

BUILDING SUPERIOR CUSTOMER VALUE ON MARKETING PERFORMANCE OF EXPORTING BUSINESSES IN THAILAND: THE EMPIRICAL INVESTIGATION OF ITS ANTECEDENTS AND CONSEQUENCES

Napaporn Chuntarung, Rajamangala University of Technology Isan Surin Campus, THAILAND
Areerat Saekoo, Mahasarakham Business School, Mahasarakham University, THAILAND
Jitsai Klongpayabarn, Rajamangala University of Technology Isan Surin Campus, THAILAND

[dx.doi.org/10.18374/RBR-13-2.10](https://doi.org/10.18374/RBR-13-2.10)

ABSTRACT

The aim of this study is to examine the relationships among superior customer value, corporate social responsibility, marketing experience, marketing sensing, brand reliability, purchase loyalty, marketing performance, via market turbulent and violent competition as moderators. The data are collected from the 1200 exporting businesses. Statistical methods are tested through descriptive statistics, correlation and multiple regression analyses. Consistent with our findings, the results exhibit that superior customer value has a positive relationship with brand reliability and purchase loyalty. Likewise, CSR, marketing experience, marketing sensing have significant positive influence on superior customer value. Moreover, the relationships among brand reliability, purchase loyalty, and marketing performance have positive influence. Otherwise, there have no moderating effect in this model. Additionally, the potential discussion with the results is implemented in the study. Theoretical and managerial contributions are described. Conclusion, suggestions, and directions of the future are presented.

Keywords: *Superior Customer Value; Corporate Social Responsibility; Marketing Experience; Marketing Sensing; Brand Reliability; Purchase Loyalty; Marketing Performance; Market Turbulent; Violent Competition; Exporting Businesses*