

**MARKETING CREATIVITY AND MARKETING PERFORMANCE: AN EMPIRICAL STUDY OF JEWELRY
EXPORTING BUSINESSES IN THAILAND**

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ABSTRACT

Many firms struggle exploiting and exploring substantial resources to build their marketing innovation in order to maintain a competitive advantage. The purpose of this study is to evaluate marketing creativity comprising continuous originality development, potential new idea establishment, proactive market culture, effective knowledge integration, and marketing structure flexibility. These are influenced by the antecedents and consequences. Moreover, it also investigates the moderating effects of marketing learning. Regression analysis is employed to analyze the relationship between these variables. The samples from this study are 146 jewelry exporting businesses in Thailand. The results reveal that continuous originality development, potential new idea establishment, and marketing structure flexibility had significant positive impacts on marketing innovation. Furthermore, we found marketing innovation, new-product development, and marketing excellence had significant positive impacts on marketing performance. However, only marketing learning moderated marketing structure flexibility and significantly and positively related to marketing innovation.

Keywords: *Marketing Creativity, Marketing innovation, NPD, Marketing Excellence, Marketing Performance, Marketing learning, Transformation leadership, Employee competency, Marketing Knowledge, Marketing Turbulence*