaborations (Mullin &

Daley, 2009). Collaboration, according to Kale, Dyer, and Singh (2002), may allow the creation of knowledge and excluding the distribution of current knowledge, information interchange, and illuminating of relationships and similarities connecting them. Collaboration, according to researchers, is critical to long-term organizational performance. The three-stage approach of MAP was examined by Smith, Gopalakrishna, and Chatterjee (2006). Study findings revealed that cross-organizational collaboration improved the efficacy of the marketing communication approach. As a result, the following hypothesis applies:

Marketing Learning and Marketing and Publicity

The dynamic method of getting marketing proficiencies using integrated innovative information and understanding that will have ability to influence consumer behavior as well as produce happiness among the intended audience is referred to as marketing learning (ML) (Ibeh & Kasem, 2014). The ML refers to the process during which businesses gain information that improves their skills in important marketing operations including reacting to client demands, conducting research and developing new products, establishing a company image, and managing existing connections (Meesuptong, Jhundra-Indra, & Raksong, 2014). Furthermore, many marketing researchers highlight that gaining new information and skills by learning improve a firm's inventive abilities, which in turn enhance a company's performance and effectiveness (Kieser & Koch, 2008; Kerdpitak, 2022a). Learning about client, competitive market, and rivals, according to Evtikhevich (2014), is very important to enhance the accomplishment of MAP. Additionally, as mentioned in the research of Eagle, Kitchen, and Bulmer (2007), organizational learning seems to have a good impact on MAP because it allows the business to react more skillfully to the demands of the client. As a result, whenever a company generates new information and uses it to create a connection with such target audience, it may assist the company in achieving its goals. As little more

than a consequence, the following is the hypothesized relationship:

Information Technology Resource and Marketing and Publicity

An organization's technological basis and management information technology (IT) abilities that provide comprehensive, real-time, as well as complete accessibility for communication are referred to as IT resource (Mao, Liu, Zhang, & Deng, 2016). For data collection, process, and reporting, IT resources may be powerful marketing communication elements (Beard & Humphrey, 2014). During marketing planning, IT resources were crucial components that help organizations become more successful, fulfil their vision, objectives, and purpose, and establish strategies through utilizing both direct and indirect IT resources (Porter, 1981). The IT resource is an organization's technological basis and managerial IT abilities that provide correct, real-time, as well as complete communication accessibility (Mao et al., 2016). IT resources may be excellent marketing communication instrument used in this study, processing, and reporting information (Beard & Humphrey, 2014; Jones, 2000; Kerdpitak et al., 2022). IT resources represent significant variables that assist organizations in becoming more competitive, accomplishing their vision, objectives, and missions, and formulate strategies through utilizing of both "tangible and intangible IT resources in marketing strategy" (Teece, Pisano, & Shuen, 1997). According to the above discuss following hypothesis presented:

Market Turbulence and Marketing and Publicity

Market turbulence (MT) refers to the degree of uncertainties in market settings like consumer wants, marketing materials, and national policy, which impact corporate competences for response towards industries (Luangsakdapich, Jhundra-indra, & Muenthaisong, 2015). As stated in the research of Siguaw, Simpson, and Enz (2006) characterized turbulent settings as ones in that way market and technical alterations were often

and unexpected, and then have a substantial influence on strategic planning for product innovation. Basically, MT is proportional to the extent of unpredictability as well as uncertainty in a company's marketplace (Song, Droge, Hanvanich, & Calantone, 2005). Turbulent situations enhance the degree of causal ambiguity. They do, meanwhile, reduce the competitor's capacity to duplicate a company's skills. Depending on having dynamic capacities, this insufficiency could also assist organizations in achieving exceptional innovation and success (Helfat et al., 2009). Customer wants may fluctuate regularly in extremely volatile market settings. This may allow a company to respond toward a consumer more quickly than competitors (Luo et al., 2001). On the other hand, because product life cycles are shorter, the introduction of innovative items has become a more pressing concern. Turbulence raises questions about the status of market environment in the future, limiting a company's capacity to foresee changes in rivals' strategies as well as the launch of innovative competitive pressures (Engelen, Schmidt, & Buchsteiner, 2015). To fight rivals' aggressive behaviors inside a fiercely competitive environment, Singh and Mahmood (2013) suggested that businesses must be more market-responsive. In addition, Teece et al. (1997) claimed that in strong competitive contexts, companies would attempt to establish strategic flexibility that would allow them should use marketing strategy. As a result, the following theory is proposed:

Research Framework and Hypothesis Development

The current had been developed as per previous literature review section. The research framework consist of following two variables exogenous and endogenous variables. The market driven vision, organization collaboration, market learning, information technology resource and market turbulence are exogenous variables while market and publicity is endogenous variable. These variables are predicted in the following Figure.1 below.

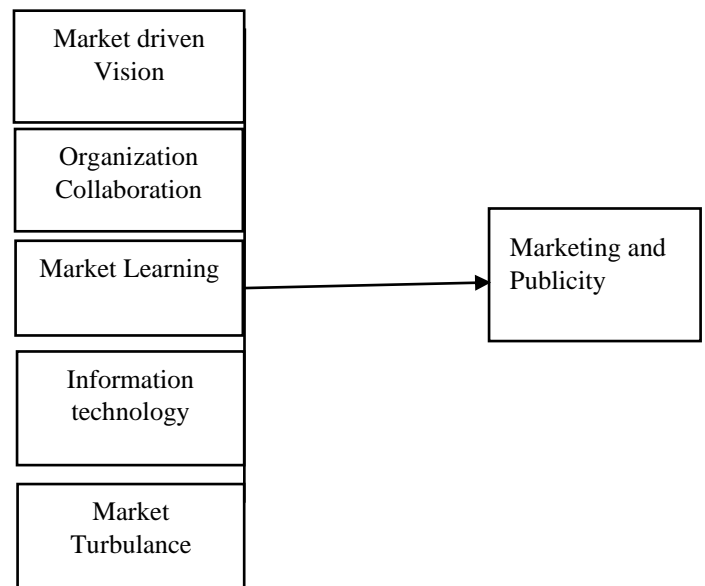


Figure.1: *Research Framework*

Hypothesis 1: Market driven vision has significant relation with marketing and publicity.

Hypothesis 2: Organization collaboration has significant relation with marketing and publicity.

Hypothesis 3: Market learning has significant relation with marketing and publicity.

Hypothesis 4: Information technology has significant relation with marketing and publicity.

Hypothesis 5: Market turbulence has significant relation with marketing and publicity.

Research Methodology

The rest of this section has described the current study's approach, which had been implemented for the current study. The positivist research approach was used in this study, and the quantitative approach was utilized. In the published literature, it is stated that quantitative study is believed to be a much more effective approach than qualitative research. Furthermore, the current research used a cross-sectional research approach. The information was gathered from 500 people

working in the Fishery Products industry in Thailand's Ranong Province. A self-administered questionnaire was used to collect the data. The Fishery Products business was chosen because it is believed to be a major contributor to Thailand's economy, with a high level of employment and contribution to the country's economic development. As a result, the research on Fishery Products in Ranong Province is deemed essential this time even though this sector has also been negatively affected either by pandemic crisis. A total of 250 questionnaires were returned from 500 respondents, indicating a 50% response rate. As the study is based on the primary collection of data through the use of a questionnaire that has been used in previous studies. The exogenous variable of the study was marketing and publicity. The message consistency orientation, homogenous image capacity, and channel congruence focus were being used for the construct assessment. Variables that are unrelated Market-driving vision has been judged by the institution's trust that the upcoming directions and marketing policies could be helped to achieve the goals of the firm effectively. The fact that the company is always devoting funds for research of new products and services demonstrates its confidence (Pungboonpanich & Ussahawanitchakit, 2010). Organizational collaboration was assessed by the continuous involvement of diverse sections in the organization's activities, the support given to people to combine ideas, and the development of the teamwork concept. The concept that continual marketing learning leads to enhanced awareness and information of customers was used to quantify marketing learning. This type of learning could occur. Variables that are unrelated. The organization's trust in the future direction and marketing plans clearly will help the firm achieve its goals effectively was used to gauge market-driving vision. The reality that now the corporation is constantly devoting resources for implementation of innovative products or services design is suitable (Pungboonpanich & Ussahawanitchakit, 2010). The systematic participation of diverse departments in the organization's activities, the support given to workers to integrate ideas, and the promotion

of the teamwork concept were used to assess organizational collaboration. The concept that continual marketing learning leads to enhanced experience and wisdom of clients and stakeholders was used to quantify marketing learning. This type of learning could occur if the company encourages staff to attend training to know new marketing tactics (Ibeh & Kasem, 2014). The firms had the capability to gain the resources which are being available and is enough to compete within the business environment, adopt the procedures of technology development, and assign a valuable budget for long term development of information technology modification for the evaluation of information technology resource (Mao et al., 2016). In addition, the market turbulence was being assessed through the proper reactivity and awareness about the environment of the market (Tsai & Yang, 2013).

Data Analysis and Interpretation

Measurement Model

The construct reliability and validity are important part before the hypothesis testing (Hair, Sarstedt, Hopkins, & Kuppelwieser, 2014). "The researcher began by evaluating the measuring model validity and discriminant validity. The results of the measuring model are shown in Table 1. Factor loading must always be more than 0.5 in convergent validity, as this is essential to demonstrate the indicators' dependability. Furthermore, the Cronbach's alpha must be greater than 0.70, composite reliability (CR) must be greater than 0.70, and average variance extracted (AVE) must be greater than 0.5 (Hair, Hult, Ringle, & Sarstedt, 2014). Each of these values are anticipated in Table 1 below, which meets all of the aforementioned conditions. In the Fornell and Larcker criterion, the diagonal values show the square of AVE that must be bigger than the constructs' correlation with other variables for discriminant validity. (Hair, Hult, Ringle, & Sarstedt, 2017). Similarly, statistical discriminant validity of the concept has been

proven using the Fornell and Larcker criterion, as shown in Table 2.””

Table 1: *Measurement Model*

Construct	Item	Loadings	Cronbach's Alpha	CR	AVE
Market Driven Vision	MDV1	0.721	0.761	0.799	0.504
	MDV2	0.825			
	MDV3	0.72			
	MDV4	0.544			
Market Learning	ML1	0.597	0.787	0.811	0.521
	ML2	0.813			
	ML3	0.719			
	ML4	0.739			
Information Technology Resource	ITR1	0.825	0.787	0.855	0.545
	ITR2	0.687			
	ITR3	0.794			
Market Turbulence	MT1	0.916	0.913	0.929	0.766
	MT2	0.903			
	MT3	0.86			
	MT4	0.819			
Organization collaboration	OC1	0.783	0.789	0.801	0.602
	OC2	0.894			
	OC3	0.784			
Marketing and publicity	MAP1	0.802	0.702	0.833	0.625
	MAP2	0.756			
	MAP3	0.812			
	MAP4	0.675			
	MAP5	0.856			

Table 2: *Fornell and Larcker Criterion for Discriminant Validity*

	MDV	ML	ITR	MT	OC	MMAP
MDV	0.710					
ML	0.568	0.721				
ITR	0.267	0.258	0.738			
MT	0.010	0.040	0.237	0.875		
OC	0.504	0.515	0.313	0.194	0.900	
MAP	0.581	0.478	0.342	0.345	0.543	0.891

Structural Model

For the hypothesis testing, the PLS-SEM technique has applied by using a Smart PLS 3.2.8. The research model is consisting of one endogenous variable which is marketing and publicity. The Table 3 presented values shown that market driven vision (MDV) has positive

and significant association with the marketing and publicity (MAP). This show that MDV is a crucial element for the MAP of Fishery Products in Ranong Province, Thailand. In addition, Table 3 further shown that market learning did not have a significant association with the MAP. These results indicates that ML is not a significant variable that could influence to FP. A possible reason for this findings is that the respondents did not give rating to the ML to increase the MA. Another possible reason is that there could be an overlapping of other variables. The Table 3 predicted values are further revealed that information technology resource (ITR) had also a significant as well as positive association with the MAP. The results further shown that the ITR is significantly and

positive and significant association with MAP. On the other hand, the market turbulence did not significant relationship with MAP. Organization collaboration (OC) is significantly and positively effect to MAP. These findings also shown that these indicators did not only effect directly to FP but also effect

indirectly to FP. These findings had most of the factors effects to MAP which shows that these indicators are very important to enhance the marketing and publicity of Fishery Products in Ranong Province, Thailand. These results are presented in Table 3.

Table 3: Hypotheses Results

Hypothesis	Beta	S.E	T Value	P Value	Decision
MDV -> MAP	0.400	0.041	9.816	0.000	Supported
ML-> MAP	0.044	0.088	0.506	0.613	Not Supported
ITR-> MAP	0.248	0.059	4.181	0.000	Supported
OC-> MAP	0.208	0.075	2.771	0.006	Supported
MT-> MAP	0.078	0.051	1.541	0.124	Not Supported

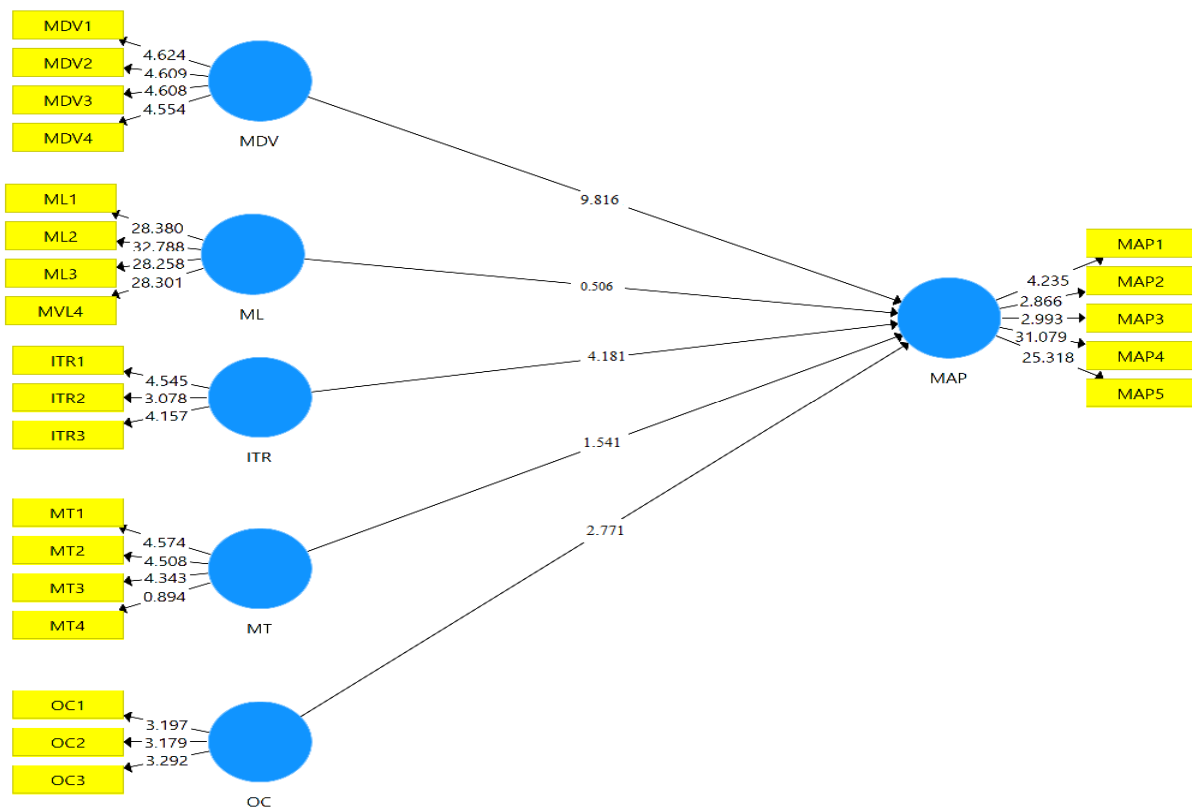


Figure.2: Structural Model

Conclusion and Recommendation

The fisheries products played an important role in the development of Thailand. If the fisheries products could not developed then the contribution could be minimized. The development of fisheries product could be

maximized through the marketing and publicity. Various factors are associated to enhance the marketing and publicity. Among market driven vision, market learning, information technology resource, organization collaboration and market turbulence played an important role to enhance the marketing and publicity which will help to promote Processed

Fishery Products in Ranong Province, Thailand. Therefore, the study objective was to check the impact of market driven vision (MDV), market learning (ML), information technology resource (ITR), organization collaboration (OC) and market turbulence (MT) on marketing and publicity (MAP) of Processed Fishery Products in Ranong Province, Thailand. For this objective, the PLS-SEM technique has applied by using a Smart PLS 3.2.8. The results shown that MDV has positive and significant association with the marketing and publicity. This show that MDV played an important role to increase the MAP of Fishery Products in Ranong Province, Thailand. While, the predicted results further shown that ML did not have a significant association with the MAP. These outcomes indicates that ML is not a important indicator that could influence to MAP. A possible reason for this findings is that the respondents did not give rating to the ML to increase the MA. The findings are similar with extant literature which also found the mixed results (Haverila, 2013; Kotler & Caslione, 2009; Zhao, Zhao, & Helsen, 2011). Based on these findings, this research aims to provide a better understanding of the factors that influence marketing and publicity. It makes theoretical contributions to integrated marketing communication, building on past knowledge and literature. Marketing and publicity antecedents, such as “market driving vision, organizational collaboration, marketing learning, information technology resource, and market turbulence,” were also evaluated in the study. In the fashion apparel business in Thailand, some progress has been achieved in figuring out the above-mentioned relationships. This study could have ramifications for executives or practitioners. It assists executives and practitioners in the fashion clothing industry in identifying and justifying attention to marketing and publicity antecedents that may be crucial to organizational performance. Second, it provides professionals with a market-driving vision and organizational collaboration more confidence in their ability to adjust to market turbulence and improve the efficiency of their marketing and publicity. Third, administrators

must give precedence to antecedents that are proven to be the most important.

The study also have some limitations which will help for future research. The study only used the direct relationship while overlook the indirect impact whereas particular other variables which could also moderate or mediate. Therefore, a future research could be done along with moderating and mediating variable like organization culture or environment vulnerability etc. The study was also limited on Thailand one province, there are also several other provinces which also have some fisheries product, in this regards, a future research could be done on other provinces of Thailand or other countries to increase research generalizability.

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