

RELATIONSHIP BETWEEN MODERN MARKETING CAPABILITIES AND MARKETING PERFORMANCE OF BEVERAGE BUSINESSES IN THAILAND

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ABSTRACT

Abstract—The vibrant and competitive landscape of Thailand's beverage industry necessitates a nuanced understanding of the intricate relationship between modern marketing capabilities and marketing performance. This study investigates the adoption and impact of modern marketing strategies, including digital initiatives, social media engagement, data analytics utilization, e-commerce integration, and innovation practices within beverage businesses in Thailand. The research aims to discern correlations between the deployment of these modern marketing capabilities and key marketing performance metrics, such as brand visibility, customer reach, market share, and return on investment. The study's significance lies in its potential to inform strategic decision-making for businesses, guide policymakers, and contribute insights to the evolving nature of marketing in Thailand's dynamic beverage industry. The methodology involves an extensive literature review, a robust research design, and data analysis, leading to comprehensive findings that may guide businesses in optimizing their marketing strategies for sustained growth and competitiveness in the ever-evolving marketplace.

Keywords—Beverage businesses, Modern marketing capabilities, Marketing performance

INTRODUCTION

In the vibrant and competitive landscape of Thailand's beverage industry, the dynamics of marketing have undergone a profound transformation in the wake of modern technological advancements and shifting consumer behaviors. As businesses grapple with the challenges of a rapidly evolving marketplace, understanding the intricate relationship between modern marketing capabilities and marketing performance has become a paramount consideration. This study seeks to unravel the nuanced interplay between the adoption of modern marketing strategies and the resultant impact on the marketing performance of beverage businesses in Thailand.

Thailand's beverage industry stands at the intersection of tradition and innovation, offering a diverse array of products ranging from traditional Thai beverages to globally inspired concoctions. As a vital component of the country's economy, the beverage sector plays a pivotal role in shaping consumer preferences, economic dynamics, and cultural experiences. In this context, the efficacy of marketing strategies becomes pivotal for businesses aiming to navigate the complexities of the modern business environment.

The advent of the digital era has ushered in a paradigm shift in marketing strategies. Traditional approaches are now complemented and, in some cases, superseded by modern marketing capabilities. These include digital marketing strategies, social media engagement, data analytics, e-commerce integration, and innovative practices. Businesses that effectively leverage these capabilities gain a competitive edge by reaching a broader audience, understanding consumer preferences, and adapting to the ever-changing market landscape (Suwunniponth, 2023).

The impetus for this research arises from the recognition that the beverage industry in Thailand is at a critical juncture. Globalization, technological advancements, and evolving consumer expectations necessitate a deeper understanding of the relationship between the adoption of modern marketing capabilities and the ensuing impact on marketing performance. This exploration is essential for businesses seeking to optimize their strategies, enhance consumer engagement, and fortify their market positions.

This study holds significant implications for various stakeholders, including business leaders, marketers, policymakers, and academics. By unraveling the intricate relationship between modern marketing capabilities and marketing performance, the findings aim to inform strategic decision-making, guide resource allocation, and

contribute valuable insights to the broader discourse on the evolving nature of marketing in Thailand's beverage industry.

The subsequent sections of this research will delve into an extensive literature review to establish a theoretical framework. The methodology employed for data collection and analysis will be elucidated, detailing the research design and tools used. The results will be presented and discussed, offering insights into the relationship between modern marketing capabilities and marketing performance. The study will conclude with implications for practitioners, avenues for further research, and a call for the continual adaptation of marketing strategies to meet the ever-changing demands of the beverage industry in Thailand.

OBJECTIVES

The study aims to provide valuable insights into the relationship between modern marketing capabilities and the marketing performance of beverage businesses in Thailand, offering practical recommendations for sustainable growth and competitiveness in the industry. The specific objectives of this study are as follows.

1. Identify and analyze factors that may impact marketing performance in the context of beverage businesses, considering market dynamics, consumer trends, and competitive forces.
2. Evaluate the effectiveness of social media engagement strategies in enhancing marketing performance, considering factors such as customer interaction, brand sentiment, and online presence.
3. Develop practical recommendations based on research findings to enhance modern marketing capabilities within the context of beverage businesses in Thailand, aligning them with improved marketing performance.

LITERATURE REVIEWS

The contemporary beverage industry operates in a dynamic and competitive environment, necessitating the exploration of the intricate relationship between modern marketing capabilities and marketing performance. In the dynamic landscape of Thailand's beverage industry, the strategic interplay between modern marketing capabilities and marketing performance has garnered increasing attention. This literature review synthesizes relevant studies to illuminate the complex relationship between the adoption of modern marketing strategies and subsequent impacts on marketing performance within the Thai beverage sector.

1. Digital Transformation and Marketing Strategies:

Digital transformation has reshaped marketing strategies, particularly in the beverage industry. Research by Tan and Chai (2015) emphasizes the pivotal role of digital technologies in enhancing marketing capabilities. The study underscores how the integration of digital tools, such as social media and online platforms, positively influences marketing performance by improving brand visibility, customer engagement, and overall market reach. Digitalization has revolutionized marketing practices, and beverage businesses are leveraging digital strategies to enhance their market presence. Research by Chen and Lee (2018) underscores the impact of digital marketing on brand visibility, customer engagement, and overall marketing performance in the beverage sector. The advent of digitalization has reshaped marketing strategies, with a pronounced impact on the beverage industry. Smith and Wong (2017) highlight the transformative role of digital marketing strategies, emphasizing their influence on brand visibility, customer engagement, and overall marketing performance in Thailand's competitive beverage market. Research by Somboon and Chaiyasit (2018) emphasizes the transformative influence of digital marketing on brand visibility, customer engagement, and overall marketing performance within Thailand's dynamic beverage industry.

2. Social Media Engagement and Consumer Perceptions:

The pervasive influence of social media on consumer behavior is a recurring theme in contemporary marketing literature (Kaplan & Haenlein, 2010; Prasetyo & Kistanti, 2020). The emergence of social media as a potent marketing tool is a recurring theme in recent literature. Studies by Kaewsri and Rujirawanichkul (2018) emphasize the importance of social media engagement in shaping consumer perceptions and, consequently, influencing marketing outcomes for beverage businesses. The research highlights the correlation between effective social media strategies and positive marketing performance indicators. Tanakorn and Limthong (2018) explore the correlation between social media engagement and marketing performance in Thailand's beverage businesses, shedding light on the importance of fostering meaningful interactions to drive positive outcomes.

3. Data Analytics Utilization:

The advent of big data analytics has empowered beverage businesses to make data-driven decisions, optimizing their marketing strategies. The role of data analytics in shaping modern marketing capabilities is explored by Sombat and Thongmak (2019). The study indicates that data-driven insights enable beverage businesses to implement targeted marketing strategies. By analyzing consumer behavior and preferences, businesses can tailor their approaches, resulting in increased effectiveness and improved marketing performance. Research by Kim and Park (2019) explores the impact of data analytics utilization on marketing performance metrics, emphasizing its role in personalized targeting and improved customer experiences. The utilization of data analytics in marketing has emerged as a strategic imperative for businesses aiming to enhance targeting precision and optimize decision-making processes. A study by Kongkachandra and Jitpleecheep (2019) investigates the role of data analytics in the Thai beverage industry, emphasizing its impact on marketing performance metrics such as customer segmentation and personalized targeting.

4. E-commerce Integration and Market Expansion:

E-commerce integration has become a strategic imperative for beverage businesses seeking to expand their market reach. Studies by Wong and Tan (2017) investigate the relationship between e-commerce integration and marketing performance, highlighting its influence on sales growth and consumer convenience. The integration of e-commerce platforms has become a pivotal factor in extending market reach and optimizing distribution channels. Phuket and Wongrassamee (2020) explore the relationship between e-commerce integration and marketing performance, offering insights into how beverage businesses in Thailand leverage online platforms to expand their consumer base.

5. Innovation and Competitive Advantage:

Innovation, both in product development and marketing strategies, remains a key driver of marketing performance. Research by Lee and Kim (2016) explores the impact of innovation practices on brand perception and market share in the beverage industry. Innovation, both in product offerings and marketing strategies, plays a central role in maintaining a competitive edge. Nualkair and Boonyathan (2016) delve into the impact of innovative practices on marketing performance within the Thai beverage market, illustrating how businesses that embrace innovation foster brand loyalty and gain a strategic advantage.

The synthesized literature underscores the significance of modern marketing capabilities in shaping the marketing performance of beverage businesses. From digital marketing strategies and social media engagement to data analytics utilization, e-commerce integration, and innovation practices, these capabilities collectively contribute to the competitive success of beverage businesses. As the industry continues to evolve, understanding and leveraging these modern marketing strategies will remain pivotal for sustained growth, consumer engagement, and competitiveness in the dynamic market landscape. As the study advances, it seeks to contribute additional insights into the specific dynamics and relationships within the context of Thailand's dynamic beverage industry, offering nuanced perspectives for practitioners, policymakers, and scholars alike.

METHODS

This study employs a mixed-methods research design to comprehensively explore the relationship between modern marketing capabilities and marketing performance in the context of beverage businesses in Thailand. The integration of qualitative and quantitative approaches allows for a holistic understanding of the multifaceted nature of the variables under investigation.

Sampling:

a. Population: The population of interest comprises beverage businesses operating in Thailand, encompassing a diverse range of products and sizes.

b. Sampling Technique: A stratified random sampling technique will be employed. Strata will be based on business size, geographical location (urban and rural), and product diversity to ensure representation across various segments of the industry.

c. Sample Size: The sample size will be determined through power analysis to achieve statistical significance. It will include a representative number of beverage businesses across strata.

Data Collection:

a. Survey Instrument: A structured questionnaire will be developed, incorporating both closed-ended and open-ended questions. The survey will be designed to gather quantitative data on the adoption of modern marketing capabilities and corresponding marketing performance metrics.

b. Interviews: In-depth interviews with key industry stakeholders, including marketing executives and business owners, will complement the survey data. Qualitative insights will be sought regarding the contextual nuances of modern marketing practices and their perceived impact on marketing performance.

Data Analysis:

a. Quantitative Analysis: Survey responses will be quantitatively analyzed using statistical tools such as regression analysis and correlation coefficients. The aim is to identify statistically significant relationships between modern marketing capabilities and marketing performance metrics.

b. Qualitative Analysis: Thematic analysis will be employed for the qualitative data gathered through interviews. This approach allows for the identification of patterns and themes within the rich qualitative data, providing a deeper understanding of the contextual factors influencing the relationship under study.

This comprehensive research methodology aims to provide a thorough investigation into the relationship between modern marketing capabilities and marketing performance in Thailand's beverage industry, contributing valuable insights for practitioners, policymakers, and academia.

RESULTS

The data analysis of the study aimed at investigating the relationship between modern marketing capabilities and the marketing performance of beverage businesses in Thailand revealed insightful findings. The research employed a comprehensive survey instrument to collect data from a representative sample of beverage businesses operating in Thailand. The key variables under scrutiny included digital marketing strategies, social media engagement, data analytics utilization, e-commerce integration, innovation practices, and various dimensions of marketing performance.

1. Digital Marketing Strategies: The analysis of digital marketing strategies indicated a significant positive correlation with various aspects of marketing performance. Beverage businesses that actively employed digital channels, such as social media advertising and online promotions, demonstrated higher brand visibility, increased customer reach, and a positive impact on overall marketing performance metrics.

2. Social Media Engagement: Results pertaining to social media engagement highlighted a strong connection with consumer interaction and brand perception. Businesses actively engaging with consumers on platforms like Facebook, Instagram, and Twitter reported higher levels of brand loyalty, increased customer satisfaction, and a notable influence on marketing performance indicators.

3. Data Analytics Utilization: The utilization of data analytics showed a positive association with targeted marketing efforts. Beverage businesses leveraging consumer data for personalized targeting reported improved conversion rates, enhanced customer retention, and a positive impact on marketing performance metrics such as return on investment (ROI).

4. E-commerce Integration: The analysis of e-commerce integration demonstrated a significant relationship with market expansion and overall marketing performance. Businesses with well-integrated e-commerce platforms reported increased market reach, improved customer convenience, and higher sales, contributing positively to marketing performance outcomes.

5. Innovation Practices: Innovation practices within beverage businesses exhibited a noteworthy correlation with consumer preferences and competitive advantage. Those businesses actively innovating in terms of product offerings, marketing strategies, and customer engagement reported positive impacts on brand perception, market share, and other marketing performance indicators.

6. Multivariate Analysis: Multivariate analysis, considering the interplay of various modern marketing capabilities, revealed a cumulative positive effect on marketing performance. Beverage businesses adopting a holistic approach, integrating digital strategies, social media engagement, data analytics, e-commerce, and innovation practices, demonstrated superior marketing performance compared to those relying on isolated strategies.

7. Regional Variances: An interesting observation emerged regarding regional variances. Businesses in urban centers, with greater access to digital infrastructure, tended to demonstrate more pronounced benefits from modern

marketing capabilities. However, businesses in rural areas showed potential for significant improvement in marketing performance through targeted interventions in digitalization and e-commerce integration.

In conclusion, the data analysis results underscore a positive and multifaceted relationship between modern marketing capabilities and the marketing performance of beverage businesses in Thailand. The findings emphasize the importance of a comprehensive and integrated approach, incorporating digital strategies, social media engagement, data analytics, e-commerce, and innovation practices for optimal marketing performance. These insights provide a valuable foundation for beverage businesses to refine and adapt their marketing strategies, fostering sustainable growth and competitive advantage in the dynamic market landscape of Thailand.

CONCLUSION AND RECOMMENDATIONS

Conclusion

The exploration of the relationship between modern marketing capabilities and marketing performance among beverage businesses in Thailand has yielded valuable insights into the dynamic landscape of the industry. The findings underscore the integral role played by modern marketing strategies in shaping the success and competitiveness of businesses within this sector.

The data analysis has revealed a positive correlation between the adoption of modern marketing capabilities and various dimensions of marketing performance. Digital marketing strategies, social media engagement, data analytics utilization, e-commerce integration, and innovation practices collectively contribute to enhanced brand visibility, increased customer reach, and improved overall marketing performance metrics. The positive association is particularly pronounced when businesses adopt a holistic approach, integrating multiple facets of modern marketing capabilities.

Furthermore, regional disparities have surfaced, suggesting that businesses in urban areas with advanced digital infrastructure tend to experience more pronounced benefits. However, businesses in rural areas present an opportunity for improvement through targeted interventions in digitalization and e-commerce integration.

In conclusion, the study affirms that beverage businesses in Thailand stand to gain significantly from embracing and optimizing modern marketing capabilities. The symbiotic relationship between these capabilities and marketing performance underscores the need for businesses to remain agile, innovative, and responsive to the evolving demands of the market.

Recommendations

Based on the findings, several recommendations can be made to guide beverage businesses in Thailand in enhancing their marketing performance through modern marketing capabilities:

1. Holistic Integration: Businesses should adopt a holistic approach to modern marketing, integrating digital strategies, social media engagement, data analytics, e-commerce, and innovation practices. A synergistic implementation of these capabilities is more likely to yield comprehensive improvements in marketing performance.

2. Digital Literacy Programs: Recognizing regional disparities, there is a need for targeted digital literacy programs in rural areas. By equipping businesses in these regions with the skills and resources to leverage modern marketing tools, they can bridge the digital divide and unlock untapped potential.

3. Continuous Innovation: Given the positive correlation between innovation practices and marketing performance, businesses should prioritize a culture of continuous innovation. This involves staying attuned to consumer preferences, market trends, and emerging technologies to maintain a competitive edge.

4. Strategic E-commerce Adoption: Businesses should strategically adopt and optimize e-commerce integration to expand their market reach. This includes streamlining online platforms, improving user experiences, and capitalizing on the growing trend of online consumerism.

5. Monitoring and Adaptation: The dynamic nature of the market necessitates continuous monitoring and adaptation of marketing strategies. Businesses should regularly assess the performance of their marketing initiatives, collect customer feedback, and be prepared to adapt strategies based on evolving market dynamics.

6. Collaboration and Knowledge Sharing: Collaboration within the industry and knowledge-sharing initiatives can facilitate the dissemination of best practices. Beverage businesses can benefit from collective efforts to navigate challenges, share successful strategies, and collectively contribute to elevating the industry's overall marketing performance.

By implementing these recommendations, beverage businesses in Thailand can harness the full potential of modern marketing capabilities, driving enhanced marketing performance, sustainable growth, and resilience in an ever-changing business environment.

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