

ABSTRACT

At present, Exporting is one of the major activities that contribute to global economic development and its nation. In the mean time, due to the increasing of Small and Medium Exporters (SMEs) in Thailand, the growth of exporting volume is now rising rapidly. Several researchers have examined Export Performance. Firm's Current Commitment to Exporting is one of the most importance factors influences on Export Performance. This research focuses on investigating the factors that are associated with Firm's Commitment to Exporting and Export Performance, and how Government Assistance Program in Logistic effect on Export Performance.

The Firm's Commitment model (Lages and Montgomery, 2004), Export Performance model (Solberg and Cook, 2010) and the interviewing results of SMEs in the Thai Frozen Food industry are adapted for the conceptual framework use in this research. Export Market Competition, Satisfaction with Prior Years Export Performance, Export Market Development, New Product Development, Export Marketing Strategies, and Customer Orientation are tested for their relationship with Firm's Commitment to Exporting and Export Performance, and Government Assistant Program in Logistic tested for its relationship with Export Performance. The target sample of 400 respondents were SMEs owners or chief executive officers (CEO) or managers who run exporting business in the Thai Frozen Food industry and have their sales representative offices located in Bangkok and its surrounding provinces. The Statistic Package for Social Science (SPSS) version 16.0, descriptive analysis and Inferential Statistics (Pearson Product-Moment Correlation Coefficient) are used for analyzing hypotheses in this study.

From the finding, Government Assistant Program in Logistic has intense relationship with Export Performance. Moreover, when the exporting firms concentrate on Customer Orientation, Export Market Development and Export Market Competition give them an efficient commitment to export. Nevertheless, when the firms give attention to New Product Development before they form a commitment then they can get higher Export Performance. While Satisfaction with Prior year's Export Performance and Export Marketing Strategies has negative relationship with Firm's Current Commitment to Exporting in order to achieve Export Performance.

In conclusion, the findings of this study provide valuable implications for Small and Medium Exporters (SMEs), Government Agencies, and other private association who study and interested in Export Performance.

