

Research Title	The Impact of Marketing Innovation on the Performance of the Small and Medium Enterprises of Ceramics Industry in Thailand
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Abstract

The objectives of this research are to study the general characteristics of the businesses, marketing innovation, and performance of the Small and Medium Enterprises of Ceramics Industry in Thailand, to study the relationships between the general characteristics of the businesses, marketing innovation and performance, and to analyze the general characteristics of the businesses and marketing innovation that affect performance. The mixed methods are used in the research by conducting the In-Depth Interview for 5 persons and distributing the questionnaires. The sample group consists of 189 persons. The multi-stage sampling is applied. The used statistics are Frequency, Percentage, Mean, Standard Deviation, Pearson Product Moment Correlation, Multiple Linear Regression, and Hierarchical Stepwise Regression Analysis.

The research results reveal that most of the products are tableware. The duration of operation is 11 years or more. Most of the samples use private funding / fund raising and the agencies that support the technology operation are the government. Regarding the marketing innovation, the overall importance is at the high level. The overall performance gives the high level of importance. In terms of the influence of general characteristics of business and marketing innovation that has an impact the performance, it is found that the correlation coefficient among variables has the positive relation at the high level with statistical significance at the level of 0.01. The highest pair is the correlation coefficient of variables of general characteristics; the variable of academic institutes and government, equaling to 0.632. From the results of the analysis on the influence, it is found that the variable of prediction on the general characteristics of the businesses and marketing innovations that are related to the variable of performance can explain the variance in the variable of performance with the significance at the level of 0.01

Keywords: Marketing Innovation, Performance