

INNOVATIVE MARKETING DEVELOPMENT AFFECTING WITH THE PURCHASING DECISION ON HEALTHY CHILI PASTE PRODUCTS

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ABSTRACT

These research objectives aimed to study 1) the innovative marketing development influenced to the purchasing decision on healthy chili paste products 2) the innovative marketing of purchasing decision on healthy chili paste products. This quantitative research approached on the population who consumed healthy chili paste products with the sample size of 370 participants. The research instrument represented the questionnaire that obtained the data from the consumers of the healthy chili paste products, the studied variables consisted of product innovative management, organization and process. The research statistical tools consisted of (1) The descriptive statistics (2) The analysis of inferential statistics was provided to test the hypothesis by stepwise multiple regression analysis and processed each variables to forecast into the model one by one.

INTRODUCTION

The trends of global innovation made businesses to encounter changes from the uncertainty both from the market and technological uncertainty that caused existing businesses to encounter business risk and sometimes affected to the startup business enlargement. There was no lesson from the body of knowledge of traditional business control to be able to confirm and lead to the success of the business anymore. Challenges and obstacles were more complex than ever before. The only real thing in the business world represented the causing uncertainty but the innovative management represented a science that combined the modern business management through innovative marketing. These focused on three areas of product innovation, new technology, improving products to meet the behaviors of modern people in term of innovation. Developers utilized and develop the expertise to reduce margins for each product, provide various models, broadly distribute of products for direct access and lower cost including virtual reality supporting. The aspect of innovative organization connected people into their potential, if everyone gained the capability to produce contemporary things. We might see a wave of economic impacts at the individual, community, and global levels (Sasiprapa Phantanasewa, 2017).

The importance of innovative marketing was measured the success in term of revenue from innovative developed products that impeded the success in marketing (Shapiro, 2006). The considered issues of innovative marketing were not only technology, but the priority of innovative management within the firm due to the collaboration of the executives and the effort in innovative developing in the firm (Cetindamar and Ulusoy, 2007). Including the development of the quality of innovative products that affected the needs of various customer groups, the confidence in business reputation influenced the rapid acceptance of business innovation (Blomqvist and Puumalainen, 2008). While innovative marketing development

represented the profitable growth and depended on the achievement of innovative development. However, management represented until now a crucial factor in the innovative marketing development of business that influenced a direct impact on the business in terms of market share and profits, while competitors could not directly affect with the business profits. Innovation involved with a variety of processes that stimulated and encouraged ideas, differentiation in thinking, performing and good ideas from the most effective practices to produce the successful products. While new products development process resulted from the knowledge creation that derived from the invention and intellectual property from the research and development. However, innovation emerged as much as they could that depended on the change in business processes (Lyon and Ferrier, 2002).

From the above, the researcher was persuaded to study the innovative marketing development that influenced the purchasing decision on healthy chili paste products and promote the customer relationship on the present including intended target with innovative marketing. The researcher aimed the empirical relationship between current target customers and innovative marketing in term of negative, while the beneficial relationship occurred with the future target customers and two variables either positive or negative influenced to the marketing achievement.

Research question

1. How did the innovative marketing development affect the decision to buy healthy chili paste products?
2. How developed the marketing innovation of chili paste products for health?

Research objectives

- 1) To develop the innovative marketing that influenced to the purchasing decision on healthy chili paste products
- 2) To study the innovative marketing of purchasing decision on healthy chili paste products.

Expected Benefits

1. To be guidelines for the innovative marketing development for healthy chili paste products.
2. To obtain the information and support to executives for strategic formulation guidelines for the marketing promotion.
3. To be guidelines for formulation in marketing strategies for healthy chili paste products.

LITERATURE REVIEW

Innovation represented the significance to businesses in term of the local, regional and national level. The business innovations could be classified into three categories as following.

1. Product innovation emerged with two significant variables of technological opportunities and knowledge of market needs, in the previous days, scholars debated which variable to be more significant. However, the innovation in product resulted from the interaction of both variables: before the invention of innovative technology and products phrase occurred, the organization should conduct the marketing research to recognize marketing needs. The really product innovation was not only the making of contemporary things, but also the improvement of remaining ones with significant innovation and the one of the invention including integration of innovative products or services, even if it was the miniature scale to compare with the industry as a whole. Sometimes it became the change, not just a work system,

but a whole way of our lives, these concepts conducted us to the concept of technology diffusion that emerged from one industry to allied industries or unrelated industries. The heart of product innovation represented the creation of an organizational competitive advantage that benefited the profit and marketing advantage through providing new things in term of the novelty of products or services.

2. The organizational innovation was supported by knowledge in term of management for improving the organizational structure that departmentally organized into clear entities for new idea by autonomy to employee in terms of compact group and engaging. On the assumption of creativity came from all entities in organization and met the needs of customers that contributed the organizational income and profits generating including organizational development, in the creative way of thinking, new operational procedures for the most extraordinary efficiency and effectiveness achievement. The changing in organizational business model in the 21st century provided the business differentiation represented a key success factor of innovation that was unlikely that the 20th century's model was and not to be dependent on the accumulative factors such as raw materials, capital or labor only. The above mention could be received in terms of the growth and economic prosperity of lesser countries such as Switzerland, Sweden and Denmark that executed innovation as the economic machine in the form they called National Innovation System.

3. The process innovation represented the application and change in production process, procedures or servicing model. In the overall, innovation depended on the changing ability in every activity in value chain for the more extraordinary organizational efficiency and effectiveness. Several people prioritized the invention and development innovative products or products innovation, so many times the process innovation was overlooked despite the organization could improve and invent the more efficiency of the production process and service that were important to the organizational competition and the survival too.

The personal development in innovation contributed the work improvement in efficiency of people & process innovation. The starting point began with the personal development with innovative sophisticated skills to contribute self-development and apply to improve processes or work procedures in terms of the efficiency, higher productivity or cost reduction. These could be performed by developing crucial sophisticated skills such as creativity, analytical and systematic thinking to workers. Creative thinking supported the creative way of thinking, creative solutions and prevention on problem by themselves. At that point analytical and systematic thinking development was performed to analyze the possibility of new creative ideas that brainstorm or group think and be able to select the best way for the problem solving with reasonable supporting tools. The brainstorming techniques and team contributed to understand all aspects before the work efficiency or procedures development. This stage, corporate leaders had to provide clear and consistent organizational vision and innovative development goals by opening mind, listening with heart, challenging and expanding the opportunity by implementation ideas into action. In addition, reinforcement by rewarding was supported for creative value ideas and provided to teams, such as appreciation, extra money, holidays, etc.

Conceptual framework

The studying was performed in terms of documents and research materials that related to the innovative marketing development influenced to the purchasing decision on healthy chili paste products through concepts of the innovative marketing development of Kotler and Keller (Kotler & Keller, 2012) and the concept of the purchasing decision on healthy chili paste products by Jarin Asa-Songtham (2015). The researcher summarized these concepts as a research framework as follows.

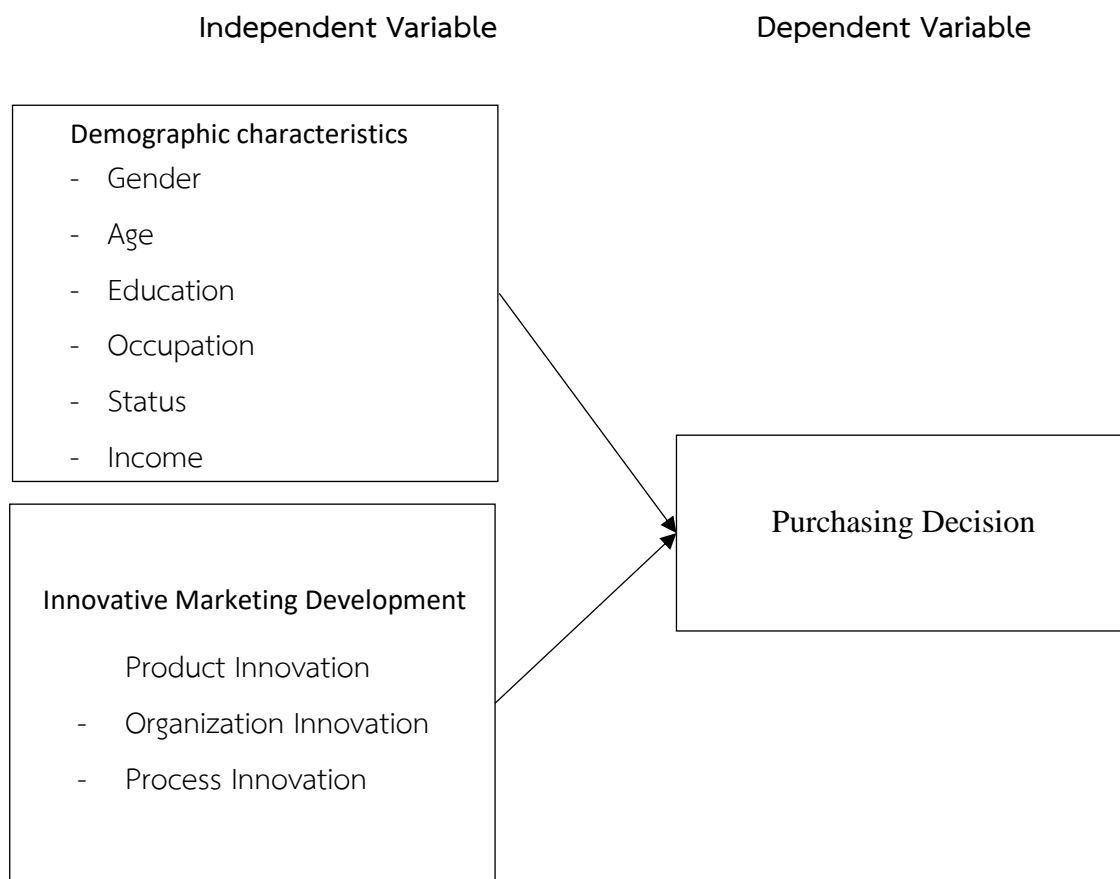


Figure1 Conceptual Framework

METHODOLOGY

The quantitative research approached on 128,325 customers who consumed healthy chili paste products and the participated sample group in this research represented 399 participants. The researcher conducted questionnaires to obtain these data from the participants who consumed healthy chili paste products. The studied variables consisted of product innovative management, organization and process.

The statistical tools for data analysis were supported in terms of (1) The descriptive statistics described the demographic characteristics on consumers of healthy chili paste products that approached by qualitative variables in statistical terms of frequency and percentage. The demographic characteristics on consumers of healthy chili paste products that approached by quantitative variables in statistical amount terms of maximum, minimum, mean and standard deviation. The analysis of innovative marketing development with the purchasing decision on healthy chili paste products approached by mean and standard deviation (2) The inferential statistical analysis was provided to test the hypothesis by stepwise multiple regression analysis and processed each variable to forecast into the model one by one.

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