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### EFFECT OF MARKETING INNOVATION ON PROMOTION STRATEGY OF RICEBERRY BUSINESS IN YASOTHORN, THAILAND

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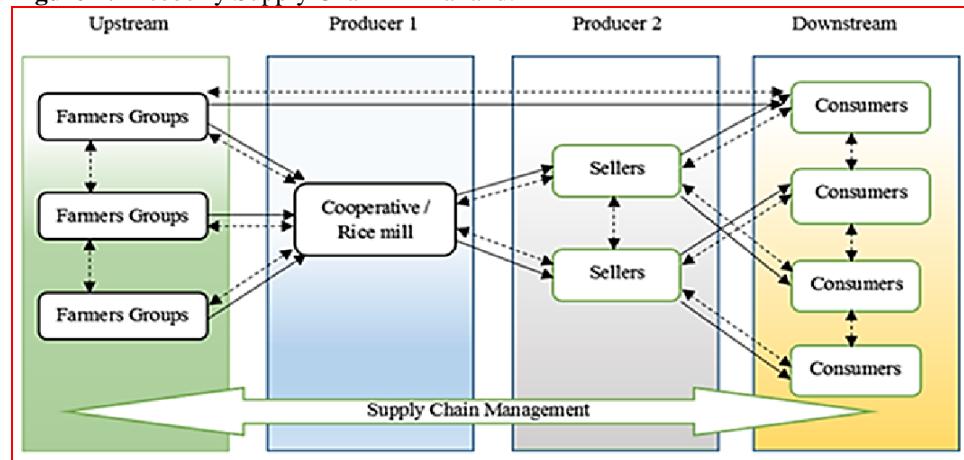
#### **ABSTRACT**

With the increase in rice production in Thailand, the riceberry is also increasing having central importance to the market. Riceberry business is growing rapidly in Thailand and capturing the market share. However, it is important to promote riceberry business through various strategies. In this way, the promotion strategy is most important to apply. Here the role of marketing innovation has central role. Therefore, objective of this study is to examine the role of marketing innovation in promotion strategy. For this purpose, this study examined this relationship with the help of quantitative research approach by using a questionnaire survey. Results of the study shows that innovative marketing method has positive effect on strategy design. It also has positive effect on promotion strategy. Furthermore, technological innovation has positive effect on strategy design. Technological innovation also has positive effect on the promotion strategy. Finally, strategy design has positive role to promote promotion strategy.

## INTRODUCTION

In the current decade, the riceberry is increasing in Thailand. As the rice industry of Thailand is most famous and growing rapidly, therefore, the riceberry business is also growing and capturing the market share. Thailand is one of the countries which is exporting the rice product in whole world and capturing the major share of the market. The riceberry business has comprehensive process of supply chain which is given in Figure 1. Previous studies also shows that riceberry business has major importance (Peanparkdee, Yamauchi, & Iwamoto, 2018).

**Figure 1:** Riceberry Supply Chain in Thailand.



To promote riceberry business in Thailand, marketing innovation is most important. As marketing activities are most important for the business (Anderson et al., 2018; Ayub, Razzaq, Aslam, & Iftekhar, 2013; Md Isa, Jaganathan, Sern, Ahmdon, & Mohd Nafi, 2020), therefore, riceberry business also require marketing innovation. The promotion of strategy requires marketing innovation in Thailand to enhance business performance.

Several studies carried out in the area of riceberry business, however, none of the study highlighted the role of riceberry business through marketing innovation. Furthermore, several previous studies also show that marketing has vital importance in strategy design, however, it is not discussed in the riceberry business. Particularly, it is not highlighted in Thailand. Therefore, objective of this study is to examine the role of marketing innovation in promotion strategy. The relationship between innovative marketing method, latest marketing tool, technological marketing, strategy design and promotion strategy was examined.

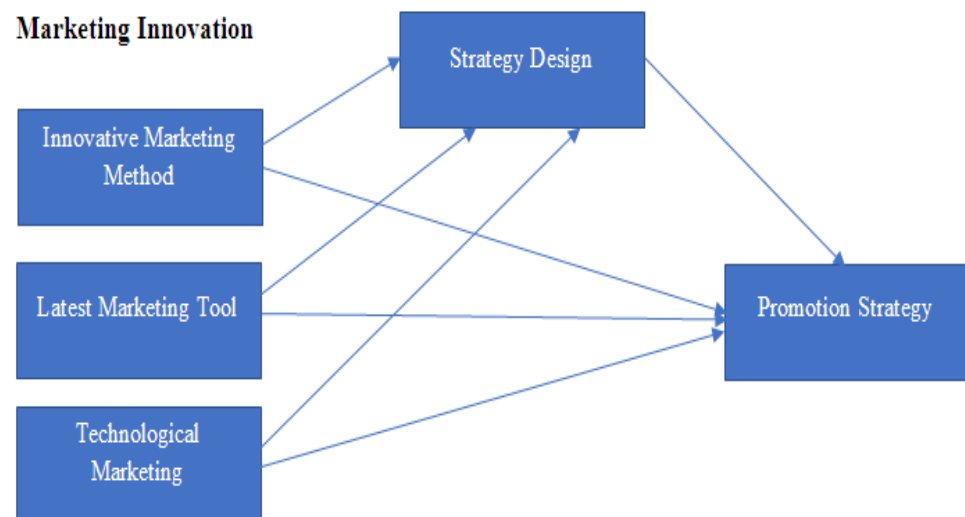
## LITERATURE REVIEW

A marketing innovation is the application of a new marketing method including significant changes in product design or packaging, product placement, product promotion or pricing. In the recent decade, marketing is vital to promote any business activity, that is the reason latest techniques are introduced by the several marketing companies and playing key role to promote all business activity at national and international market. Latest methods in the marketing has the ability to attract the audience in less time. Generally, it helps to promote the business products in very short time, and it reaches to the audience within no time. Furthermore, these new methods of marketing are also cost efficient. Therefore, innovation in marketing has vital importance to promote the products, attract the audience and save the marketing cost. By following the current trend in the world, number of marketing companies are trying to introduce various new methods. Innovation is based on the new idea in the procedure, product or technology which lead to the several benefits in very low cost. Therefore, along with innovations in various manufacturing companies, the innovation is also most effective in

marketing. It is also evident from several previous studies that marketing innovation has vital important to promote business activities (Adam, Mahrous, & Kortam, 2017; Zhu, Zou, & Zhang, 2019).

Thus, this study introduced marketing innovation to promote riceberry business. The promotion of riceberry business is considered in Thailand were the rice industry is at the top level worldwide. The rice industry in Thailand can be further improved with the help to promote riceberry business. While examining the role of marketing innovation in riceberry business, the current study considered three major elements which include innovative marketing method, latest marketing tool and technological marketing. Innovative marketing method, latest marketing tool and technological marketing are the key parts of any business promotion. Therefore, marketing and innovation is the best tool to promote business (Jeng & Pak, 2016; Yeum, Wee, & Bang, 2020). Along with this, the current study also considered the role of strategy design. According to the current study, innovative marketing method, latest marketing tool and technological marketing lead to the strategy design which further increases the promotion strategy. The relationship between innovative marketing method, latest marketing tool, technological marketing, strategy design and promotion strategy is given in Figure 2.

**Figure 2:** Theoretical framework of the study showing the relationship between innovative marketing method, latest marketing tool, technological marketing, strategy design and promotion strategy



#### ***Innovative marketing method and promotion strategy***

Innovation is usually described as the "carrying out of new combinations" that comprise "the introduction of new goods, new methods of production, the opening of new markets, the introduction of new services etc. Innovation is the vital process which has positive role to develop new product or services, technology and make the procedure easier with reduced cost. Therefore, innovation has major importance among the companies to promote product, process or services. Various previous studies also show that innovation has vital importance among the business organizations. As it has key importance to promote various business activities by introducing something new (Evans et al., 2017; Hafiz & Sary, 2020). In the era of high competition, it is important to introduce new technologies with the help of innovation to survive in the market.

Innovation in marketing is also most important among the companies. Because marketing activities has central importance in the success of product, services or to achieve the

higher performance. That is the reason, most of companies are trying to promote marketing activities with the help of innovation.

Marketing can be described as the profitably using the consequences of studying short term as well as long term wants of those who can pay for a one-time, or in most cases, a steady flow of service as well as product placement. In 2017 The New York Times defined it as "the art of telling stories so enthralling that people lose track of their wallets. In this process of marketing, the role of business marketing innovation has vital to achieve success through higher performance. Marketing is the weapon of business success is generally used by most of the companies. Innovation in marketing has several examples. For instance, it indicates new techniques to promote the promotion of new product or existing product. Further, marketing innovation is the example of advertainment through unique and innovative ways which may has better influence on the audience with the help of reduced cost. Therefore, previous studies also indicated that marketing innovation is most important (Souder & Song, 1997; Vukšić, Bach, Garrido-Moreno, Lockett, & Garcia-Morales, 2015). According to the literature, innovation in marketing is now one of the most essential part of marketing activities and it is one of the requirement of companies which has influence on the all business activities as it has positive role to introduce latest marketing technique which are most efficient and more effective for the business environment and to survive in such as competitive business market.

Hence, marketing innovation method has major influence on the business activities. It had direct influence on promotion strategy. Increase in marketing innovation method has the ability to increase marketing innovation. Marketing innovation has important role in strategy development. Better development of strategy has the ability to promote business performance. Increase in marketing activities increases the business success as it has major influence on the customer. To increase the awareness level among the people, the business marketing activities is most important and must required in such competitive business environment. Especially, while launching new product, the role of business marketing to develop the awareness level among people is most important.

*Hypothesis 1: Innovative marketing method has positive effect on promotion strategy.*

*Hypothesis 2: Innovative marketing method has positive effect on strategy design.*

### ***Latest marketing tool and promotion strategy***

It is always important to have better marketing tool. There are several platforms available in the market to do the marketing activities, however, to choose an appropriate tool for marketing activities, the role of latest marketing tool is most important. Especially, the business which is growing with good speed always require latest marketing tool to promote business products as well as services. Particularly, for the riceberry business activities, the role of latest marketing tool is most important. The current study is discussing the riceberry business of Thailand. In Thailand, this business is growing with good speed, therefore, in this condition it require better tools of marketing which has positive influence on business activities. To promote riceberry business in Thailand, latest marketing tools are required for the companies. Therefore, the importance of latest marketing tools is increasing day by day due to several benefits. This is only possible in case of healthy business innovation or marketing innovation activities. Latest marketing activities is vital to influence the riceberry business customer positively. As the rice market in Thailand is growing with great speed, therefore, it requires high business performance through marketing innovation activities including the latest marketing tool. As previous studies also mentioned that latest marketing tool is most important in business (Mariani, Di Felice, & Mura, 2016; Radwan & Radwan, 2016). Generally, marketing tools has major role to promote marketing activities. With the increase in technology, marketing companies are moving towards higher business technologies

including the marketing technologies. Because to attract the customer, unique marketing ways should be introduced as the customers are also moving towards high technology rather than to stick with the low-level technology. Therefore, marketing companies should also update themselves to promote in the competitive market. Latest marketing tool has the ability to increase the level of accuracy and decrease the overall business cost which has influence on the customers and has major influence on the company. Therefore, strategy promotion is most important (Levy et al., 2012; Wen et al., 2018) which can be promoted with the help of marketing innovation.

*Hypothesis 3: Latest marketing tool has positive effect on promotion strategy.*

*Hypothesis 4: Latest marketing tool has positive effect on strategy design.*

### ***Technological marketing and promotion strategy***

Typically, technical marketing is any technique of marketing engrossed on the specifications as well as key features of a product, intended to appeal to customers with a base technological understanding of the different products as well as services. However, technical marketing has also full-grown to include any use of modern technology as a marketing tool. Technological marketing is described as the new and latest use of technology for marketing purposes. It has the ability to reduce the efforts of the marketing team and increase the performance and has the ability to cover larger area. The relationship between technology and marketing is already given in previous studies and shows that it has major importance for the business (Martin, Javalgi, & Ciravegna, 2020; Kerdpitak, 2020; Zhang, Geng, Shen, Wang, & Dai, 2014).

Technological marketing has vital importance for the promotion of strategy. In the current study, the marketing strategy is considered to be the most important. Increase or any change in the technological marketing the role of promotion strategy is most important. Strategy is the key part of every business activities which shows innovation which is most important. Therefore, along with the other aspects of the business, the importance of marketing innovation cannot be neglected. As mentioned in previous studies that marketing is the vital part of business activity which require innovation (Tatikonda & Montoya-Weiss, 2001; Weerawardena & Sullivan-Mort, 2001).

*Hypothesis 5: Technological marketing tool has positive effect on promotion strategy.*

*Hypothesis 6: Technological marketing tool has positive effect on strategy design.*

### ***Strategy design***

Design strategy is the term generally used to designate the nexus between corporate strategy as well as design thinking. Corporate strategy is the traditional technique that businesses as well as other similar entities use to recognize, plan, and attain their long-term objectives and goals. Strategy design is also most important among the business activities. Especially, it has relationship with marketing innovation activities. Development of business strategy is most important for the success as well as better business performance. It always requires high quality marketing activities and before marketing activities, it also require design of the strategy. Previous studies also highlighted the major importance of strategy design (Eroy-Reveles, Leung, Beavers, Olmstead, & Mascharak, 2008; Yuan, Wang, & Guo, 2017). Generally, marketing innovation has effect on the business strategy. Marketing innovation such as latest marketing tool, innovative marketing method and technological innovation has effect on strategy design which shows positive role in business activities.

*Hypothesis 7: Technological marketing tool has positive effect on promotion strategy.*

*Hypothesis 8: Strategy design mediates the relationship between innovative marketing method and promotion strategy.*

*Hypothesis 9: Strategy design mediates the relationship between latest marketing tool and promotion strategy.*

*Hypothesis 10: Strategy design mediates the relationship between technological marketing method and promotion strategy.*

## METHODOLOGY

The relationship between innovative marketing method, latest marketing tool, technological marketing, strategy design and promotion strategy was examined in this study. The objective of this study is to examine the role of marketing innovation in promotion strategy. As this study examined the relationship among different variables, therefore, quantitative approach was followed which is most important for hypotheses testing. Nature of the study is quite suitable for the quantitative approach. Along with this, the survey was applied for data collection. In survey, this study used questionnaire (Van Laerhoven, van der Zaag-Loonen, & Derkx, 2004). In questionnaire survey, there are two design generally applied, namely; cross-sectional research design and longitudinal research design. Cross-sectional research design is based on the data collection on one point of time.

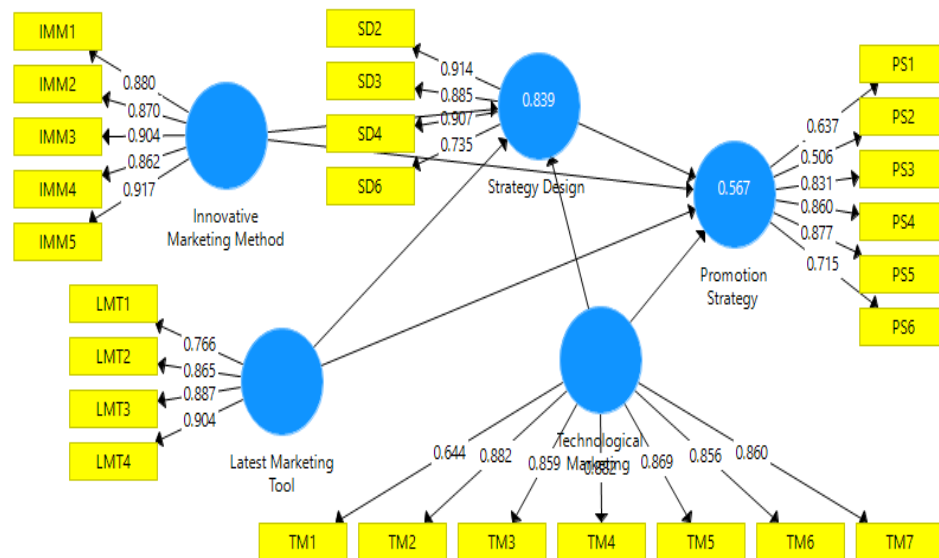
**Table 1: Data Statistics.**

	No.	Missing	Mean	Median	Min	Max	SD	Kurtosis	Skewness
IMM1	1	0	4.776	5	1	7	1.907	-1.914	-0.445
IMM2	2	0	5.112	6	1	7	0.98	-1.01	-1.52
IMM3	3	0	5.082	6	1	7	1.951	-0.702	-0.708
IMM4	4	0	4.881	5	1	7	1.869	-1.024	-0.449
IMM5	5	0	4.851	5	1	7	1.979	-1.098	-1.427
LMT1	6	0	4.918	5	1	7	1.812	-0.904	-0.47
LMT2	7	0	5.127	5	1	7	1.655	-0.363	-0.565
LMT3	8	0	5.03	5	1	7	1.719	-0.987	-0.386
LMT4	9	0	5.254	6	1	7	1.744	-1.687	-0.61
TM1	10	0	4.888	6	1	7	1.984	-1.164	-0.504
TM2	11	0	4.888	5	1	7	1.953	-1.098	-1.43
TM3	12	0	4.888	6	1	7	2.043	-0.993	-0.527
TM4	13	0	4.664	5	1	7	1.9	-1.132	-0.3
TM5	14	0	4.739	5	1	7	1.981	-1.093	-0.383
TM6	15	0	4.843	5	1	7	1.927	-0.969	-0.445
TM7	16	0	4.896	6	1	7	1.967	-1.016	-0.537
SD1	17	0	4.216	4	1	7	2.128	-1.452	0.037
SD2	18	0	4.799	5	1	7	2.007	-1.074	-0.426
SD3	19	0	4.963	6	1	7	1.937	-1.134	-0.464
SD4	20	0	4.612	5	1	7	1.935	-1.136	-0.281
SD5	21	0	3.769	3	1	7	2.066	-1.172	0.274
SD6	22	0	4.754	5	1	7	1.922	-1.224	-0.352
PS1	23	0	4.687	5	1	7	2.086	-1.168	-0.384
PS2	24	0	4.276	4	1	7	1.878	-1.124	0.071
PS3	25	0	5.104	5	1	7	1.738	-0.797	-0.456
PS4	26	0	4.97	5	1	7	1.84	-0.961	-0.435
PS5	27	0	5.007	5	1	7	1.756	-0.716	-0.505
PS6	28	0	5.351	6	1	7	1.729	-0.597	-0.757

However, longitudinal research design is based on the data collection of various points of time. Longitudinal research design is more time consuming as compared to the cross-sectional research design. Therefore, due to not having the sufficient time, the current study used cross-sectional research design. In addition to this, population of the study is based on the riceberry businesses in Thailand. The employees of riceberry businesses were selected as respondents of this study. Therefore, this study applied survey questionnaire to collect data (Wang, Li, & Qin, 2018) from the riceberry business employees from Thailand. Finally, 450 questionnaires were used and distributed among

the employees of riceberry businesses in Thailand. Total 301 valid responses were used for data analysis by using a statistical tool. Total valid responses were entered in the excel sheet for data analysis. After entering in the excel sheet, initial screening was carried out. Initial screening was carried out to check the errors in the data. Particularly, missing value was examined (Yang et al., 2020) along with outlier in the data. It is given in Table 1 that data is free from errors like missing value and outlier. In the current study, innovative marketing was measured with the help of five questionnaire item, latest marketing tool was examined through four scale items. Technological marketing was examined by using seven scale items. Strategy design was examined through four scale items and promotion strategy was examined by using six scale items. All the scale items are given in Figure 3 and all the factor loadings are also given in Figure 3. Factor loadings are above 0.5 in this study which is acceptable. Most of the previous studies recommended the use of Partial Least Square (PLS) (J. F. Hair, Sarstedt, Pieper, & Ringle, 2012; Henseler et al., 2014; Henseler, Ringle, & Sinkovics, 2009) that is the reason the current study also used PLS. It is clear from the Figure 3 that all the variables; innovative marketing method, latest marketing tool, technological marketing, strategy design and promotion strategy have factor loadings above minimum threshold level. Furthermore, composite reliability should be above 0.7. It is given in Table 3 that; innovative marketing method, latest marketing tool, technological marketing, strategy design and promotion strategy have composite reliability above 0.7. In addition to this, average variance extracted given in Table 3 is also above 0.5 for innovative marketing method, latest marketing tool, technological marketing, strategy design and promotion strategy, which is also recommended by J. Hair, Hollingsworth, Randolph, and Chong (2017). Finally, this study also examined the discriminant validity as given in the Table 3 (Henseler, Ringle, & Sarstedt, 2015). There are several methods to find the discriminant validity, however, the current study used cross-loadings.

**Figure 3: Measurement Model.**



**Table 2: Reliability and Convergent Validity**

	Alpha	rho_A	CR	(AVE)
Innovative Marketing Method	0.932	0.934	0.948	0.786
Latest Marketing Tool	0.878	0.879	0.917	0.734
Promotion Strategy	0.838	0.859	0.882	0.562
Strategy Design	0.883	0.893	0.921	0.745
Technological Marketing	0.928	0.935	0.943	0.705

**Table 3:** Cross-Loadings.

	<b>Innovative Marketing Method</b>	<b>Latest Marketing Tool</b>	<b>Promotion Strategy</b>	<b>Strategy Design</b>	<b>Technological Marketing</b>
IMM1	0.88	0.699	0.584	0.703	0.659
IMM2	0.87	0.659	0.492	0.622	0.61
IMM3	0.904	0.678	0.582	0.656	0.609
IMM4	0.862	0.608	0.531	0.631	0.636
IMM5	0.917	0.752	0.596	0.648	0.638
LMT1	0.644	0.766	0.523	0.651	0.668
LMT2	0.569	0.865	0.472	0.588	0.57
LMT3	0.572	0.887	0.481	0.594	0.587
LMT4	0.623	0.904	0.518	0.667	0.648
PS1	0.645	0.636	0.837	0.762	0.681
PS2	0.185	0.148	0.806	0.252	0.299
PS3	0.424	0.423	0.831	0.47	0.536
PS4	0.498	0.434	0.86	0.501	0.538
PS5	0.48	0.41	0.877	0.554	0.562
PS6	0.406	0.376	0.715	0.462	0.52
SD2	0.599	0.602	0.884	0.714	0.795
SD3	0.595	0.614	0.875	0.685	0.779
SD4	0.684	0.705	0.888	0.807	0.802
SD6	0.663	0.601	0.812	0.735	0.619
TM1	0.555	0.627	0.538	0.855	0.644
TM2	0.646	0.657	0.67	0.89	0.882
TM3	0.562	0.575	0.602	0.82	0.659
TM4	0.652	0.669	0.664	0.899	0.882
TM5	0.573	0.624	0.642	0.872	0.869
TM6	0.657	0.61	0.571	0.878	0.856
TM7	0.537	0.519	0.609	0.754	0.66

In the next section of PLS, the study examined the effect of innovative marketing method on promotion strategy. The direct effect of latest marketing tool was also examined on promotion strategy. The direct effect of technological marketing was examined on promotion strategy. Furthermore, the direct effect of innovative marketing method, latest marketing tool and technological marketing was examined on promotion strategy. Finally, the direct effect of strategy design was examined on promotion strategy.

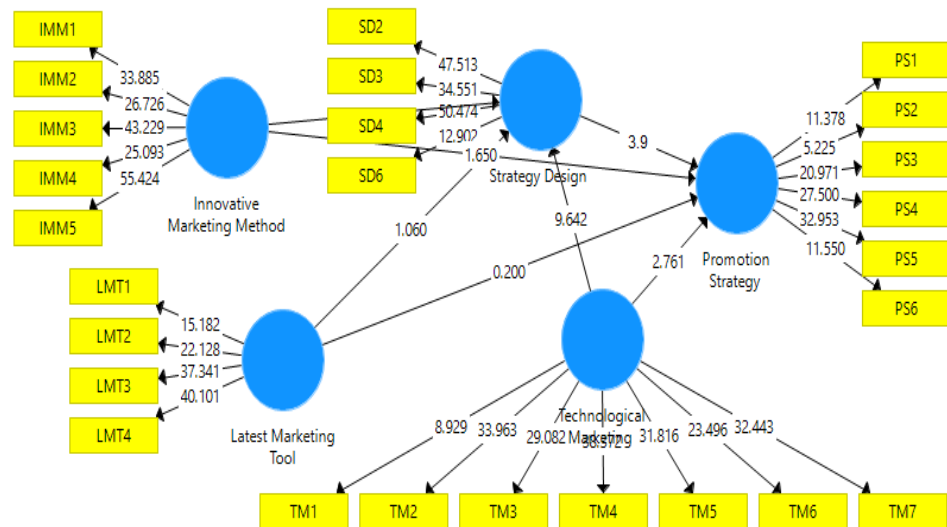
The effect of innovative marketing method on promotion strategy found significant with t-value 1.65 which shows that innovative marketing strategy has positive effect on promotion strategy. The direct effect of latest marketing tool on promotion strategy is not significant as the t-value is below 1.64. The direct effect of technological marketing was examined on promotion strategy which is significant with t-value 2.761. Furthermore, it is found that innovative marketing method has positive effect on strategy design with t-value 2.006. It is found that latest marketing tool has no effect on strategy design. Additionally, it is found that technological marketing has positive effect on strategy design with t-value 9.642. Hence, innovative marketing method and technological marketing has the ability to increase strategy design. These relationship was examined by following the structural equation modeling approach by using the PLS which is most recommended and famous technique (Barroso, Carrión, & Roldán, 2010; F. Hair Jr, Sarstedt, Hopkins, & G. Kuppelwieser, 2014; J. F. Hair, Ringle, & Sarstedt, 2013; J. F. Hair et al., 2012).

This study also examined three indirect effect between marketing innovation and promotion strategy. First, the mediating effect of strategy design was examined between



innovative marketing method and promotion strategy. Second, the mediating effect of strategy design was examined between technological innovation and promotion strategy. Third, the mediating effect of strategy design was examined between latest marketing tool and promotion strategy. Results of the study shows that the mediating effect of strategy design between innovative marketing method and promotion strategy is significant with t-value 2.329. The mediating effect of strategy design between technological innovation and promotion strategy is also significant with t-value 3.77. Third, the mediating effect of strategy design between latest marketing tool and promotion strategy is not significant. This study followed the instructions of Preacher and Hayes (2008) to examine the mediating effect of strategy design.

**Figure 4:** Structural Model.



**Table 4:** Direct Effect Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Innovative Marketing Method -> Promotion Strategy	0.197	0.187	0.119	1.65	0.05
Innovative Marketing Method -> Strategy Design	0.146	0.144	0.073	2.006	0.023
Latest Marketing Tool -> Promotion Strategy	0.024	0.008	0.121	0.2	0.421
Latest Marketing Tool -> Strategy Design	0.084	0.087	0.079	1.06	0.145
Strategy Design -> Promotion Strategy	0.195	0.191	0.05	3.9	0
Technological Marketing -> Promotion Strategy	0.434	0.438	0.157	2.761	0.003
Technological Marketing -> Strategy Design	0.74	0.741	0.077	9.642	0

**Table 5:** Indirect Effect Results

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>
Innovative Marketing Method -> Strategy Design -> Promotion Strategy	0.028	0.033	0.012	2.329	0.012
Latest Marketing Tool -> Strategy Design -> Promotion Strategy	0.016	0.014	0.022	0.747	0.228
Technological Marketing -> Strategy Design -> Promotion Strategy	0.144	0.138	0.038	3.77	0

### CONCLUSION

This study examined the relationship between innovative marketing method, latest marketing tool, technological marketing, strategy design and promotion strategy. The objective of this study was to examine the role of marketing innovation in promotion strategy. By using a quantitative research approach and questionnaire survey was used for data collection and to test the hypotheses by using PLS. Results of the study given that strategy promotion has major influence on the riceberry business. It is important because riceberry has central importance in the rice industry of Thailand. It has the potential to influence the market share nationally as well as internationally. However, the promotion strategy is required to promote riceberry business. According to the results of the current study, to influence the promotion strategy for riceberry business, the role of innovation has major influence. Especially, marketing innovation is most important for the riceberry business promotion. In marketing innovation, the role of innovative marketing method and technological marketing has central role. Results of the study shows that innovative marketing method has positive effect on strategy design. Increase in innovative marketing method increases the promotion strategy. Therefore, management should promote innovative marketing method. It also has positive effect on promotion strategy which shows that increase in marketing innovation increases the promotion strategy and has positive effect on business. Additionally, technological innovation has positive effect on strategy design. Strategy design has central influence on promotion strategy which require innovative marketing. Technological innovation also has positive effect on promotion strategy. Technology also has different ways which has positive role in business success. Consequently, according to this study, riceberry business can be promoted through technological innovation. Final strategy design has positive role to promote promotion strategy. Hence, it is found that innovative marketing method and technological innovation has positive effect on strategy design and strategy design has positive effect on promotion strategy.

### IMPLICATIONS

This study examined the relationship between innovative marketing method, latest marketing tool, technological marketing, strategy design and promotion strategy which is one of the vital relationships and not examined in the previous studies. Therefore, by examining this relationship, the current study filled the important literature gap. Number of studies has examined the relationship between various strategies and riceberry business, however, the current study is unique which examined the relationship between marketing innovation and promotion strategy. Especially, this study filled the gap by examining the effect of innovative marketing method, latest marketing tool, technological marketing and strategy design on promotion strategy. Along with this, this study also examined the mediating role of strategy design. First, the mediating effect of strategy design was examined between innovative marketing method and promotion strategy. Second, the mediating effect of strategy design was examined between technological

innovation and promotion strategy. In both causes, the indirect effect of strategy design is significant. Hence, this study also contributed by investigating indirect effect. Practically, this study is also important for practitioners. The management of riceberry business can promotion the riceberry business by promoting innovative marketing strategies. As this study investigated that innovative marketing method, technological marketing and strategy design is vital for riceberry business, therefore, management should implement these strategies to promote riceberry business in Thailand.

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