

Abstract

The purpose of this research was to study the reasons why some Thai furniture exporters had better export performance than others Thai furniture exporters, and to investigate both internal and external forces that affected the export performance. It was assumed that joint influence of the internal and external forces would affect the export performance. The internal forces included firm characteristics; firm competencies, managerial characteristics, product characteristics and export marketing strategy, and external forces included industry characteristics, export market characteristics, and government export assistance.

Export sales, export intensity, number of export country cover and export market share were used as the measurement for export performance and the respondents were asked to evaluate each measurement on the 5 years basis from 1999 to 2003

Sample survey was used in this research. The data were collected from 127 Thai furniture exporters listed in Thailand exporter directory 2003 – 2004. Mail questionnaire was used as the research instrument to obtain the data.

The data analysis techniques were used for this study based on two methods. First, descriptive statistics were used to describe or summarize the information. Second, multiple regression analysis was used for this research since there were more than one independent variables associated with a dependent variable

The result from multiple regression analysis and hypothesis testing showed that firm competencies, firm size, firm export market strategy, and firm export commitment had positive direct relationship with export performance while level of competition had negative direct relationship with export performance.

This study recommended the exporters to use effective management to increase firm competencies, export commitment and firm size. They should also formulate export strategy that best exploit their strengths and competitive advantage that best react to industry characteristics. Government should conduct the industry and market analysis that is up to date and available for exporters, so they can formulate export strategies that best exploit their competencies and best react to industry and market.

