

**MARKET EXPANSION STRATEGY AND MARKETING SURVIVAL: EVIDENCE FROM BEAUTY PARLOR BUSINESSES IN THAILAND**

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[dx.doi.org/10.18374/JIBE-14-2.6](https://doi.org/10.18374/JIBE-14-2.6)

**ABSTRACT**

The study aimed to investigate how the market expansion strategy relates to the marketing survival in the beauty parlor businesses in Thailand through the marketing variables as the marketing value, the market positioning effectiveness, the customer acceptance outstanding, and the marketing competitiveness. The study also focused to examine the relationship among the marketing variables and the environmental munificence as the moderated variable of the relationship of the market expansion strategy dimensions and the marketing variables. The finding shows that the new market concentration has a positive relationship to the five marketing variables while the new product and service focus has a positive relationship to the four marketing variables but not the customer acceptance outstanding. Additionally, the results indicated that the environmental munificence moderates a positive relationship of the new product and service focus and the marketing variables.

Keywords: *Market expansion, Market expansion strategy, New product and service focus, Distribution channel orientation, Customer segment awareness, New market concentration, Marketing value, Marketing positioning effectiveness, Customer acceptance outstanding, Marketing competitiveness, Market survival, Environmental munificence*