



**THE INFLUENCING FACTORS OF THE
INTERNATIONALIZED MARKETING STRATEGY OF
AGRICULTURAL PRODUCTS OF CP GROUP**

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ABSTRACT

The internationalization development of CP Group has become an important step of enterprise development. However, in the process of internationalization, CP Group is facing the problems of insufficient independent innovation ability, insufficient exploitation of the potential of the target market and insufficient influence of the brand of the internationalized enterprise. This study investigated the influencing factors of CP Group's internationalized marketing strategy for agricultural products, addressing issues such as insufficient independent innovation, market potential exploitation, and brand influence.

The objectives of the study were: 1) To explore the influencing factors that affect the internationalized marketing strategy of agricultural products of CP Group; 2) To determine whether self-innovation, target markets, corporate brand, marketing channels affect the internationalized marketing strategy of agricultural products of CP Group.

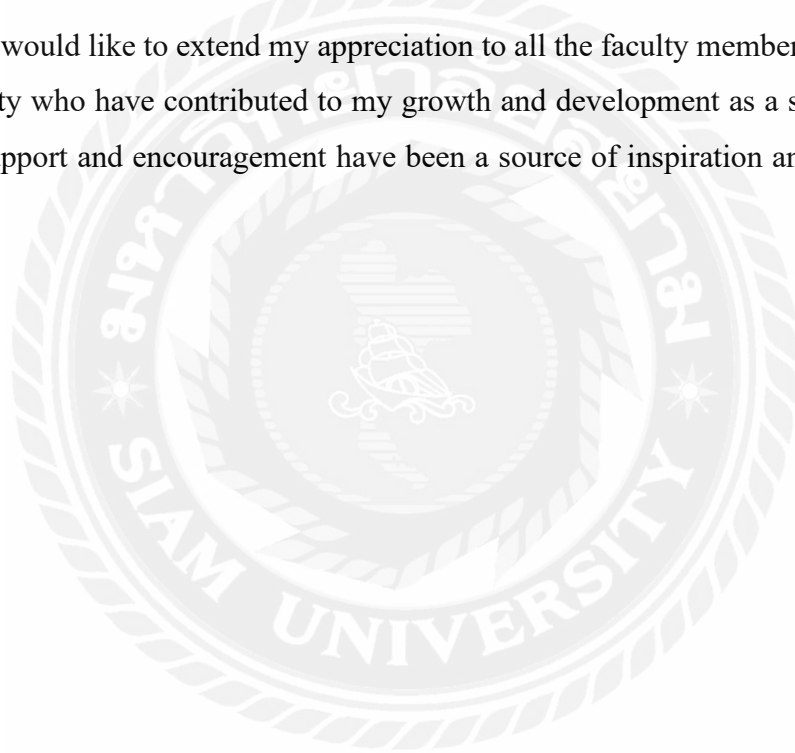
This study adopted the quantitative research method, 450 electronic questionnaires were distributed and 397 valid questionnaires were recovered, with a recovery rate of 88.22%. Based on the comparative advantage theory and international marketing theory, this paper found that: 1) The influencing factors of the internationalized marketing strategy of agricultural products of CP Group are self-innovation, target markets, corporate brand, marketing channels; 2) Self-innovation, target markets, corporate brand, marketing channels have a positive effect on the internationalized marketing strategy. For recommendations, the internationalized marketing strategy of agricultural products of CP Group should focus on the following aspects: 1) Strengthening of independent innovation; 2) Rationalization of target markets; 3) Enhancement of brand effect; 4) Improvement of marketing channels.

Keywords: internationalized market, marketing strategy, agricultural products

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DECLARATION

I, Li Yue, hereby certify that the work embodied in this independent study entitled “Study on the Influencing Factors of the Internationalized Marketing Strategy of Agricultural Products of CP Group” is result of original research and has not been submitted for a higher degree to any other university or institution.

Li yue

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Feb 20, 2024



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Chapter 1 Introduction

1.1 Background of the Study

The internationalization of enterprises can bring them new markets and low-cost resources while enhancing their core competitiveness, so a large number of enterprises have entered the international market. With the deepening of global economic integration, the internationalization of agricultural products has become a strategic choice for many agribusinesses to seek broader markets and higher competitive advantages (Zhang & Xu, 2019). With consumers' increasing concern for food safety, quality and traceability, internationalized brands can meet consumer demand for high-quality agricultural products. To enhance the internationalization development of agricultural products, international markets encourage the internationalization of agricultural products through policy support or trade agreements, and promote the upgrading of the agricultural industry and international trade cooperation. In the face of fierce market competition, agricultural enterprises need to continuously improve their competitiveness, and internationalized brand building is one of their strategies. Through internationalized brand building, agricultural enterprises can enhance their market recognition, credibility and added value of their products, so as to improve their market competitiveness (Steinerowska, 2021).

The agricultural industry has a low entry threshold and high competitive pressure in the market. The competitive landscape of the agricultural products industry presents a high number of competitors, insignificant competitive advantages and intense competition. The barriers to entry in the agricultural products industry are usually low, which means that it is relatively easy to enter the industry and start producing agricultural products. This is mainly due to the relative simplicity of basic agricultural activities such as planting and farming and the relatively low technological thresholds. In addition, the relatively short production cycle of agricultural products also lowers the barriers to entry (Carpenter et al., 2022). However, despite the low barriers to entry, the agricultural products industry faces intense competitive market pressures. There are a large number of competitors, including large agricultural enterprises, small farms, and individual farmers, resulting in a relatively large supply of agricultural products in the market and intense competition. Under such a competitive environment, agricultural producers need to continuously improve their competitiveness and seek differentiated development paths, such as by improving product quality, expanding marketing channels, and strengthening brand building, in order to achieve an advantageous position in the fierce market competition. Internationalization strategy has become an important way for the development of agricultural enterprises (Wen, 2022).

The high demand for technological innovation in agricultural products is due to the fact that the agricultural production process involves a number of aspects,

including planting, breeding, agricultural machinery, pesticides, fertilizers, etc., and is greatly affected by factors such as climate, soil, pests and diseases. In order to improve the yield, quality and resilience of agricultural products, agricultural producers need to continuously carry out technological innovation, including the selection and breeding of new varieties, farming management technology, pest control technology (Xu et al., 2018). This requires a large amount of human, material and financial resources to be invested in R&D and technological innovation of agricultural products, which increases the cost of agricultural product R&D. However, despite the fact that technological innovation in agricultural products is crucial for improving production efficiency and product quality, agricultural producers face the problem of high R&D investment and long return cycle due to the long production cycle of agricultural products, unstable climatic factors and market fluctuations. This means that agricultural producers need to bear high costs in the R&D process, but the benefits may not always pay off in a timely or adequate manner, increasing business risks and financial pressures (Broughel & Thierer, 2019).

Against this background, large agricultural exporting countries usually promote technological innovation and competitiveness of agricultural products through policy measures that support enterprise development. These policies may include the provision of subsidies for science and technology innovation, financial support for R&D, technical services and training, etc., to encourage firms to increase R&D investment and improve the quality and brand competitiveness of agricultural products. In addition, trade policies, tariff regimes, import restrictions, etc. in target markets can also have an important impact on the development of agricultural export enterprises. Trade policies and regulations may vary across countries and regions, and enterprises need to understand and adapt to the trade environment of target markets in order to formulate appropriate market access strategies and trade cooperation programs. This may involve applying for relevant trade licenses, reducing tariffs and import restrictions through trade agreements or FTAs, and so on. At the same time, enterprises also need to comply with the relevant provisions of international trade organizations and trade agreements to ensure that exports meet the relevant standards and requirements and avoid trade disputes and adverse consequences (Broughel & Thierer, 2019; Steinerowska, 2021).

Through the internationalization strategy, enterprises can expand their business to different countries and regions and diversify market risks. When the domestic market faces problems such as high technological innovation requirements, high R&D costs and low returns, it can seek growth opportunities by entering new international markets, reduce dependence on a single market and improve the enterprise's risk-resistant ability. The internationalization strategy can help enterprises to obtain advanced foreign technology, capital and human resources, make up for the problem of insufficient level of domestic technological innovation, reduce R & D costs, and improve technological innovation ability. At the same time, it can also take advantage of the resources of the international market, such as obtaining high-quality raw materials, exploring new supply chain partners and so on. With the internationalization strategy, enterprises can

promote their brands to the international arena and enhance their brand influence and competitiveness. Establishing a good brand image in the international market can help enterprises attract more consumers and partners and improve the market recognition and reputation of their products. The internationalization strategy is of great significance for enterprises to overcome problems such as high requirements for technological innovation, high R&D costs, and uncertain trade policies, which helps to improve their competitiveness and risk-resistance, and achieve long-term sustainable development.

In Thailand, CP Group products can be found everywhere, in addition to being Thailand's leading agricultural enterprise is also Thailand's largest giant multinational enterprises, at present, the Group's business is mainly distributed in Thailand, China, Hong Kong, Taiwan, the United States, Turkey, Portugal, Indonesia, Singapore, Malaysia, India, Vietnam and other more than 20 countries and regions, with a staff of nearly 200,000 people, and an annual revenue of more than 20 billion U.S. dollars. Annual revenue of more than 20 billion U.S. dollars (Carpenter et al., 2022; Wen, 2022). More than 400 companies under it. Starting out as an agricultural enterprise, in the process of continuous expansion of the enterprise, Chengtai has been looking for new market opportunities through the strategies of horizontal integration and vertical integration at the same time. It usually focuses on the use of local market knowledge to find new trial production opportunities, because of the lack of technological knowledge, it uses open innovation methods to solve these problems, such as the use of technology from external companies, especially from the world's leading specialized in a particular area of research on a particular technology to purchase technical knowledge. The internationalization of CP Group has become an important way of enterprise development. However, in the process of internationalization, CP Group faces the problems of insufficient independent innovation ability, insufficient exploitation of target market potential and insufficient influence of internationalized enterprise brand, etc. How to realize the breakthrough of these problems has become a major challenge for CP Group. How to realize the breakthrough of these problems has become an important research content for the internationalization of agricultural products of CP Group. Therefore, this study takes the research on the influencing factors of the internationalization marketing strategy of CP Group's agricultural products as the content. This study helps CP Group to understand the challenges and opportunities of the internationalized brand building of agricultural products in a more comprehensive and in-depth way, so as to formulate a more effective strategic planning and implementation plan.

1.2 Questions of the Study

In the context of economic globalization and expanding openness, it is necessary to make full use of resources, actively absorb and learn from foreign advanced scientific and technological achievements, and expand and deepen international

scientific and technological exchanges and cooperation. The strategy of internationalization of agricultural products is of great significance in accelerating the transformation of the scientific and technological innovation mode of agricultural products to open innovation. At present, many agricultural countries lack technical processing capacity and can only rely on the external environment of technology, science and technology and innovation to develop (Wen, 2022). The internationalization strategy has become an important strategy for the development of regional agricultural enterprises. In order to enhance competitiveness, agro-industries need not only key technologies, capital and markets, but also the support of a sound internationalization strategy that promotes competition and ensures a stable supply of raw materials. In addition, research and development in the areas of business model innovation, strong institutional setup and adequate support services, quality and safety standards and information systems are the main guarantees to promote the improvement of agro technology.

This study intends to take the international development of Zhengda Enterprise Group as the background, analyze in depth the development overview, internationalization process and competitive situation of CP Group, elaborate the self-carrying business model and individualistic service concept of CP Group, and analyze the combinations and choices in the internationalization process of CP Group from the perspectives of independent innovation, target market, corporate brand, marketing channels, etc., to reveal its unique operational characteristics and organizational It also analyzes the combinations and choices of CP Group in the process of internationalization from the perspectives of independent innovation, target market, enterprise brand and marketing channels, reveals its unique operation characteristics and organization, and explores its differentiated marketing methods. Finally, we try to analyze and evaluate the international marketing strategy of CP Group in order to make reference to the development of enterprises in the same industry.

1.What are the factors influencing the internationalized marketing strategy of agricultural products of CP Group?

2. Do self-innovation, target markets, corporate brand, marketing channels affect the internationalized marketing strategy of agricultural products of CP Group?

1.3 Objectives of the Study

The research on the factors influencing the internationalization strategy of agricultural products of CP Group can help to understand the competitive environment of the international market, grasp the market opportunities, and formulate effective competitive strategies. The study of the factors influencing the internationalization strategy can effectively reduce the risks faced by the CP Group in the process of internationalization, such as policy changes and market fluctuations.

The study of factors influencing internationalization strategy can realize the more effective allocation of resources by the CP Group, selecting the most promising international markets and products, and improving the efficiency of resource utilization. The study of factors influencing internationalization strategy can provide decision makers with more information and data support, which can help make more informed decisions (Gao et al., 2019). The international market environment changes rapidly, and the study of influencing factors can help CP Group adjust its strategy in time to adapt to market changes and maintain competitiveness. Research on the factors influencing the internationalization strategy of agricultural products is crucial for CZG to formulate an effective internationalization development strategy and maintain its competitive advantage. Therefore, combined with the above analysis the purpose of this study is:

1. To explore the influencing factors that affect the internationalized marketing strategy of agricultural products of CP Group?
2. To determine whether self-innovation, target markets, corporate brand, marketing channels affect the internationalized marketing strategy of agricultural products of CP Group?

1.4 Scope of the Study

The population for the study of factors influencing the internationalization strategy of agricultural products of CP Group is the members of the international program of CP Group. The research population needs to have the necessary conditions. The survey sample for the study of factors influencing the internationalization strategy of agricultural products of CP Group should have educational background and professional knowledge in related fields, research experience and data analysis ability, understanding of the agricultural products industry and problem solving ability, as well as good communication skills and teamwork spirit, to provide all-around support for the development and implementation of the internationalization strategy of agricultural products of CP Group. The study period is from September 1, 2023 to January 1, 2024. A questionnaire was used to collect information during the study. The questionnaire contained two main sections. The first part is the basic information about the survey sample. The second part is about self-innovation, target markets, corporate brand, marketing channels, internationalized marketing strategy.

1.5 Significance of the Study

The study of the influencing factors of the internationalization strategy of agricultural products of CP Group has practical significance by studying the influencing factors in depth, it can provide scientific basis and guidance for the development of the internationalization strategy of agricultural products of CP Group, and help the enterprise to better grasp the opportunities of the international market

and formulate adaptable strategic decisions. By studying the influencing factors of the internationalization of agricultural products, we can more accurately assess the market demand and the competitive environment, so as to optimize the allocation of resources, improve the efficiency of resource utilization, reduce operating costs and enhance the competitiveness of enterprises. Understanding the various influencing factors can help enterprises adjust their strategies and tactics in a timely manner to cope with the changes and risks in the international market, reduce operational risks and safeguard the sustainable development of enterprises (Gao et al., 2019). By studying the influencing factors of the internationalization of agricultural products, new market opportunities and potential customer groups can be identified, providing support and guidance for enterprises to expand the international market, and promoting business expansion and market share growth. By understanding the needs and trends of the international market, we can target to improve product quality, develop new products, optimize product positioning and brand marketing, and enhance product competitiveness and market share. By studying the influencing factors of the internationalization of agricultural products, we can promote industrial upgrading and technological innovation, enhance the comprehensive strength and international competitiveness of enterprises, and promote the development of the whole industry to a higher level. The practical significance of the study on the influencing factors of the internationalization strategy of agricultural products of the CP Group lies in guiding strategic decisions, optimizing resource allocation, reducing business risks, expanding the international market, enhancing product competitiveness, and promoting industrial upgrading, so as to provide support and guarantee for the sustainable development and internationalization process of the enterprise (Broughel & Thierer, 2019).

The research on the factors influencing the internationalization strategy of agricultural products of CP Group has theoretical significance. Through the research on the factors influencing the internationalization strategy of agricultural products, it can provide new ideas and theoretical frameworks for the theoretical construction of related fields, and enrich and develop academic theories. The research results will provide new knowledge and insights in the field of internationalization of agricultural products, which will help increase the understanding and awareness of the field and promote the accumulation and dissemination of disciplinary knowledge. Through empirical research, the applicability and validity of existing theories in the field of agricultural product internationalization can be verified, providing empirical evidence for the academic community and enhancing the credibility and reliability of theoretical research. The research results will provide new ideas and directions for the theoretical exploration of the factors influencing the internationalization strategy of agricultural products, expand the field and depth of academic research (Broughel & Thierer, 2019), and promote in-depth discussion and research in this field in the academic community. The research results may bring new theoretical perspectives and innovative theoretical frameworks to the field of internationalization of agricultural products, provide new research ideas and methods for academics, and promote the

innovation and development of disciplinary theories. The research on the influencing factors of the internationalization strategy of agricultural products of CP Group is of great value in theoretical significance, and can provide important support and impetus to the theory construction, knowledge accumulation, theory verification, theory exploration and theory innovation in the related fields.

1.6 Conceptual and Operational Definition

Self-innovation: The operational definition of this variable may include the innovative behavior of firms in developing new products, adopting new technologies, and improving production processes on their own during the internationalization of agricultural products. It can be measured by indicators such as the firm's internal innovation investment, R&D expenditure, and the speed of new product introduction.

Target Markets: The operational definition of this variable may include the scope and characteristics of the international target markets chosen by the enterprise, including market size, growth potential, consumption habits, and competitive conditions. It can be determined through market research, market share, sales data, etc.

Corporate Brand: The operational definition of this variable may include the firm's brand awareness, image and reputation in the international market, as well as the firm's brand positioning and market perception in the target market. It can be assessed through brand awareness surveys, consumer surveys, marketing campaign effectiveness, etc.

Marketing Channels: The operational definition of this variable may include the type of marketing channels, channel structure, channel distribution, etc., chosen by the firm in the international market. It can be determined by analyzing sales channels, agent relationships, logistics and distribution, etc.

The operational definition of this variable may include the marketing strategy and plan developed by the enterprise for the international market, including product positioning, pricing strategy, promotion strategy, channel strategy and other aspects. This can be understood by analyzing the firm's marketing plans, marketing budgets, marketing campaigns, etc.

Chapter 2 Literature Review

2.1 Introduction

The literature review of this study is based on Comparative Advantage Theory and International Marketing Theory to analyze influencing factors of the internationalized marketing strategy of agricultural products of CP Group. Through the literature review, the influencing factors of the internationalized marketing strategy of agricultural products of CP Group are clarified. Based on the analysis and conclusions of related studies, the conceptual model of this study is constructed to determine the relationship between self-innovation, target markets, corporate brand, marketing channels and internationalized marketing strategy of Agricultural Products of CP Group.

2.2 Literature Review

2.2.1 Internationalization

Internationalization refers to the international flow of products and production factors, and the behavior of enterprises consciously pursuing international markets. Generally speaking, the motive for enterprises to enter the international market is to expand overseas markets, increase the global coverage and influence of their products and brands, and promote the long-term development of enterprises. Nowadays, the market is getting bigger and bigger, the world is getting smaller and smaller, and the process of economic globalization is developing rapidly (Ali, 2019), prompting the international trade integration and trade activities to become richer and richer. In the face of the competition of the strongest in the international economic environment, the enterprise's market positioning and development has become particularly important, which not only needs to consider the challenges, threats, and opportunities of the external environment, but also to familiarize itself with the strengths and weaknesses of the organization and management in the internal environment, so as to choose the markets with potential and competitive advantages other than the domestic market. Therefore, internationalization has become an inevitable trend and choice for more and more enterprises (Autio, 2017).

2.2.2 Internationalization of Operations

Internationalized management is the enterprise directly facing the international market to carry out business activities, the market scope of business activities to the international market, including the internationalization of production, product internationalization, marketing internationalization, capital internationalization, R & D internationalization, internationalization of human resources and other content.

In macroeconomics, the enterprise internationalization behavior can increase the country's foreign exchange income (Autio, 2017), promote the national industrial structure adjustment, and enhance the innovation technology, but the complexity and difference of the international economic environment, the test of the enterprise is very severe, for the market variability, the enterprise should have a very strong comprehensive strength and resilience, so that it can survive and develop in the complex external environment. Therefore, enterprises need to formulate and implement suitable and correct international business strategies, fully weigh the risks and opportunities of the market, and make long-term, integrated considerations and decisions.

The strategy of internationalization of an enterprise should be based on the overall strategy as the general direction of the enterprise's internationalization development, and the various aspects at different levels should be composed into a field-type strategy structure, which will form a complete strategy system in combination (Korsakienė et al., 2015). Overall strategy is the long-term and overall goal planning in the process of enterprise's future development, which is the strategy at the highest level and the highest standard for the coordination of enterprise's international operation management. According to the enterprise's objectives, the overall strategy needs to rationally allocate and fully utilize the resources needed for the enterprise's operation (Peng, 2020), do a good job in the overall coordination of the enterprise's international operation process, and is the embodiment of the enterprise's culture and values. Each branch under the overall strategy is a single strategy, such as market strategy, corporate culture strategy, product strategy, competition strategy or technological innovation development strategy, etc. It is under the direction of the overall strategy, guiding and managing the operation process of the specific departments or units of the plans and actions for the overall development of the enterprise, and at any time according to the changes in the external environment and the changes and planning, so that the enterprise's effective market to play a competitive advantage.

2.2.3 Comparative Advantage Theory

(1) Definition of Comparative Advantage Theory

The theory of comparative advantage holds that even if a region produces and sells a lot of commodities and all of them have absolute advantages, it should choose the commodities with the biggest relative advantages to produce and sell, on the contrary, even if all commodities have disadvantages, it can also make profits by choosing the commodities that have the smallest disadvantages and the biggest relative advantages to produce and sell (Dong & Wong, 2016), and through the effective production of certain commodities in each region and then carry out the international exchange to reach the

international trade, then both sides can get more economic benefits from it. Through the effective production of certain commodities in each region and then international exchange to achieve international trade, then both sides can obtain more economic benefits from it. The development and management of enterprises also follow this theoretical principle, enterprises should clearly define their own relative advantages, and utilize their resource advantages, management advantages or commodity advantages to obtain enterprise benefits, and give full play to their competitive advantages in the development of the international market (Minondo, 2017).

(2) Self-innovation

In the theory of comparative advantage, internationalization strategy refers to the strategy of an enterprise to expand its market and resource base by crossing national boundaries. Autonomous innovation, on the other hand, refers to an enterprise's ability to carry out independent research and development and innovation in technology, products and management in order to enhance competitiveness and added value. First of all, independent innovation can help enterprises improve productivity and product quality in the process of internationalization. Through independent innovation, enterprises can continuously improve production technology and processes, increase production efficiency and reduce costs (Bakhshinejad & Hassanzadeh, 2012), so as to provide more competitive products and services. At the same time, independent innovation can also help enterprises improve product design and function, improve product quality and performance, so as to win the favor of consumers. Secondly, independent innovation can enable enterprises to obtain higher premiums in the international market and create higher added value for them. In the international market, consumers are usually more willing to buy products with unique technology or innovative design and are willing to pay higher prices for them. Through independent innovation, enterprises can develop unique products or technologies to win the recognition and trust of consumers, thus realizing premium sales and increasing the added value of their products. In addition, independent innovation can help enterprises build a stronger brand image and reputation in the international market. By continuously carrying out independent innovation, enterprises can build up a brand image with leading technology and strong innovation ability, and win the trust and support of consumers and investors. This helps enterprises to establish competitive barriers in the international market and enhance the brand's influence and market position (Bakhshinejad & Hassanzadeh, 2012; Dong & Wong, 2016; Minondo, 2017).

Self-innovation plays a crucial role in the implementation of internationalization strategy of enterprises. It can not only help enterprises improve production efficiency and product quality and enhance competitiveness, but also win higher premiums and added values for enterprises, and shape stronger brand images and reputations, thus providing key support for enterprises to succeed in the international market. Therefore, enterprises should attach great importance to independent innovation when

implementing their internationalization strategies and continuously strengthen their innovation capacity in order to enhance their competitiveness and position in the international market.

(3) Target Markets

In the theory of comparative advantage, the target market chosen by a firm when implementing its internationalization strategy affects it in many ways. Market size and growth rate affect product demand and sales opportunities. When choosing a target market, an enterprise will consider the size and growth rate of the market. A large market means greater sales opportunities, while a high growth rate market may bring faster market expansion and sales growth. The degree of competition in a market affects market positioning and competitive strategy (Bakhshinejad & Hassanzadeh, 2012). Different markets have different levels of competition; some may be highly competitive while others may be relatively stable. Firms will adjust their market positioning and competitive strategies according to the level of competition in the target market to ensure that they can gain a competitive advantage in that market. The cultural and legal environment of a market influences marketing and compliance requirements.

Different countries and regions have different cultural and legal environments, which will affect the marketing strategy and compliance requirements in the target market. Companies need to adjust their product positioning, advertising content and sales methods according to the cultural and legal environments of their target markets to ensure compliance with local cultural habits and laws and regulations (Lectard & Rougier, 2018). Market demand structure and characteristics affect product pricing and product design. Consumers in different markets have different demand structures and characteristics, and companies need to adjust their pricing and product design according to the demand structure and characteristics of the target market. Some markets may be price-sensitive, while others pay more attention to product quality and functionality. The target markets that an enterprise chooses when implementing its internationalization strategy will affect it in a variety of ways, including product demand and sales opportunities, market positioning and competitive strategies, marketing and compliance requirements, as well as product pricing and product design. Therefore, companies need to consider all factors when selecting target markets and develop appropriate market entry strategies and marketing plans to ensure success in international markets.

2.2.4 International Marketing Theory

(1) Definition of International Marketing Theory

The business objective of the enterprise is profit, enterprises in the local business activities are more domestic marketing strategy, its market scope is slightly smaller, the group is more fixed, so the corresponding marketing mix has a lot of similarity, and when

an enterprise engaged in transnational international marketing activities, its scope from the domestic market to expand to the international market, facing the environment, government decision-making, economic systems, culture, consumer groups, etc (Katsikeas, 2003). More complex, at this time, the enterprise should start from the international marketing theory, develop and implement suitable marketing mix strategy, this global marketing strategy can make the internationalized enterprises to obtain great success and strive for more market share. Enterprises choose to enter the international market shows that its products have advantages over other enterprises' products, have a precise and appropriate market positioning can make the enterprise image unique in other markets, effectively enhance the international competitiveness of enterprises. According to different market segments identified by the target market can develop a variety of marketing mix, enterprises should be based on the overall environment of the market with the most appropriate marketing strategy to maximize the profitability of enterprise value. International marketing mix strategy is divided into product strategy, price strategy, channel strategy, promotional strategy, which contains the product brand strategy, product mix strategy, pricing strategy, distribution channels, product design and innovation, advertising and promotion of personnel and other aspects of the visible enterprise marketing strategy mix has a variety of selective (Clark et al., 1996).

(2) Corporate Brand

In international marketing theory, corporate branding has a significant impact on the implementation of an enterprise's internationalization strategy. The visibility and recognition of a company's brand in the international market is crucial to the success of its internationalization strategy. A recognizable brand can help a company to build consumer trust and loyalty faster in new markets, thus increasing market share and sales. The image and values of a company's brand also play an important role in international markets (Klaus et al., 2021). A positive brand image and positive values can attract more consumers and win their trust and support. On the contrary, a negative brand image or bad values may negatively affect a company's image and reputation in the international market and even its sales performance.

The positioning and differentiation of a company's brand is also crucial in the international market. Through clear brand positioning and differentiation strategies, an enterprise can stand out in the fierce market competition, attract more consumers and establish a competitive advantage. Enterprises need to pay attention to brand management and consistency in the process of internationalization. Ensuring the consistency of brand communication and performance in different countries and regions can help enterprises establish a unified brand image and recognition in the international market, and improve the influence and competitiveness of the brand (Clark et al., 1996; Klaus et al., 2021). Corporate branding has an important impact on the implementation of internationalization strategy of enterprises in international marketing theory. Through the establishment of good brand image and recognition, clear brand positioning and differentiation strategy, as well as effective brand

management and consistency control, enterprises can achieve competitive advantage in the international market and realize sustainable growth and development.

(3) Marketing Channels

In international marketing theory, marketing channels have an important impact when companies implement internationalization strategies. The choice of marketing channels affects the market coverage of an enterprise in the international market. Enterprises need to choose marketing channels suitable for the target market, including direct sales, agents, distributors, e-commerce, etc., in order to maximize market coverage and sales growth. The choice of marketing channels affects the accessibility and sales efficiency of products in international markets (Patwary et al., 2022). Effective marketing channels can help companies deliver their products to target markets quickly, increase the efficiency of product sales, and satisfy consumer demand. Marketing channels also influence the image and reputation of a company's brand in the international market. Working with high-quality channels can enhance the corporate brand image and reputation and attract more consumers, while working with low-quality or bad channels may damage the corporate brand image and reputation.

Different marketing channels have different market response speeds and flexibility. Some channels may be more flexible and quick to respond to market changes, while others may be slower to respond and take longer to adjust and adapt to changes in market demand. Different marketing channels can result in different levels of cost and profitability. Some channels may have lower costs but lower profits, while others may have higher costs but higher profits. Companies need to consider both cost and profit factors to choose the marketing channel that best suits their strategy and market demand. Marketing channels have an important impact on the implementation of internationalization strategy of enterprises in international marketing theory. Correct selection and management of marketing channels can help enterprises achieve market coverage and sales growth, enhance brand image and reputation, respond quickly to market changes, maximize cost-effectiveness, and thus gain competitive advantage in the international market (Klaus et al., 2021; Patwary et al., 2022).

2.3 Research Relevant

With regard to the study of "internationalization", economists from various countries have put forward different theories through their research, and the theories related to the internationalization of enterprises mainly include the theory of outward foreign direct investment from developed or developing countries, the theory of trade-based transnational operation, the theory of transnational operation of foreign direct investment (Dominguez & Mayrhofer, 2017), and the transnational operation strategy of the enterprise at the stage of international development. Theories of internationalization management although the theory of internationalization management is very mature, the applied research on agricultural products and enterprises is still in the shallow development stage, and there are

not many research results (Cui & Xu, 2019).

In the 1970s, the theory of internationalization stage was proposed that enterprises would inevitably face political, cultural and social difficulties and pressures when entering a new market, and therefore the following aspects need to evolve and change in the process of entry: export stage and scale, establishment of overseas subsidiaries (Puthusserry et al., 2019), and overseas production and manufacturing. International production requires ownership, location and internalization advantages, and different combinations of these three can affect a firm's internationalization. Therefore, a single factor cannot be considered, but rather an organic combination of all three, depending on the specific context. Transaction cost theory, which suggests that multinational corporations utilize their ownership of companies. According to this theory, when an enterprise enters the international market, it usually looks for partners in related fields, and this behavior inevitably involves the signing of contracts or certificates of commitment, etc., so it is necessary to fully consider whether the other party has an opportunistic ideology (Phillips McDougall et al., 2019), so that the enterprise will be burdened with negative impacts at some point in the future. Therefore, in order to fully avoid this potential risk, enterprises will consider choosing OFDI when entering the international market (Yang et al., 2020).

By combing through the literature, it is found that the ability to develop the right international marketing model is a key factor in the success or failure of a firm, and that each step, from the selection of the target market, to the mode of international market entry, to the international marketing strategy adopted, is crucial (Frankel, 1994). It is especially important for enterprises to develop a set of international marketing model that meets their actual needs in the face of different competitive environments brought about by various differences in different regions. From different perspectives of theoretical research, the existing literature focuses more on a certain point of the enterprise's international operation, and less on the enterprise's international marketing model (Finger & Willett, 1982). However, the reasons for the expansion of profitability of enterprises in internationalized marketing are not determined by just one point. Therefore, this paper researches the factors affecting international marketing, studies the way of internationalization of agricultural products of CP Group from the international marketing strategy, and provides rationalized opinions and suggestions to be able to be invincible in the international competition.

2.4 Conceptual Framework

In this study, in order to fully analyze the influencing factors of the internationalized marketing strategy of agricultural products of CP Group. The independent variables in the model include self-innovation, target markets, corporate brand, marketing channels; the dependent variable is internationalized marketing strategy. The relationship between the variables was determined by constructing the model. The above analysis summarizes the Conceptual framework of this study. As shown in Fig2.1.



Figure 2.1 Conceptual framework

Chapter 3 Research Methodology

3.1 Introduction

The quantitative method was adopted in this study. The research being conducted concentrates on the aspects that influence CP Group's internationalized marketing strategy for agricultural products. The independent factors in the research model, which are based on the Comparative Advantage Theory and International Marketing Theory, are self-innovation, target markets, corporate brand, and marketing channels, whereas the dependent variable is internationalized marketing strategy. In order to improve the rigor and scientific method of this research, before gathering details, the conceptual framework of CP Group's data and information on self-innovation, target markets, corporate brand, and channels of advertising is unified as a reference to construct a questionnaire that has been approved. The research sample and sample size were established based on the purpose of the research, while information collection was conducted via mail. Before examining the connection between variables and doing hypothesis testing, the validity and reliability of the acquired data must be assessed. The data's reliability was assessed using Cronbach's alpha. The Kaiser-Meyer Measure of Sampling Adequacy (KMO) was used to assess validity, as was Bartlett's Test of Sphericity. This study used a survey to obtain data. The sample data was gathered via a Likert 5-point scale.

3.2 Research Design

Quantitative research is used in the course of this study. The influencing factors of the internationalized marketing strategy of agricultural products of CP Group is taken as the research object. According to Comparative Advantage Theory and International Marketing Theory the important factors affecting marketing strategy include four aspects which are self-innovation, target markets, corporate brand, marketing channels.

Self-innovation capability mainly investigates whether CP Group, compared with its competitors in the field of agricultural products, has demonstrated a higher degree of self-innovation capability in the internationalization of agricultural products, a stronger development team, better quality and yield enhancement capabilities, as well as active promotion of and investment in innovation projects. The corresponding question items were designed for each variable and the items were coded as shown in Table 3.1.

Table 3.1 The Self-innovation measurement item

Variable	Measurement item	NO.
Self-innovation	1. in the strategy of internationalization of agricultural products, the degree of independent innovation of CP Group is higher?	Q1
	2. the R&D team of CP Group has a higher level of innovation in the internationalization of agricultural products?	Q2
	3. the level of innovation of CP Group in the field of agricultural products is higher compared with its competitors?	Q3
	4. the CP Group uses advanced technologies and methods to improve the quality and yield of agricultural products?	Q4
	5. In the process of internationalization of agricultural products, is the CP Group actively promoting and investing funds in innovation projects?	Q5

In terms of target markets, investigate whether the CP Group has set clear international market objectives, selected international markets based on its core competitiveness and product characteristics, comprehensively considered market size, growth potential and competitive conditions, established cooperative relationships and adopted personalized marketing strategies. The corresponding question items were designed for each variable and the items were coded as shown in Table 3.2.

Table 3.2 The Target Markets measurement item

Variable	Measurement item	NO.
Target Markets	6. the CP Group has set clear goals for specific international markets?	Q6
	7. the selection of international markets by CP Group matches its core competencies and product characteristics?	Q7
	8. in selecting international markets, did the CP Group consider market size, growth potential, and competitive conditions?	Q8
	9. has the CP Group established good cooperative relationships with key stakeholders in the target markets?	Q9
	10. the CP Group has adopted personalized marketing and sales strategies for different target markets?	Q10

In the area of corporate branding, it measures whether the CP Group's brand has a clear positioning and core value proposition, and whether it is recognized and trusted in the international agricultural market. Whether the CP Group actively manages its image and conducts marketing and branding activities. The corresponding question items were designed for each variable and the items were coded as shown in Table 3.3.

Table 3.3 The Corporate Brand measurement item

Variable	Measurement item	NO.
Corporate Brand	11. the brand of CP Group is well recognized in the international agricultural market?	Q11
	12. CP Group's brand image is recognized and trusted by consumers in international markets?	Q12
	13. Is there a clear brand positioning and core value proposition?	Q13
	14. CP Group actively manages and maintains its brand image in the process of internationalization?	Q14
	15. Does the CP Group use marketing and branding activities to enhance its brand influence in the international market?	Q15

In terms of marketing channels, Measuring CP Group adopts high-coverage and high-efficiency marketing channels in the international agricultural market or not, and has established strong cooperative relationships with retailers and distributors. Whether it adopts a combination of online and offline channels for internationalization. The corresponding question items were designed for each variable and the items were coded as shown in Table 3.4.

Table 3.4 The Marketing Channels measurement item

Variable	Measurement item	NO.
Marketing Channels	16. What kinds of marketing channels does the CP Group use in the international agricultural market?	Q16
	17. marketing channels have high coverage and effectiveness in international markets?	Q17
	18. CP Group has established strong cooperative relationships with international retailers and distributors?	Q18
	19. CP Group has adopted a marketing strategy that combines online and offline channels?	Q19
	20. In the process of internationalization, CP Group continues to optimize and adjust its marketing channels to meet market demands?	Q20

The study evaluates the high implementation of CP Group's international marketing strategy in its agricultural products, its impact on sales performance, brand

recognition, sales growth, market share increase, long-term partnerships, and adaptability to competition and market changes. It also assesses the strategy's flexibility and adaptability in response to market changes. The corresponding question items were designed for each variable and the items were coded as shown in Table 3.5.

Table 3.5 The Internationalized Marketing Strategy measurement item

Variable	Measurement item	NO.
Internationalized Marketing Strategy	21. The degree of implementation of international marketing strategy in the internationalization process of CP Group's agricultural products is high?	Q21
	22. Does the internationalization marketing strategy of CP Group have a significant impact on the sales performance of its agricultural products in the international market?	Q22
	23. Does the internationalized marketing strategy effectively enhance the brand recognition of the CP Group's agricultural products in the target market?	Q23
	24. Can the internationalized marketing strategy of CP Group achieve sales growth and market share increase in the target market?	Q24
	25. Does the international marketing strategy play a significant role in facilitating the establishment of long-term and stable partnerships in the international market for the CP Group's agricultural products?	Q25
	26. Is the flexibility and adaptability of CP Group's internationalized marketing strategy high in response to competition and changes in the international market?	Q26

3.3 Population and Sampling

The population for the study of factors influencing the internationalization strategy of agricultural products of CP Group is the members of the international program of CP Group. The research population needs to have the necessary conditions. The survey sample for the study of factors influencing the internationalization strategy of agricultural products of CP Group should have educational background and professional knowledge in related fields, research experience and data analysis ability, understanding of the agricultural products industry and problem solving ability, as well as good communication skills and teamwork spirit, to provide all-around support for the development and implementation of the internationalization strategy of agricultural products of CP Group. Therefore, the random sampling method is used for sample selection, of which the sample size is based on the calculation.

$$n = \frac{(z)^2(\pi)(1 - \pi)(N)}{(z)^2(\pi)(1 - \pi) + (N)(e)^2}$$

Calculated by the sample formula, collect data values for the quartile of the standard normal distribution, for the confidence level generally take the value of 95%. The sample size is 449.12, and Yamane's reliability is 95% ($f = \pm 5\%$) with various errors; the sample size is 450. Therefore, this study requires a random sample of 450 CP Group responsible for ensuring that the difference between the sample mean and the overall mean at the 95% confidence level is not more than 0.5. For the random sampling method, an online survey will be conducted using Questionnaire Star for questionnaire distribution, and the sample will be drawn randomly from the overall population.

3.4 Hypothesis

According to the literature review and related theory analysis, the study constructs a research model to elaborate the interrelationship between each variable. The influencing factors of Internationalized Marketing Strategy of Agricultural Products of CP Group are self-innovation, target markets, corporate brand, marketing channels. The relationship between variables is set through hypotheses. Therefore, hypotheses are formulated:

H1: Self-innovation has a significant positive effect on the internationalized marketing strategy of agricultural products of CP Group.

H2: Target Markets has a significant positive effect on the internationalized marketing strategy of agricultural products of CP Group.

H3: Corporate Brand has a significant positive effect on the internationalized marketing strategy of agricultural products of CP Group.

H4: Marketing Channels has a significant positive effect on the internationalized marketing strategy of agricultural products of CP Group.

Combined with the above analysis, the hypothesis model of influencing factors of the internationalized marketing strategy of agricultural products of CP Group is constructed, and the interrelationship between each variable is confirmed. See figure 3.1.

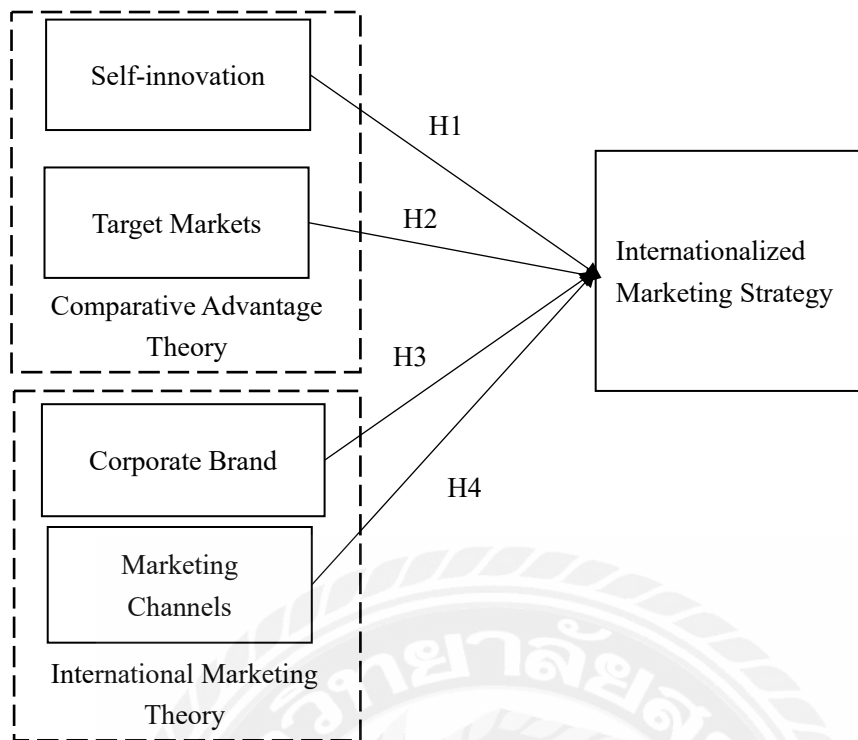


Figure 3.1 Hypotheses

3.5 Data Collection

The data for this study were collected mainly through the following channels.

1) The group's official website to check its historical summary, major businesses and products and some public materials such as announcements of listed companies, annual reports: such as the official website of the CP Group, the official website of the Zhengda Food, the official website of the Zhengda Retail, the official website of the Zhengda Telecom, the annual reports from 2019 to 2023, and other websites.

2) Access to relevant news, media reports, transcripts of interviews with people, and experts on the family business: e.g. Nikkei Asian News, Thai media news (CP-Enews, Thairath, Bangkokbiznews, Longtunman, Brandinside Asia, BrandBuffet, etc.).

3) In order to accurately collect the information needed for this study, this paper summarizes the research, derives the elements of analysis, and then designs a questionnaire. Due to the very large size of the CP Group, I conducted the search for the survey respondents in a period of four months (September 1, 2023 to January 1, 2024.) By requesting emails, phone calls, and referrals from friends. The members of the international program participation of the CP Group were contacted and each of the surveyed employees were very careful to recommend to be able to answer the questionnaire questions of this study, each in a different position and subsidiary. The

survey sample for the study of factors influencing the internationalization strategy of agricultural products of CP Group should have educational background and professional knowledge in related fields, research experience and data analysis ability, understanding of the agricultural products industry and problem solving ability, as well as good communication skills and teamwork spirit, to provide all-around support for the development and implementation of the internationalization strategy of agricultural products of CP Group. After counting, 450 electronic questionnaires were distributed and 397 valid questionnaires were recovered, with a recovery rate of 88.22%.

3.6 Data Analysis

3.6.1 Reliability

The statistics obtained had been structured and filtered. The values that were unavailable in the research data were eliminated, and the variables that had been attributed to the study were entered into SPSS for research. Utilizing Cronbach's alpha coefficient to examine the reliability and validity of the information provided in this article, we are able to identify whether the study's purposes and objectives are likely to be performed by means of the queries that make up the questionnaire for the study, reflecting the validity of this paper's research, as well as whether the answers and the results themselves are trustworthy.

The questionnaire's reliability assessment is designed to establish whether the responses to the surveys utilized in this study are steady and trustworthy, independent of whether the information being analyzed is legitimate or not. Cronbach's alpha coefficient may indicate whether or not reliability exists. When the calculated percentage is greater than 0.8, the research's reliability improves; when the generated coefficient is between 0.6 and 0.8, the validity of the survey is usually acceptable; whereas when the gathered factor is beneath 0.6, the questionnaire's reliability fails to meet the demands.

The Cronbach's alpha coefficient of Self-innovation is 0.894, the Cronbach's alpha coefficient of Target Markets is 0.869, the Cronbach's alpha coefficient of Corporate Brand is 0.871, and the Cronbach's alpha coefficient of Marketing Channels is 0.872. Cronbach's alpha coefficient of Internationalized Marketing Strategy is 0.872. All of them are in the range of 0.8~0.9, which indicates that the reliability of this paper's questionnaire is better, and then the validity can be further analyzed. This indicates that the reliability of the questionnaire of this survey study is very good, as shown in Table 3.6.

Table 3.6 Variate reliability test

Variate	Cronbach's Alpha	N of Items
Self-innovation	0.894	5
Target Markets	0.869	5
Corporate Brand	0.871	5
Marketing Channels	0.872	5
Internationalized Marketing Strategy	0.872	6

3.6.2 Validity

The information collected throughout the registration form ought to be accurate and trustworthy. In the current study, the requirements were met in line with the reliability evaluation, and the validity of the form was evaluated. To verify whether or not validity is possible, the resultant measurement of KMO is usually used alongside Bartlett's sphericity assessment. If the coefficient of measurement (KMO) recorded is greater than 0.8, it indicates that the device in question is suitable for the analysis of data. If the value of the KMO varies between 0.6 and 0.8, the entire questioning research result is usually satisfactory.

When the coefficient of determination (KMO) number is below 0.6, the answers provided in the questionnaire's research information are unacceptable. A sig level that is close to 0.05 suggests a strong correlation utilizing Bartlett's sphere test. In keeping with the findings of the study's study that examined the data, all parameters were checked for validity, and the value of the coefficient of objectivity (KMO) is 0.942, which is greater than 0.8, suggesting that the questionnaire's research data is highly appropriate. Sig was significant in Bartlett's sphericity test. During analysis, it is obvious that the developed variable modeling can be subjected to confirmation factor evaluation (CFA). As a result, this information was evaluated by CFA.

The significance of a public factor is determined by its ability to explain the total variance of all original variables. Factor analysis uses variance contribution ratios and total variance contribution rates to measure the explanatory power of the factors. A variance contribution rate greater than 60% indicates acceptable explanatory power, while over 80% indicates good explanatory power. The result of factor analysis for each variable was informed that the cumulative The result of factor analysis for each variable was informed that the cumulative explanatory rate of self-innovation, target markets, corporate brand, marketing channels was 66.402% respectively, which is greater than 0.5. It indicates that the overall validity of the questionnaire is good.

Table 3.7 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.942
Bartlett's Test of Sphericity	Approx. Chi-Square	5843.875
	df	325
	Sig.	0.000

Table 3.8 Total Variance Explained

Total Variance Explained								
Component	Initial Eigenvalues		Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	40.530	40.530	10.53	40.530	40.530	3.812	14.662	14.662
2	8.143	48.673	2.117	8.143	48.673	3.466	13.333	27.994
3	6.439	55.113	1.674	6.439	55.113	3.371	12.965	40.959
4	5.978	61.091	1.554	5.978	61.091	3.334	12.823	53.782
5	5.311	66.402	1.381	5.311	66.402	3.281	12.620	66.402
6	2.656	69.058						
7	2.425	71.483						
8	2.293	73.776						
9	2.196	75.972						
10	1.971	77.943						
11	1.952	79.895						
12	1.875	81.770						
13	1.780	83.550						
14	1.755	85.305						
15	1.638	86.943						
16	1.605	88.548						
17	1.393	89.941						
18	1.371	91.313						
19	1.338	92.651						
20	1.254	93.905						
21	1.179	95.084						
22	1.116	96.200						
23	1.069	97.270						
24	0.936	98.206						
25	0.911	99.116						
26	0.884	100.00						

Factor analysis results are critical for each factor. The rotation of the factor weighting matrix emphasizes the relationship between variables, whilst factors are inverted for easier grouping. The maximum variance approach eliminates asymmetry in questions and calculates maximum amplitude. Through the results of Table 3.8, it can be learned that a total of six factors were extracted, and each variable has a large loading on only one common factor, while the loadings on the other common factors are small, which indicates that each variable has a better but differentiated validity.

Table 3.9 Rotated Component Matrix

	1	2	3	4	5
Q1	0.172	0.779	0.215	0.197	0.231
Q2	0.189	0.704	0.192	0.178	0.249
Q3	0.206	0.775	0.149	0.190	0.150
Q4	0.153	0.729	0.214	0.161	0.179
Q5	0.155	0.742	0.236	0.205	0.156
Q6	0.207	0.177	0.752	0.180	0.161
Q7	0.148	0.193	0.703	0.201	0.170
Q8	0.154	0.204	0.689	0.200	0.217
Q9	0.024	0.222	0.760	0.196	0.150
Q10	0.188	0.164	0.721	0.192	0.227
Q11	0.211	0.125	0.181	0.808	0.169
Q12	0.214	0.208	0.175	0.711	0.180
Q13	0.166	0.219	0.243	0.683	0.057
Q14	0.137	0.175	0.152	0.724	0.156
Q15	0.125	0.169	0.216	0.734	0.219
Q16	0.231	0.212	0.174	0.102	0.764
Q17	0.123	0.136	0.161	0.240	0.709
Q18	0.283	0.177	0.333	0.170	0.668
Q19	0.154	0.200	0.157	0.117	0.755
Q20	0.163	0.204	0.178	0.174	0.716
Q21	0.778	0.132	0.168	0.141	0.125
Q22	0.723	0.047	0.151	0.180	0.238
Q23	0.678	0.251	0.108	0.212	0.025
Q24	0.752	0.132	0.221	0.110	0.162
Q25	0.726	0.202	0.068	0.163	0.128
Q26	0.709	0.103	0.030	0.069	0.213

Chapter 4 Findings

4.1 Introduction

Through the questionnaire collected, 450 electronic questionnaires were distributed and 397 valid questionnaires were recovered, with a recovery rate of 88.22%, the data collection was found to have good reliability and validity. Descriptive statistical analysis of the collected data through SPSS software, explaining the basic situation of the survey sample, including the gender distribution of the survey sample, age distribution and income status. The correlation analysis of each variable of self-innovation, target markets, corporate brand, marketing channels is done to understand the correlation between each variable and to determine that there is no covariance between each variable. Collecting the data by correlation analysis to know, need to regress the data to determine whether the assumptions between each independent variable and the dependent variable are valid or not, to verify the assumptions, and finally to draw conclusions.

4.2 Description of Statistical Variables

In the survey, 397 valid questionnaires were collected. By organizing and analyzing the data of the study, for the gender aspect of the survey, it was obtained that the sample of the study was 208 males, accounting for 52.4%, and 189 females, accounting for 47.6%. The survey on the age of the sample shows that over 40 years is 137 with 34.5%, which was the largest size. Regarding the educational qualification of the sample, the survey shows that Bachelor's degree is 253 (63.7%), Master's degree is 130 (32.7%), and Higher than the Master's degree is 14 (3.5%). Regarding the survey on job position, Operation is 174, accounting for 43.8%, Manager/senior is 78, accounting for 19.6%, Lecturer/instructor is 45, accounting for 11.3%, and Other is 100, accounting for 25.2%. Regarding the survey on work experience, less than/or equal to 5 was 59, or 14.9%, Between 6-10 was 149, or 37.5%, Between 11-15 was 175, or 44.1%, 16 and over was 14, or 3.3%. As shown in Table 4.1 and in Figure 4.1. The sample as a whole met the statistical requirements.

Table 4.1 Distribution of basic characteristics of samples (N = 397)

Item	Options	Frequency	Percent%
Gender	Male	208	52.4
	Female	189	47.6
Age	18-25	63	15.9
	26-30	46	11.6
	31-35	70	17.6
	36-40	81	20.4

	Over 40	137	34.5
Education	Bachelor's degree	253	63.7
	Master degree	130	32.7
	Higher than the Master's degree	14	3.5
Position	Operation	174	43.8
	Manager/senior	78	19.6
	Lecturer/instructor	45	11.3
	Other	100	25.2
Tenure	Less than/or equal to 5	59	14.9
	Between 6-10	149	37.5
	Between 11-15	175	44.1
	16 and over	14	3.5
Total		397	100.0

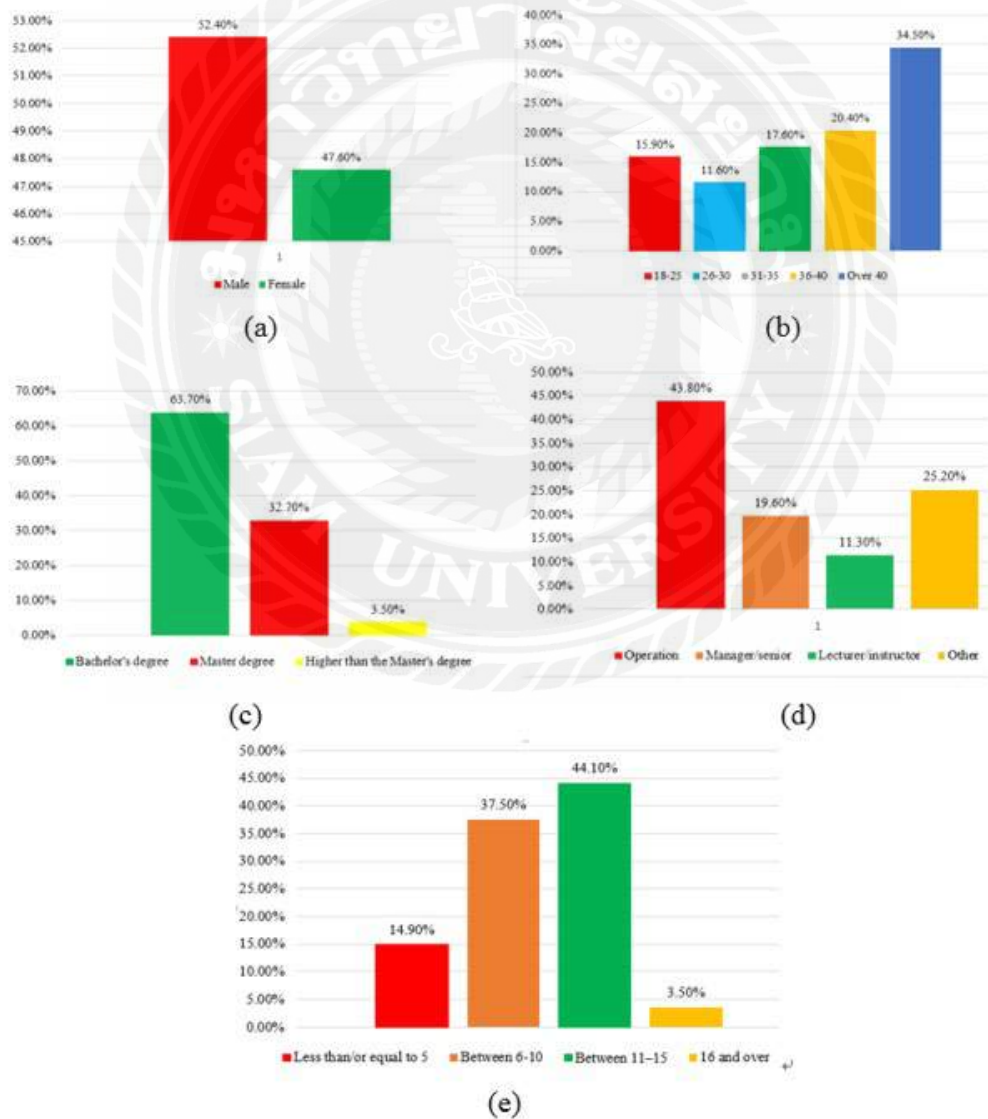


Figure 4.1 Distribution of basic characteristics of samples

The descriptive statistics are created using data collected from surveys. Describe mathematical analysis involves the procedure of conveying, organizing, and visualizing data in order to gain a greater awareness of its properties and distributions. The first stage in explanatory statistical evaluation is to identify the general nature of the information that has been collected acquisition. This includes the size of the data set (the total amount of occurrences), the total variety of factors, and the context and purpose of data collection. The use of descriptive statistics helps you better comprehend the data by spotting outliers, evaluating data aspects, and qualifying for mathematical deduction and modeling. It is the first step in interpreting data and is usually done immediately after gathering the information to ensure data quality and dependability.

Descriptive statistical studies are the foundation of data analysis, providing a comprehensive perspective and laying the groundwork for inferential analyses. Skewness measures symmetrical data distribution, while kurtosis measures the data's tightness on the mean and its sharpness or flatness. A large value of kurtosis (>0) indicates a more pronounced, sharper peak configuration than a distribution that is normal, and the reverse is also true. The descriptive statistic results show that the mean statistic, skewness statistic, and kurtosis statistic all match the requirements. The study data follows a standard distribution and is appropriate for regression and correlational analyses, see Table 4.2.

Table 4.2 Descriptive Statistics

Items	Minimum Statistic	Maximum Statistic	Mean Statistic	Skewness Statistic	Kurtosis Statistic
Q1	1	5	3.45	-0.543	-0.584
Q2	1	5	3.50	-0.583	-0.343
Q3	1	5	3.51	-0.508	-0.344
Q4	1	5	3.37	-0.507	0.103
Q5	1	5	3.46	-0.386	-0.198
Q6	1	5	3.47	-0.407	-0.301
Q7	1	5	3.59	-0.654	0.210
Q8	1	5	3.56	-0.755	0.002
Q9	1	5	3.65	-0.802	-0.045
Q10	1	5	3.48	-0.723	-0.290
Q11	1	5	3.62	-0.633	-0.745
Q12	1	5	3.57	-0.808	-0.127
Q13	1	5	3.41	-0.499	-0.019
Q14	1	5	3.54	-0.616	0.418
Q15	1	5	3.69	-0.736	0.047
Q16	1	5	3.57	-0.613	-0.537
Q17	1	5	3.48	-0.436	-0.711
Q18	1	5	3.66	-0.546	-0.806

Q19	1	5	3.45	-0.547	-0.282
Q20	1	5	3.54	-0.564	-0.413
Q21	1	5	3.83	-0.781	-0.005
Q22	1	5	3.74	-0.490	-0.570
Q23	1	5	3.78	-0.681	-0.499
Q24	1	5	3.68	-0.414	-0.972
Q25	1	5	3.80	-0.683	-0.293
Q26	1	5	3.83	-0.498	-0.702

4.3 Results of the Study

4.3.1 Correlation Analysis

The connection evaluation is the procedure for assessing the causal connections between variables, with a focus on multivariate normal distributions. It applies to ceasing operations, co-varying, and mutually dependent variables with an overall correlation coefficient ranging from -1 to one. The coefficient of relationship is frequently employed in research to demonstrate r . When r is less than 0.3, there is no causal relationship between the two variables. For $0.3 < r \leq 0.5$, there currently is a slight linear relationship between both variables. A significant link between variables occurs when $0.5 < r \leq 0.8$. Despite $0.8 < r$, the two variables have a strong linear relationship. Building a multivariate regression model, utilize the data as the factor that is independent and a correlation coefficient to determine the relationship between variables. Determine the coefficients of dependent and self-sufficient variables, and if they are significant, censor using unpredictable and nonlinear scale down methods.

Table 4.3 Correlation between variables (Pearson correlation matrix)

	Self-innovation	Target Markets	Corporate Brand	Marketing Channels	Internationalized Marketing Strategy
Self-innovation	1	.567*	.540**	.558**	.483**
Target Markets	.567**	1	.559**	.566**	.441**
Corporate Brand	.540**	.559*	1	.506**	.481**
Marketing Channels	.558**	.566*	.506**	1	.507**
Internationalized Marketing Strategy	.483**	.441*	.481**	.507**	1

NOTE: *. Correlation is significant at the 0.05 level (2-tailed). **. Correlation is significant at the 0.01 level (2-tailed).

According to the correlation analysis, it can be seen that the correlation coefficients of Internationalized Marketing Strategy of Agricultural Products of CP Group. Correlation between variables are all in the range of 0.441 and 0.567, indicating that each of the two variables is significantly correlated. This indicates that the correlation between each two variables is significant, while $p < 0.01$, indicating that the correlation term is positively correlated see Table 4.3.

The Pearson correlation coefficient between Self-innovation and Target Markets are 0.567, and $P < 0.01$, indicating that there is correlation between Self-innovation and Target Markets, and it is general correlation.

The Pearson correlation coefficient between Self-innovation and Corporate Brand are 0.540, and $P < 0.01$, indicating that there is correlation between Self-innovation and Corporate Brand, and it is general correlation.

The Pearson correlation coefficient between Self-innovation and Marketing Channels are 0.558, and $P < 0.01$, indicating that there is correlation between Self-innovation and Marketing Channels, and it is general correlation.

The Pearson correlation coefficient between Self-innovation and Internationalized Marketing Strategy are 0.483, and $P < 0.01$, indicating that there is correlation between Self-innovation and Internationalized Marketing Strategy, and it is general correlation.

The Pearson correlation coefficient between Target Markets and Corporate Brand are 0.559, and $P < 0.01$, indicating that there is correlation between Target Markets and Corporate Brand, and it is general correlation.

The Pearson correlation coefficient between Target Markets and Marketing Channels are 0.566, and $P < 0.01$, indicating that there is correlation between Target Markets and Marketing Channels, and it is general correlation.

The Pearson correlation coefficient between Target Markets and Internationalized Marketing Strategy are 0.441, and $P < 0.01$, indicating that there is correlation between Target Markets and Internationalized Marketing Strategy, and it is general correlation.

The Pearson correlation coefficient between Corporate Brand and Marketing Channels are 0.506, and $P < 0.01$, indicating that there is correlation between Corporate Brand and Marketing Channels, and it is general correlation.

The Pearson correlation coefficient between Corporate Brand and Internationalized Marketing Strategy are 0.481, and $P < 0.01$, indicating that there is

correlation between Corporate Brand and Internationalized Marketing Strategy, and it is general correlation.

The Pearson correlation coefficient between Marketing Channels and Internationalized Marketing Strategy are 0.507, and $P < 0.01$, indicating that there is correlation between Marketing Channels and Internationalized Marketing Strategy, and it is general correlation.

Through correlation analysis, it is concluded that there is a positive correlation between self-innovation, target markets, corporate brand, marketing channels and internationalized marketing strategy with a significant. At the same time, according to the correlation coefficient, the correlation between the variables is significant, and the correlation coefficient is not more than 0.8, which means that there is no covariance problem.

4.3.2 Multiple Regression Analysis

The process of multiple regression analysis according to the correlation analysis, the collection of data can be regression analysis, so the regression model is constructed, and the data is imported into SPSS for regression analysis. First of all, the model fitting effect analysis, according to Table 4.4 shows that the model summary, the obtained regression equation R-squared is 0.594, R-squared value is closer to 1, indicating that the equation of the goodness of fit, generally need to be greater than 0.8, which indicates that the regression equation obtained from the analysis of the example of the good fitting effect. Through the above analysis to determine the statistical significance of the regression model, residuals without autocorrelation, residuals to meet the normal distribution can be obtained regression coefficients of the regression equation, so as to construct the regression equation.

Coefficient analysis table, s self-innovation, target markets, corporate brand, marketing channels regression coefficients of significance value of $0.00 < 0.05$, with 95% probability of rejection of the original hypothesis; and constant coefficients of significance of $0.00 < 0.05$, with 95% probability of rejection of the original Hypothesis. This indicates that the regression coefficients of independent variables are statistically significant. Self-innovation ($\beta = 0.168$, $P < 0.05$), target markets ($\beta = 0.068$, $P < 0.05$), corporate brand ($\beta = 0.194$, $P < 0.05$), marketing channels ($\beta = 0.226$, $P < 0.05$) significantly and positively affect internationalized marketing strategy. As shown in Table 4.4 and in Figure 4.2. According to the results of the analysis, influencing factors of the internationalized marketing strategy of agricultural products of CP Group:

Internationalized Marketing Strategy = $1.463 + 0.168$ Self-innovation + 0.068 Target Markets + 0.194 Corporate Brand + 0.226 Marketing Channels

Table 4.4 Model Summary

Item	B	B eta	t	Si g.	V IF	F	Dur bin- Watson
C	1. 463	-	8. 898	0			
Self- innovation	0. 168	0. 186	3. 406	0. 000	1. 796	53.32 0***	1.9 37
Target Markets	0. 068	0. 074	1. 996	0. 007	1. 856		
Corporate Brand	0. 194	0. 210	3. 979	0. 000	1. 686		
Marketing Channels	0. 226	0. 255	4. 766	0. 005	1. 734		
R Square	0.594						
Adjusted R Square	0.587						

NOTE: *P<0.05, **P<0.01, ***P<0.001

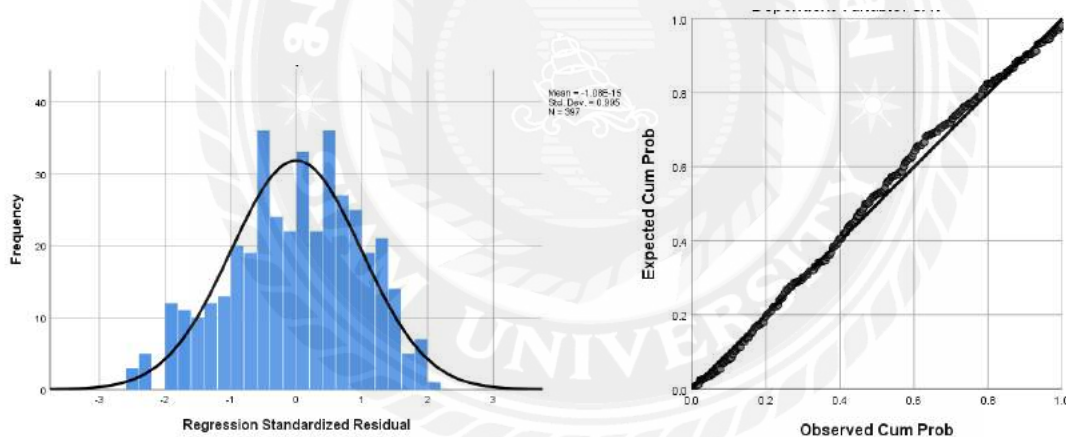


Figure 4.2 Multiple Regression Analysis

Therefore, according to the results of data analysis, Self-innovation has a significant positive effect on the internationalized marketing strategy of agricultural products of CP Group. Hypothesis H1 is established. Target Markets has a significant positive effect on the internationalized marketing strategy of agricultural products of CP Group. Hypothesis H2 is established. Corporate Brand has a significant positive effect on the internationalized marketing strategy of agricultural products of CP Group. Hypothesis H3 is established. Marketing Channels has a significant positive effect on the internationalized marketing strategy of agricultural products of CP Group. Hypothesis H4 is established.

Chapter 5 Conclusion and Recommendation

5.1 Conclusion

Based on Comparative Advantage Theory and International Marketing Theory, this paper conducted the influencing factors of the internationalized marketing strategy of agricultural products of CP Group. The total of 450 questionnaires were distributed and 397 valid questionnaires were returned. Through SPSS analysis, the influencing factors of the internationalized marketing strategy of agricultural products of CP Group.

5.1.1 Factors influencing internationalized marketing strategy

Through regression analysis and correlation analysis, it is concluded that the influencing factors of the internationalized marketing strategy of agricultural products of CP Group include four factors: self-innovation, target markets, corporate brand, marketing channels. In the study, the collected data were analyzed for reliability and validity to meet the requirements.

The Pearson correlation coefficient between Self-innovation and Internationalized Marketing Strategy are 0.483, and $P < 0.01$, indicating that there is correlation between Self-innovation and Internationalized Marketing Strategy, and it is general correlation. The Pearson correlation coefficient between Target Markets and Internationalized Marketing Strategy are 0.441, and $P < 0.01$, indicating that there is correlation between Target Markets and Internationalized Marketing Strategy, and it is general correlation. The Pearson correlation coefficient between Corporate Brand and Internationalized Marketing Strategy are 0.481, and $P < 0.01$, indicating that there is correlation between Corporate Brand and Internationalized Marketing Strategy, and it is general correlation. The Pearson correlation coefficient between Marketing Channels and Internationalized Marketing Strategy are 0.507, and $P < 0.01$, indicating that there is correlation between Marketing Channels and Internationalized Marketing Strategy, and it is general correlation.

Therefore, correlation analysis leads to the conclusion that there is a moderate to strong positive relationship between these factors and incentive management of instructors, and the P value of less than 0.01 emphasizes the statistical significance of this relationship. Specifically, self-innovation, target markets, corporate brand, marketing channels all positively influence internationalized marketing strategy. This implies that organization need to carefully consider how to optimize internationalized marketing strategy when formulating internationalized marketing strategy. The interaction of these factors may have a significant impact on internationalized marketing strategy. Therefore, organization can conduct more in-depth strategic planning based on the results of these analyses to ensure sustainable development.

5.1.2 Self-innovation, target markets, corporate brand, marketing channels have a positive effect on internationalized marketing strategy

According to the correlation analysis, self-innovation, target markets, corporate brand, marketing channels and internationalized marketing strategy have correlation. Strategy. Combined with regression analysis, Self-innovation ($\beta=0.168$, $P<0.05$), target markets ($\beta=0.068$, $P<0.05$), corporate brand ($\beta=0.194$, $P<0.05$), marketing channels ($\beta=0.226$, $P<0.05$) significantly and positively affect internationalized marketing strategy. The variables together explain the internationalized marketing strategy weight of 59.4%, which is in line with the requirement. Self-innovation has a significant positive effect on the internationalized marketing strategy of agricultural products of CP Group. Target Markets has a significant positive effect on the internationalized marketing strategy of agricultural products of CP Group. Corporate Brand has a significant positive effect on the internationalized marketing strategy of agricultural products of CP Group. Marketing Channels has a significant positive effect on the internationalized marketing strategy of agricultural products of CP Group.

Table 5.1 Hypothesis Testing

NO.	Hypothesis	Result
H1	Self-innovation has a significant positive effect on the internationalized marketing strategy of agricultural products of CP Group.	Supported
H2	Target Markets has a significant positive effect on the internationalized marketing strategy of agricultural products of CP Group.	Supported
H3	Corporate Brand has a significant positive effect on the internationalized marketing strategy of agricultural products of CP Group.	Supported
H4	Marketing Channels has a significant positive effect on the internationalized marketing strategy of agricultural products of CP Group.	Supported

5.2 Recommendation

(1) Strengthening of independent innovation

Technological competition is the core of agricultural production, can win the favor of consumers' good products is the focus of enterprises. Core competitiveness will change with the progress of the times, enterprises should not only closely grasp the current direction of high-tech development, but also through self-innovation. Agricultural products are fast-moving consumer goods and daily necessities.

Consumers will be on the product quality control, price for comprehensive consideration, the optimization of these two aspects need to be achieved through technological innovation. When enterprises carry out independent innovation, the first thing to do is to innovate the concept, advanced concepts can guide enterprises to find new ideas, think of competitors cannot think of market vacancies, is a realization of self-denial after the self-transcendence of the process. After the concept of innovation to strengthen product technology innovation, the use of joint ventures, mergers and acquisitions to bring new technologies to study and learn, add new features for the product, while increasing R & D efforts to attract international innovation leaders, further innovation of product features, product empowerment. At present, the agricultural market in many developed countries has shifted from popularization to consumption, and consumers have shifted from the demand for agricultural products to the pursuit of smarter products, and the high quality of agricultural products is the hotspot of the global market. Therefore, CP Group should continue to increase research and development efforts to ensure the quality of products and at the same time enhance the technological content of the products, to form a competitive advantage in line with the enterprise itself. Pricing of agricultural products in the export process is generally low, if the price war continues for a long time, it will inevitably bring great impact on the enterprise. Therefore, the strategy of CP Group to open up the international market with low-priced products cannot be used for a long time, the high quality of agricultural products is the future direction of the Group's development, which will also attract more high consumer groups, so that the Group to obtain higher profits.

(2) Rationalization of target markets

For the market of emerging countries, the Chengtai Group should continue to intensify its efforts to open up the market. In the process of consolidating and opening up markets, the CP Group should ensure that the existing product market is not lost, upgrade its products regularly, improve the technological content of its products, increase production of popular products to meet consumer demand in a timely manner, and at the same time reduce the price of products that have remained unsold for a long time in order to meet the consumer demand of some price-sensitive consumers, so as to consolidate the market. In the process of expanding to new markets, we should learn from the existing experience, promote new products for specific groups of people in specific markets to satisfy consumers, and finally form a diversified market pattern. CP Group should make full use of the advantages of the markets where it is located, combine the culture and history of the target markets, maximize the use of the positive foreign trade policy, and strengthen the links with the government and enterprises of the surrounding countries and regions.

For the developed markets, in order to maximize the benefits, CP Group should, on the basis of controlling the original profit without reducing, refer to the technological innovation model of the world's leading agricultural enterprises, continuously research and develop new products, realize the steady expansion of overseas industries, and

promote the development of the whole industrial chain. On the one hand, the whole industrial chain can help CP Group successfully open the profit channels and enhance the intrinsic value of the enterprise; on the other hand, the profit decline of a single product due to fierce international competition will be alleviated, and the development path of CP Group will be more stable. After mastering a certain technology, CP Group can research and develop more high-tech products, broaden the brand share of enterprises in high-end products, the use of new products to open up new markets, harvesting new consumer groups is the consolidation of the developed countries after the market is to be considered by the CP Group.

At the same time, the concept of intelligent development should be carried through the emerging countries market and developed countries market. The development of the Internet can accelerate the flow of products and bring far-reaching impact on the global agricultural farm. Therefore, CP Group can increase the cooperation with Internet companies to enhance the promotion and sales of high-end agricultural products, and at the same time, reduce the cost of CP Group to open up the channels and improve the efficiency of product circulation.

(3) Enhancement of brand effect

Consumers attach great importance to brands, and the Chengtai Group needs to make more efforts in brand enhancement. CP Group should conduct an in-depth study of the trade policy of the host country, understand the economic policy and business environment, design a brand that meets the market environment on this basis, pay attention to the effective connection between the brand and the global market, make sure that the designed brand can be accepted by the host country's consumers, and avoid conflicts caused by cultural differences, which will help to increase the market visibility of the Group, and achieve the long-term development of the Group's series of brands in the international arena. This is conducive to increasing the market awareness of CP Group and realizing the long-term development of the series of brands of CP Group in the international arena. When publicizing the brand, CP Group should make full use of various media, explore various publicity channels, adopt various ways to promote the brand, invest in major international projects or devote to public welfare and cultural publicity, and at the same time, resolutely fight against any imitation behavior. The international growth of a brand is a long process, and enterprises will inevitably encounter various obstacles from the outside world in their efforts to enhance brand awareness. The CP Group should formulate measures in advance to resist brand crises, and focus on building globally renowned products, so as to ensure that the international brand can win the recognition and trust of consumers around the world.

(4) Improvement of marketing channels

The final destination of the product is to flow to the hands of customers, only to obtain customer recognition of the product is a successful product, how to strengthen the channel construction, the use of public relations to promote the product, set up a brand image, and the culture and image of the enterprise spread out, in the process of dissemination of consumers subconsciously inculcate enterprise value, is the development of the enterprise in an important way. CP Group should take the Internet trade as the support, through the combination of online outlets and offline sales platforms to broaden the product dissemination channels. Online promotion can be carried out in the following three ways, using search engines for marketing. CP Group's overseas products can be sold using the overseas official website, and search engine marketing is the most important marketing means to promote CP Group's overseas website. Through a variety of links and keywords to help consumers find the first time to find the CP Group website, so that they can browse a variety of products on the official website. Instant Messaging Marketing. Chengtai Group uses instant messaging tools to ensure that customers who are potentially interested in the products can contact the online customer service at the first time, and at the same time, using instant messaging tools can release product information, with the company's important promotional logo. Viral Marketing. The main principle is the user's word-of-mouth spread, the use of the convenience of the Internet, so that the enterprise's website and brand promotion can spread rapidly like a virus, is a very efficient means of communication. At the same time, we should increase cooperation with the host government, increase interaction with social media, use TV, radio, social software and other ways to promote products, offline through public welfare, help, sponsorship and other means to open up the sales channels of the CP Group, set up a full-time department to pay attention to the situation in countries around the world that are related to the CP Group, and when encountering natural disasters, we can donate money to win the recognition of the host government and consumers, and thus enhance the brand image. In the event of natural disasters, we can win the recognition of the host government and consumers through donations, thus enhancing our brand image. In countries and regions in need of help, through the signing of contracts, in the case of guaranteeing profits, to sell products at a discount to the public welfare cause to obtain a broad consumer market, and ultimately form a multi-channel common sales scale, the formation of a grid of sales process.

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Appendix Questionnaire

Dear Sir/Madam,

Thank you for your participation in this questionnaire survey. The survey will be conducted anonymously, and your relevant information will be kept confidential. Thank you again for your cooperation.

Part I :

1. Gender Male Female
2. Age A 18-34 B35-44 C45-54 D above 54
3. Education 1. Bachelor's degree 2. Master degree
 3. Higher than the Master's degree 4. Other
4. Position 1. Operation 2. Manager/senior
 3. Lecturer/instructor 4. Other.....
5. Tenure in current position (year)
 1. Less than/or equal to 5 2. Between 6-10
 3. Between 11-15 4. 16 and over

Part II. Marketing Strategy

Please indicate your agreement with each of the following descriptions based on your actual. Please put a tick on the corresponding number representing your level of agreement, with "1" indicating total disagreement, "5" indicating total agreement, and the specific meaning of each number indicating your level of agreement.

The specific meaning of each number is shown in the table below:

Totally Disagree	Disagree	General	Agree	Agree completely
1	2	3	4	5

Measuring item	1	2	3	4	5
Self-innovation					
1. in the strategy of internationalization of agricultural products, the degree of independent innovation of CP Group is higher?					
2. the R&D team of CP Group has a higher level of innovation in the internationalization of agricultural products?					
3. the level of innovation of CP Group in the field of agricultural products is higher compared with its competitors?					
4. the CP Group uses advanced technologies and methods to improve the quality and yield of agricultural products?					
5. In the process of internationalization of agricultural products, is the CP Group actively promoting and investing funds in innovation projects?					
Target Markets					
6. the CP Group has set clear goals for specific international markets?					
7. the selection of international markets by CP Group matches its core competencies and product characteristics?					
8. in selecting international markets, did the CP Group consider market size, growth potential, and competitive conditions?					
9. has the CP Group established good cooperative relationships with key stakeholders in the target markets?					
10. the CP Group has adopted personalized marketing and sales strategies for different target markets?					
Corporate Brand					
11. the brand of CP Group is well recognized in the international agricultural market?					
12. CP Group's brand image is recognized and trusted by consumers in international markets?					
13. Is there a clear brand positioning and core value proposition?					
14. CP Group actively manages and maintains					

its brand image in the process of internationalization?					
15. Does the CP Group use marketing and branding activities to enhance its brand influence in the international market?					
Marketing Channels					
16. What kinds of marketing channels does the CP Group use in the international agricultural market?					
17. marketing channels have high coverage and effectiveness in international markets?					
18. CP Group has established strong cooperative relationships with international retailers and distributors?					
19. CP Group has adopted a marketing strategy that combines online and offline channels?					
20. In the process of internationalization, CP Group continues to optimize and adjust its marketing channels to meet market demands?					
Internationalized Marketing Strategy					
21. The degree of implementation of international marketing strategy in the internationalization process of CP Group's agricultural products is high?					
22. Does the internationalization marketing strategy of CP Group have a significant impact on the sales performance of its agricultural products in the international market?					
23. Does the internationalized marketing strategy effectively enhance the brand recognition of the CP Group's agricultural products in the target market?					
24. Can the internationalized marketing strategy of CP Group achieve sales growth and market share increase in the target market?					
25. Does the international marketing strategy play a significant role in facilitating the establishment of long-term and stable partnerships in the international market for the CP Group's agricultural products?					
26. Is the flexibility and adaptability of CP					

Group's internationalized marketing strategy high in response to competition and changes in the international market?					
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