

**BRAND EQUITY ORIENTATION AND MARKETING PERFORMANCE: AN EMPIRICAL INVESTIGATION
OF FOODS SEASONING AND INGREDIENT BUSINESSES IN THAILAND**

Jaruwan Panomjerasawat, Mahasarakham Business School, Mahasarakham University, Thailand
Phaprukbaramee Ussahawanitchakit, Mahasarakham Business School, Mahasarakham University, Thailand

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ABSTRACT

This study aims to investigate the relationship of brand equity orientation on marketing excellence and marketing performance through new product development and customer response. In addition, this paper investigates the moderating effect of marketing leadership and marketing experience. The 99 foods seasoning and ingredient businesses in Thailand were used as samples of the study. The result indicates that brand image attentiveness has a positive influence on marketing excellence and marketing performance. In addition, brand familiarity focus and appreciation of quality implementation have a positive impact on marketing excellence. Also, marketing excellence has a positive influence on new product development, customer response, and marketing performance. New product development has a positive influence on customer response and marketing performance. Moreover, customer response has a positive influence on marketing performance. Likewise, marketing leadership and marketing experience cannot moderate the relationships between four dimensions of brand equity orientation and marketing excellence, except moderating effects of marketing experience on the relationship between brand awareness concentration and marketing performance. The evidence accordingly will offer guidance for foods seasoning and ingredient businesses in Thailand to successfully enhance marketing performance. Theoretical and managerial contributions are provided. A conclusion, suggestions, and directions for future research are also highlighted.

Keywords: *Brand Equity Orientation, Marketing Excellence, New Product Development, Customer Response, Marketing Leadership, Marketing Experience, Marketing Performance*