INNOVATIVE MARKETING THAT AFFECT THE SUCCESSFUL IMPLEMENTATION OF ELECTRONIC BUSINESSFOR EXPORT, BANG PAIN INDUSTRIAL ESTATE

JIRAPORN BOONYING

The Human Capital and Organization Management, Department,
Innovations and Management College, SuanSunandhaRajabhat University
E-mail: jiraporn.bo@ssru.ac.th, jiboonying@hotmail.com.

Abstract— Research Innovative marketing that affect the successful implementation of electronic business for export in Bang Pa InIndustrial Estate aims to study 1. Learn the business of electronic business for export. 2. Innovation in Industrial Estate studied business marketing electronics for export. 3. Industrial Estate in the implementation of electronic business for export. In Industrial Estate 4. To study the relationship between marketing innovation that resulted in the successful implementation of electronic business for export. In Industrial Estate is the instrument used in the research population were used in the study. Entrepreneurs and business related electronics for export. In Industrial Estate Zone exports amounted to 10,398 individual samples used in the research were entrepreneurs and business related electronics for export. Revenue in Industrial Estate 390 The table for determining the sample size of Taro Yamane data analysis software packages. Computer processing statistics used in this study were percentage, mean, standard deviation. hypothesis The statistical correlation of Pearson. The results were as follows: 1. the business of electronic business for export, mainly to the BIE chief production line. With work experience 4-6 years of export business 4-5 years, the proportion of export sales, domestic sales year 2014-2015 as a percentage 1-25% of all sales of products exported one . 3 product line overseas output is between 1-3 in countries that export goods to the supplier ASEAN countries (Brunei, Indonesia, Malaysia, Philippines) technology used in the manufacture of similar competitors. The company's budget for research and development of products per year, equivalent to 1-3 percent of sales and operations executives of the company. Trying desperately to keep the company as a producer, or create new products (new product) is the first company. (Even if it does not succeed in several times) 2. Innovative business marketing electronics for export in Bang Pa In Industrial Estate, overall the innovative marketing of electronic business for export in Bang Pa In Industrial Estate. At a moderate level (= 3.30), in descending order of importance, from most to least include innovative marketing (= 3.37), followed by innovation or product (= 3.32) and innovative processes (= 3.22) 3. Performance exports overall, the production performance of exports in the medium level (= 3.25), in order of importance, from most to least include the results of operations (= 3.36) and. innovation (= 3.14) 4. the relationship between innovation and success in the export market in Industrial Estate. Ayutthaya the overall correlation is high. Significant statistical level. 01 and considering minor issues found innovative product or products are associated low significance level of. 01 innovation process is related to the results. implementation of electronic business in Industrial Estate. For export Is high the level of statistical significance. 01 and innovations in the market is related to the performance of electronic business in Industrial Estate. Very high the level of statistical significance .01.

Keywords— Innovation, Market Performance Electronic Business BIE.

I. INTRODUCTION

Today's business world in the 21st century. The international market has increased competition intensified. And more important for the industry to have a client. While the condition of the global economy has changed. The competitive business world today are commercial materials. The device and its various organizations, whether big or small. International efforts to increase the value of the goods so as to derive maximum profit organizations. Most consumers are familiar with the global brand that country. Try to use products manufactured in the country. These raw materials from both domestic and foreign. Important factors that affect the growth of the export-driven economic growth. In addition, the exchange rate of the currency can have a major effect on goods and services imported into circulation in the country. The issue of increasing the amount of research on the importance of the international market during the last decade. Factors observed The relationship between the (Gerald Albaum, JespenStrandskov and Edwin Duerr, 2002).

1. The reduction of barriers to trade and investment. The treaty between the countries. between regions As a result, organizations are able to sell the output of goods and services to foreign countries.
2. To optimize the delivery and Los Registry statistics system. As a result, the cost of exporting and importing less.
3. Innovation Process Management organization And technological developments affecting the development of new products and services in the global market.
4. Communication and electronic commerce transactions. (E-commerce) The market can be connected together extensively.
5. Industrial enterprises each having more consecutive domestic and foreign case feedstock supplies.

6. Investment from abroad has increased. And the international rules to begin to diminish. Cause a business to come up.
7. Most countries have excess capacity in the industry. Resulted in the need to optimize production across its facilities. The new manufacturing process and process existing. Cause increased production in the country and abroad. To get the savings in size. (Economics of scale) to maintain the needs of the market. New market and labor surplus. The cause of the international market and for export.
8. Trade overall global market Has expanded quickly in the continuous clock. Which resulted in the international expansion.

Currently, Thailand is a manufacturing base for electronic parts of the world, one in three of its major export is Hard Disk Drive, which accounted for about 4.5 percent of Thailand's total exports. The manufacturer of the world's largest manufacturing plant in Thailand, including two Western Digital (merged with Hitachi in the year 2012), and Seagate. Production of electronic equipment in 2013. Revised 4.4 percent decrease from the year 2012 due to production. Hard Disk Drive, down 7.4 percent. The rise of China as operators around the world with a PC, most orders from its partners in the PC market declined by 20 -30 makes Hard Disk Drive affected by it. As a result, the PC components in China to reduce imports of parts and equipment used by the PC down.

The electronics in quarter 2/2014. Rose 4.1 percent UBC as compared to the prior year. It increased in all product groups, particularly Semitconductor and IC because of its use in parts Smart Phone and communications devices, such as Bluetooth and screen, Touch Screen, including, Hard Disk Drive, which has expanded into the quarter. first After a downturn in the state continues (Office of Trade Negotiations Department of Trade September 7th).

Thailand negative factor for the economy in 2016. The uncertainty in the global economic recovery continues. The proportion of trade in household debt is high. As a result, the purchasing power of households decreased. Strengthen financial institutions in lending. Because they are concerned about the cost of NPLs / living costs are likely to rise steadily. EU to cut trade preferences (GSP) and Thailand temporarily banned fishing of six months. Because fishing is inconsistent with the rules IUU. EU China adjust economic policies, with an emphasis on local products and imports (source 2015, The Center for Economic and Business Forecasting, CEBF).

THEFINDINGS OF THE RESEARCH

1. The researchers wanted to know the business of electronic business for export. In Industrial Estate are?
2. What are the innovative marketing of electronic business for export. In Industrial Estate
3. What is the proper implementation of electronic business for export. In Industrial Estate
4. Innovative marketing affect the successful implementation of e-business for export. In Industrial Estate real?

Researchers want to study the results of the research will lead to a policy of innovative marketing of electronic business for export. To suit the current situation that is highly competitive and sustainability.

II. OBJECTIVES

1. To study the business of electronic business for export.Bang PaIn Industrial Estate
2. To study the marketing of innovative electronics for export. Bang Pa In Industrial Estate
3. To study the implementation of electronic business for export. Bang PaIn Industrial Estate
4. To study the relationship between marketing innovation that resulted in the successful implementation of electronics business for export. Bang Pa In Industrial Estate

III. HYPOTHESES

Innovative marketing of electronic business for export. In Industrial Estate influencing the successful implementation of e-business for export. In Industrial Estate

IV. RELATEDTHEORY

This research It is based on the theory of Leonard α Swap (1991) is a theory about the innovation that connects innovation is to create the event. Thus, under this framework Create a schedule for the process of development that benefit. Thus, innovation is not only focused on new. But look at the benefits of the actions that create something new. It is so innovative shapes and intertwined. Value-added products Processes and services Innovation was defined elements The appearance of a new product or a new service. And new production processes Forms of organization and new management. This form of marketing or behavioral marketing in general This includes the relationship of different regulations requiring public or customers.

V. METHODOLOGY

For this research The research was conducted quantitative research. Using primary and secondary data. Study with questionnaires Measures include the development of variable concepts. And from theoretical studies and related research.

VI. POPULATION AND SAMPLE

including population Entrepreneurs and business related electronics for export. In Industrial Estate is chief executive production line. Chief operating office of electronics for export. In Industrial Estate Ayutthaya number of 10,398 cases
Sample The research was carried out to calculate the sample. Recipes using Taro Yamane. The level of significance 0.5 It has a sample size of 390 people.

Tools used in research
Tools used in research A multiple choice questionnaire And measuring scales five level Likert 1972 consists of four parts: the business of electronic business for export. Marketing innovation Performance of electronic business for export. In Industrial Estate
To find out (Reliability) The research was conducted using a questionnaire validated by experts with the samples. And selection of the specific questions that are related to the gauge coefficient alpha over Connecticut Brac. 05.

VII. DATACOLLECTION

The researchers used data from a survey of households and people involved. 390 The number of samples analyzed using statistical software packages percentage, average and standard deviation. And evaluation by computer The hypothesis testing
Benefits are expected to receive.

1. The results were made aware of the personal information have been involved in the electronics business in Industrial Estate. In order to contribute to the database of the export business.
2. Make note of the findings of those involved in the export business with innovative, market export business in Industrial Estate in Ayutthaya province, in order to deploy innovative business marketing output accordingly. more
3. Research results indicate the performance of e-business exports. In order to be updated and compared to the past even further.
4. The results indicate the relationship between marketing innovation with the implementation of electronic business in Industrial Estate. In order to understand the factors that affect the implementation of electronic business in Industrial Estate.

CONCLUSIONS

1. Business of electronics for export in Industrial Estate majority leader line. With work experience 4-6 years of export business 4-5 years, the proportion of export sales, domestic sales year 2014-2015 as a percentage 1-25% of all sales of products exported one -. 3 product line overseas output is between 1-3 in countries that export goods to the supplier ASEAN countries (Brunei, Indonesia, Malaysia, Philippines) technology used in the manufacture of similar competitors. The company's budget for research and development of products per year, equivalent to 1-3 percent of sales and operations executives of the company. Trying desperately to keep the company as a producer, or create new products (new product) is the first company. (Even if it does not succeed in several times).
2. Innovative business marketing electronics for export in Industrial Estate, overall the innovative marketing of electronic business for export in Industrial Estate. At a moderate level (= 3.30), in descending order from most to least important innovations include marketing (= 3.37), followed by innovation or product (= 3.32) and innovative processes (= 3.22).
3. The performance of exports in overall manufacturing operations found that exports were moderate (= 3.25), in order from most to least important aspect of the operating result (= 3.36). and innovation (= 3.14).
4. The relationship between innovation and success in the export market in Industrial Estate. Ayutthaya the overall correlation is high. Significant statistical level. 01 and considering minor issues found innovative product or products are associated low significance level of. 01 innovation process is related to the results. implementation of electronic business in Industrial Estate. For export is high the level of statistical significance. 01 and innovations in the market is related to the performance of electronic business in Industrial Estate.Very highthe level of statistical significance.01.

DISCUSSIONS

1. Export business of electronic business in Industrial Estate.Respondents are chief production line.Probably because electronic businessA production line as the main unit.Most employees have worked 4-6 years as a production line.A medium-sized company employs more than 1,000 people to 1,500 people, but it may be because small and medium-sized enterprises.Has been promoted by the government and organizations to receive a range of business export 3-5 years, the proportion of export sales of 1-25% of all sales of the product line 1-3 line of international marketing at the company. Products sold to 1-3 countries export to ASEAN countries, which could be due to the exclusion of the tax and benefit with ASEAN, ASEAN is sent to a number of technology compared to competitors, including neighboring competitors.Probably because the electronics are ordering quite high.It seeks to develop even more advanced technology.Research and development per year of 1-3% of sales
2. The operating characteristics of the Company. Most of the senior management of the company

strives to provide the Company is the first company to produce or create new products. Therefore, organizations should take into account the vision of the administration. In innovation marketing Innovative marketing the products or the products of electronic business in Industrial Estate. Respondents overall Opinions are moderate. This is not consistent with the research of Gen. ApichartTanaGul (2006) as a result of the research found. Innovative marketing respondents give more importance. And it is because the ceramics industry research, it is not. The focus of the first sub-themes include new products, the company is mostly a product or a new product that has never been on the market before.

Innovative Marketing Overall, respondents to focus on the medium. The important factors include, first, small packaged products. It is because of packaging abroad be safe, durable and stylish beauty looks for a buyer. Because the buyers found the packaging. And packaging abroad be durable. The long trip abroad Consistent with the research of Gen. Apichart School of Banking (2006) research on innovative forms of marketing that affect the operation of the export industry. Ceramics in Thailand The research found that Respondents with a focus on marketing innovation in the medium.

3. Performance Respondents to focus more on profitability. Enterprises that export products abroad should be recognized international standards such as ISO HA CCP before it has earned the confidence of buyers and ensure the products are exported. Meanwhile, exports to foreign rather than domestic prices. Both the raw materials and labor

There are three areas: innovation, market innovation marketing. The product or products And innovative marketing Respondents to focus more on marketing innovation. The organization has demonstrated a new concept. Implementation of new products. Process management, and marketing in the past period.

The relationship between marketing innovation with the implementation of electronic business in Industrial Estate. The overall relationship is on very high level. The electronic enterprise in Industrial Estate Should focus more on marketing innovation. The effect or influence on the export of electronic products.

SUGGESTIONS OF THIS RESEARCH

1. The focus is on small and medium-sized enterprises as Investment Agency supports a lot. And the operator can add more value to businesses and the nation as well. And should encourage the export of electronic goods to ASEAN. Since the exemption and permitting mutual benefit.

2. Research should be encouraged to be more than 3% because very little research. And should clarify the importance of research. The findings make an informed purchase. In order to sell the product and provide information about the targets. This innovative marketing is achieved in part by research.

3. priority should be given to the management of innovation marketing. By focusing on new products And yet none produced before. And innovative marketing

4. It should give priority to international standards. In order to export goods To give customers confidence in our products and services and should focus on the packaging so as not to harm. And loss of items and stable products on to consumers. The new products And no one has ever produced before. Entrepreneurs will be able to compete sustainably.

11. FOR FURTHER RESEARCH

1. Innovative marketing research industry, to make a comparison.

2. Research the impact on innovation, marketing respondents to find a solution.

3. Problems in the implementation of the export industry will have to find a way to improve.

4. Management Research knowledge on marketing innovation. Due to influence the conduct of the business of export electronics.

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