


FACTORS INFLUENCING CROSS-BORDER TRADE POTENTIAL ON IMPORT OF GOODS

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 03 August 2023</p> <p>Accepted 06 November 2023</p> <p>Keywords:</p> <p>Customer Behavior; Customer Purchase Intention; Cross-border Trade Potential; Commitment; Importer.</p> <div data-bbox="172 987 480 1227" style="text-align: center;">  </div>	<p>Purpose: This study examines the factors influencing cross-border trade potential on import of goods. The study constructs a model to explain the causal factors in relation to customer purchase intentions, cross-border trade potential and determinants of importer commitment.</p> <p>Theoretical framework: The theoretical framework of research explains importer's perspective and provides a conceptual foundation for understanding how importer estimate a business environment to choosing products import to achieve business goals. Which is related to the factors including: customer behavior, cross-border trade potential, and determinants of importer commitment measures.</p> <p>Design/Methodology/Approach: The research collected data from importers and distributors in Cambodia with experience in importing goods from Thailand, consisted of 400 establishments. And use structural equation modeling (SEM) for data analysis to examine complex relationships between variables and test theoretical models related to hypotheses.</p> <p>Findings: The research findings indicate that the Cambodian consumer's purchase intention of imported products from Thailand contributes to fostering the development of cross-border trade potential between Thailand and Cambodia. In terms of being concrete, along with infrastructure, business matching, and abstraction, through the promotion of economic policies and international policy.</p> <p>Research, Practical & Social implications: We suggest future research examine a strategic planning for the development of trade potential for the entrepreneurs in the partner country.</p> <p>Originality/Value: The findings of the research can potentially contribute to the development of business environment and policies to facilitate and enhance cross-border trade potential.</p> <p>Doi: https://doi.org/10.26668/businessreview/2023.v8i11.3932</p>

FATORES QUE INFLUENCIAM O POTENCIAL DO COMÉRCIO TRANSFRONTEIRIÇO NA IMPORTAÇÃO DE MERCADORIAS

RESUMO

Objetivo: O objetivo deste estudo foi identificar o perfil da pesquisa acadêmica sobre blended learning no mundo e propor uma agenda de pesquisa para o tema.

Referencial teórico: A literatura recente tem relatado bons resultados tanto no desempenho dos alunos quanto na satisfação dos estudantes no blended learning (Dziuban et al., 2004). No entanto, ainda há muito o que investigar e aprender sobre o BL por ser um desenvolvimento recente.

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Desenho/ Metodologia/ Abordagem: Analisamos o perfil das publicações internacionais sobre blended learning em gestão e negócios de 2001 a 2021. Identificamos quando, quem, onde e o quê foi publicado sobre o assunto, destacando os autores e periódicos de maior impacto com base no índice h e CiteScore (Scopus), além de explorar a cooperação entre países.

Resultados: O volume de pesquisas vem aumentando nos últimos vinte anos, embora existam poucos autores, instituições e periódicos de referência contribuindo para a consolidação do tema e os países que realizam mais pesquisas conjuntas em redes de coautoria respondem pelo maior volume de publicações, autores e revistas de impacto.

Pesquisa, Implicações práticas e Sociais: Sugerimos uma agenda de pesquisa futura e destacamos as contribuições feitas para a educação executiva e gerencial.

Originalidade/Valor: Os resultados indicam que o número de publicações está crescendo, sendo a área de gestão e negócios a que mais contribui, sendo que os países que produzem em coautoria também fornecem mais publicações.

Palavras-chave: Educação Gerencial, Educação Executiva, Análise Bibliométrica, Gestão e Educação Empresarial.

FACTORES QUE INFLUYEN EN EL POTENCIAL DEL COMERCIO TRANSFRONTERIZO EN LA IMPORTACIÓN DE BIENES

RESUMEN

Objetivo: El objetivo de este estudio fue identificar el perfil de la investigación académica sobre aprendizaje semipresencial en el mundo y proponer una agenda de investigación para el tema.

Marco teórico: La literatura reciente ha reportado buenos resultados tanto en el desempeño como en la satisfacción de los estudiantes en el aprendizaje combinado (Dziuban et al., 2004). Sin embargo, todavía queda mucho por investigar y aprender sobre BL ya que es un desarrollo reciente.

Diseño/ Metodología/ Enfoque: Analizamos el perfil de las publicaciones internacionales sobre blended learning en gestión y negocios de 2001 a 2021. Identificamos cuándo, quién, dónde y qué se publicó sobre el tema, destacando los autores y revistas de mayor impacto en función on h index y CiteScore (Scopus), además de explorar la cooperación entre países.

Resultados: El volumen de investigaciones ha ido aumentando en los últimos veinte años, aunque son pocos los autores, instituciones y revistas de referencia que contribuyen a la consolidación del tema y los países que más realizan investigaciones conjuntas en redes de coautoría representan la mayor parte. Volumen de publicaciones, autores y revistas de impacto.

Investigación, implicaciones prácticas y Sociales: sugerimos una agenda de investigación futura y destacamos las contribuciones realizadas a la educación ejecutiva y gerencial.

Originalidad/valor: Los resultados indican que el número de publicaciones está creciendo, siendo el área de gestión y negocios la que más aporta, y los países que producen en coautoría también aportan más publicaciones.

Palabras clave: Educación Gerencial, Educación Ejecutiva, Análisis Bibliométrico, Educación Gerencial y Empresarial.

INTRODUCTION

International and cross-border trade play a crucial role in Thailand's economic expansion, particularly cross-border trade with neighboring countries such as Cambodia, which is an important trading partner of Thailand. Owing to Cambodia's economic growth and political stability, which have enhanced the well-being of its population, the working-age group has greater purchasing power. This provides access to various products and services from around the world through social media. The lifestyle of Cambodians closely resembles that of Thais. This has led to products imported from Thailand gaining immense popularity in the

Cambodian market. Simultaneously, Cambodians have confidence in the quality standards of Thai products. This is a supporting factor that enables imported Thai products to compete with those from China and Vietnam, despite their lower prices.

Moreover, Cambodia's economic and social development also serve as factors driving its population to embrace change. Meanwhile, telecommunications, encompassing radio, television, and the internet, can reach nearly every corner of the population. Effective advertising significantly influences consumer purchase decisions because of its crucial role in creating the perceived value of goods and services, leading to behavioral responses in terms of consumer buying behavior. It also influences the determination of importers and exporters when developing business relationships to create trade alliances, supported by consumers' needs as a social base to help sustain economic benefits through exchanges between both parties in various forms. For instance, it enhances product and service efficiency, sales capabilities, profitability, and the perception of product and service value (Anderson & Weitz, 1992).

However, despite Cambodia's growing economy, significant income disparity among its population persists, with a middle-class proportion of approximately 20% of the total population. In certain regions, limitations in public utilities create unequal opportunities for Cambodians to purchase products and services; consumers have varying needs. Thus, researchers have recognized the importance of studying cross-border trade potential to generate knowledge and understanding within the context of real trading partner markets. It is essential to utilize this knowledge as guidelines for the decision-making of manufacturing and exporting entrepreneurs to improve and develop products that align with the target market's demands, promoting the adoption of commercial policies for maximum benefit.

LITERATURE REVIEW

This study uses the theory of planned behavior to examine consumer and importer behavior, which will contribute to supporting the concept of developing cross-border trade potential.

Theory of Planned Behavior (TPB)

The theory of planned behavior by Ajzen and Fishbein (1980) and Kan and Fabrigar (2017) explains the manifestation of behavior resulting from intention. It comprises three factors that generate intention, as discussed below.

Subjective norm refers to individuals' perception of social desires or expectations that influence them to engage in or abstain from any behavior, deriving from either intimate or distant groups. When individuals perceive that these groups expect them to exhibit a certain behavior, they are more likely to engage in that behavior. Conversely, individuals will refrain from displaying a behavior when they perceive that the groups do not want them to exhibit this behavior.

Attitude toward behavior refers to individuals' assessment toward the overview of behavior, including its positive and negative consequences. If individuals' assessment is positive, they will have a positive attitude toward the behavior. In contrast, when the evaluation is negative, individuals are more likely to develop a negative attitude toward that behavior.

Perceived behavior control is a person's belief in their ability to exhibit a behavior and the capacity to control it as intended. When individuals believe they can easily perform a behavior and control its outcomes as intended, they are inclined to exhibit that behavior. However, if they believe that performing a behavior is challenging and they cannot control the outcomes as intended, they tend to exhibit a decrease in the behavior.

Cross-border Trade Potential

The development of trade potential is driven by both internal factors stemming from the organizational management of importers and exporters, and external factors arising from the support of the partner country's government. These factors are as follows: 1) The strength of network relationships and friendliness are the foundation for building trust and fostering mutual learning between each other. While weak network relationships create opportunities for numerous players to enter as competitors, a crucial factor in building relationships is being open to receive new information and readiness to learn from it for the sake of mutual benefit. Therefore, an organization's capacity to embrace new information and learning can be likened to its assets. Refusing to embrace change is akin to accumulating debt, as it causes an organization to lose benefits and ultimately weakening relationships (Oh, Arnett, & An, 2016). To develop international relations, it is essential to consider time resources to foster absorption and profound learning, rather than resorting to coercive strategies, regardless of whether one is an importer or exporter. Time resource management leads to the emergence of innovation and international marketing (Ogasavara, Boehe, & Barin Cruz, 2016); 2) Logistics cost management is the process of controlling logistics activity costs, including planning, forecasting, procurement, production, movement, storage, consolidation, transportation, and

distribution, both inbound and outbound, from upstream to downstream. This is performed to enhance businesses capabilities in response to customer needs. Furthermore, efficient logistics cost management results from the relationship between customer satisfaction and service quality (Park & Jeong, 2016). In international trade, the context of importing and exporting countries is crucial for logistics cost management, particularly the infrastructure and growth of the domestic service industry. This is because importers and exporters rely heavily on transportation and distribution activities, which are essential for moving goods and services to their target markets (Rundh, 2022); 3) Government support policies can help reduce barriers to international trade. This can be achieved by implementing financial policies aimed at alleviating entrepreneurs' tax burden, marketing policies through participation in trade shows and business matching, and information and career promotion policies, such as consultancy, training, seminars, and other initiatives, aimed at elevating entrepreneurs' knowledge to international standards (Falahat, Soto-Acosta, & Ramayah, 2021). Furthermore, Njinyah (2018) revealed that government promotion and support are fundamental resources in enhancing competitiveness and reducing export barriers for small and medium enterprise (SMEs).

Determinants of Importer Commitment

The determinants of entrepreneurial commitment are factors that drive entrepreneurs to develop a definite intention to undertake certain actions to achieve business goals, while maintaining a consistent belief that these actions are necessary and achievable. Factors that determine the commitment to conducting business activities should be considered. They include: 1) The creation of innovative products and services, resulting from improving and developing processes in a creative manner through technology, equipment, and the operational methods of human resources within the organization; this generates valuable benefits to products and services (OECD, 2018); 2) The adaptation of entrepreneurs to embrace change, which is a driving factor for the initiation of developmental processes (Ogasavara, Boehe, & Barin Cruz, 2016). Mckee, Varadarajan, & Pride (1989) explained that entrepreneurs process various information from the external social environment and employ this information to formulate a competitive strategy suitable for the social environment. Furthermore, the level of adaptation required depends on a business's involvement in various dimensions, such as production, services, marketing, distribution channels, personnel, finance, and other aspects; no entrepreneur can survive without adaptation. However, entrepreneurs' ability to adapt and innovate requires reliance on essential basic information inputs (Ruiz-Torres et al., 2017;

Vitorino Razzera & Machado, 2018) to conduct research and development that aligns with customer needs and enhances the organization's competitive advantage; 3) Creating good relationships between importers and exporters and building strong networks within the supply chain facilitates exchange of information for decision-making and development, ultimately leading to the delivery of value for products or services (Obadia, 2010).

An Integrative Model for the Study of Border Trading Activities Between Thailand and Cambodia

Through the literature review, we investigated the factors influencing the relationship between consumer purchase intention and cross-border trade potential. We found that purchase intention is an expression of intentionality that results from planned behavior. Therefore, an organization aiming to develop its trade potential must formulate competitive strategies to create value and flexibility. This is a response to the constantly changing international business environment, which also includes consumer behavior (Falahat, Soto-Acosta, & Ramayah, 2021). Möllers, Bäuml, and Dufhues (2022) found that consumer behavior influences the development of trade potential, both domestically and internationally. For example, Romanians prefer purchasing fresh vegetables from uncertified local sources within residential areas over organically certified fresh vegetables. As consumers have confidence in traditional farming methods that are sufficiently organic, the development of trade potential for organic product categories in Romania has been challenging. Moreover, personal and motivational factors and social norms also contribute to governmental support and promotion through policy definitions and practices, such as the promoting of entrepreneurs, design assistance and training, and development to drive business success factors (Chhabra, Raghunathan, & Rao, 2020). Therefore, we propose the following hypothesis.

Hypothesis 1 (H1) Customer purchase intentions and cross-border trade potential are positively associated.

Melewar et al. (2017) found that consumers' perceptions of products and services arise from communication processes regarding self-presentation and social acceptance. The greater consumers' awareness of the uniqueness of a product or service, the greater their attitudes toward the strategies for these products or services. The process of creating uniqueness in products and services through communication occurs in various ways. The popular method involves advertising using celebrities as intermediaries to influence the target group to exhibit behavior in the desired direction, leading to purchase decisions. Thus, the target group's

purchase decisions influence the determinants of entrepreneurs' commitment when selecting imported or exported products and services (Bae, 2021).

Furthermore, the potential of partner countries has both positive and negative effects on international trade. This implies that partner countries promoted by governments with high levels of transparency and good governance tend to encourage domestic entrepreneurs to disclose business information to the government, particularly taxes. This practice can contribute to the economic development of the country. In contrast, partner countries lacking good governance systems provide insufficient information, knowledge, and understanding of international trade to entrepreneurs, resulting in business failures (Njinyah, 2018). Moreover, export logistics infrastructure, particularly transportation, is also a crucial component that promotes efficient cross-border movement of goods, enhances competitiveness, and reduces business costs. These factors influence entrepreneurs' decision-making in importing and exporting goods across borders, aiming to reduce problems and obstacles in manufacturing and delivering goods in a timely manner (Olyanga et al., 2022).

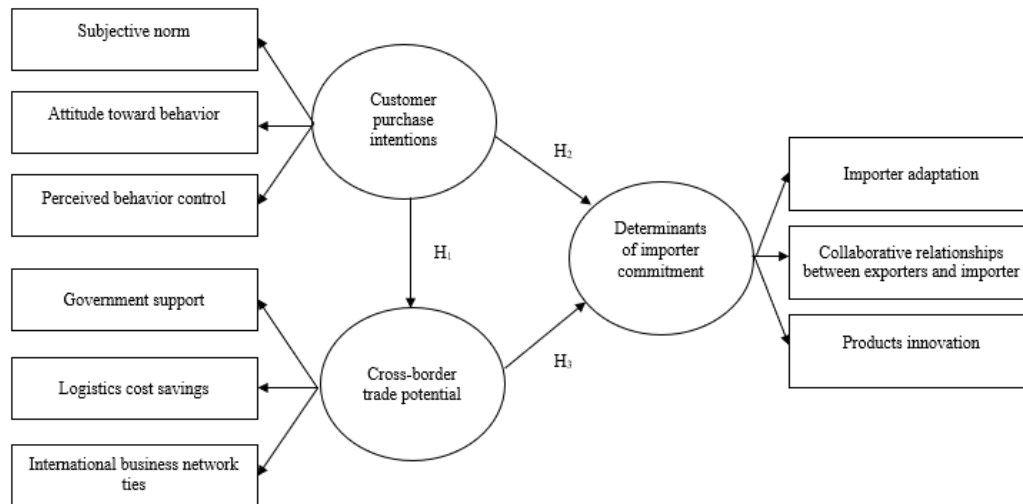
The literature review identified that previous research has explained the relationship between the determinants of commitment and operational efficiency of entrepreneurs in the same direction. In other words, commitment and operational efficiency are the outcomes of efficiently managing both internal and external organizational resources to drive organizational growth. Therefore, this study aims to test this relationship and discover facts from the definition of commitment and entrepreneurial operational efficiency, which can be used to formulate the following hypotheses.

Hypothesis 2 (H2) Customer purchase intentions and the determinants of importer commitment are positively associated.

Hypothesis 3 (H3) Cross-border trade potential and the determinants of importer commitment are positively associated.

Based on the literature review, we created a model that explains the relationship between the variables, as shown in Figure 1.

Figure 1. Conceptual framework



Source: Author (2023)

RESEARCH METHODOLOGY

Participants and Procedure

This study employs a quantitative research method to study the relationships among the factors influencing cross-border trade potential. We used a questionnaire to collect data from importers and their representatives. The questionnaire was divided into five parts. The first part gathered general information about the establishment, presented as a closed-ended question. The second part examined purchase intention, while the third covered the factors that determine entrepreneurs' commitment. The fourth part assessed cross-border trade potential. All these sections included closed-ended questions with a rating scale, measuring variables on an interval scale using a five-point Likert scale. The fifth part comprised open-ended questions, allowing respondents to offer suggestions regarding the development of trade potential.

The questionnaire underwent quality validation, including content validity verification by three experts using the Index of Item Objective Congruence (IOC); values ranged between 0.67 to 1.00, exceeding the criterion of 0.50 to 1.00 (Rovinelli & Hambleton, 1977). The reliability, measured by the Cronbach's alpha coefficient (α), with values ranging between 0.730 and 0.900, exceeded the threshold of 0.70 and above (Tavakol & Dennick, 2011).

Data Analysis

We collected quantitative data using a questionnaire as our research instrument during fieldwork conducted at the border between Thailand and Cambodia. We used purposive sampling, which offers the highest likelihood of accessing our sample group. The research have undergone relevant ethical peer review and ethical research conduct as per internationally

accepted research ethics guidelines. However, participants are free to opt in or out of the study at any point in time.

Sample groups with the relevant experience can provide information that align with the research objectives and minimize bias when completing the questionnaire. As suggested by Hair et al. (2010), the research sample size should be 10–20 times the number of observed variables. This study contains 37 observed variables. An appropriate sample size should include at least 370 participants. After verifying the completeness of the remaining data, 400 responses remained, which exceeds the minimum sample size required for conducting structural equation modeling (SEM) analysis.

The data analysis employed descriptive statistics, such as percentages, means, standard deviations, and inferential statistics through SEM.

RESULTS

Firm Demographics and Sample Characteristics

The results of the general data analysis of the 400 businesses revealed that most establishments operate as limited or ordinary partnerships (288 establishments, 71.5%), followed by sole proprietorships (72 establishments, 18.5%), and company limited (40 establishments, 10%). A total of 184 establishments (45.8%) have been operating for five to ten years. Further, the analysis of establishment owners revealed that most are women (217, 54.3%); most have five to ten years of experience in importing goods (187, 46.8%), as shown in Table 1.

Table 1. Firm demography and sample characteristics

Firm demography		Frequency	Percentage (%)
Firm Registration	Sole Proprietorships	72	18.5
	Partnerships	288	71.5
	Limited Liability Company	40	10
Firm experience	less than 5 years	120	30
	5 – 10 years	184	45.8
	11 – 15 years	84	21.0
	more than 15 years	13	3.3
Sample Characteristics		Frequency	Percentage (%)
Gender	Male	183	45.8
	Female	217	54.3
Work experience	less than 5 years	127	31.8
	5 -10 years	187	46.8
	11 – 15 years	73	18.3
	more than 15 years	13	3.3
Total		400	100

Source: Prepared by the authors (2023)

Table 2 presents the results of the data analysis using descriptive statistics, including the mean, standard deviation, and relationships between variables. Importers or their representatives attach importance to Cambodian consumers' purchase intentions when selecting imported products and the development of international trade potential. All variables exhibited statistically significant correlations with each other. Further, the results of the discriminant validity test in Table 3 show that the average variance extracted (AVE) is higher than the correlation coefficient in Table 2. Therefore, all variables support the preliminary research proposal (Henseler, Ringle, & Sarstedt, 2016).

Table 2. Mean, Standard deviation, and Correlation matrix

	Mean	SD	Customer purchase intentions	Cross-border trade potential	Determinants of importer commitment
Correlation estimates					
Customer purchase intentions	3.61	0.610	1		
Cross-border trade potential	3.57	0.538	0.694**	1	
Determinants of importer commitment	3.63	0.486	0.693**	0.711**	1
Note: ** significant at the 0.01 level					

Source: Prepared by the authors (2023)

Measurement Model

The results of the construct validity test using confirmatory factor analysis revealed that the measurement model for consumer purchase intention, cross-border trade potential, and factors determining importer commitment should have factor loadings greater than 0.5 (Hulland, 1999; Truong & McColl, 2011). The results, ranging between 0.597–0.857, demonstrated statistical significance ($p < 0.001$). Furthermore, the results of the convergent validity test indicated that the composite reliability (CR) was greater than 0.7 (Hair et al. 2010), and the results of the discriminant validity test showed that the AVE was greater than 0.5 (Barclay, Higgins, & Thompson, 1995), as shown in Table 3.

Table 3. Measurement model

Variable	Construct	Indicators	Factor loading	CR	AVE
Customer purchase intentions	CPI 1	CPI_1	0.812	0.999	0.959
		CPI_2	0.792		
		CPI_3	0.765		
		CPI_4	0.768		
		CPI_5	0.784		
	CPI 2	CPI_6	0.739		
		CPI_8	0.740		
		CPI_9	0.750		

Variable	Construct	Indicators	Factor loading	CR	AVE			
	CPI 3	CPI_10	0.787	0.999	0.961			
		CPI_11	0.771					
		CPI_12	0.805					
		CPI_13	0.739					
		CPI_15	0.684					
Cross-border trade potential	CTP 1	CTP_1	0.831	0.999	0.961			
		CTP_2	0.857					
		CTP_3	0.787					
		CTP_4	0.732					
	CTP 2	CTP_7	0.653					
		CTP_8	0.840					
		CTP_9	0.786					
		CTP_10	0.597					
	CTP 3	CTP_12	0.783					
		CTP_13	0.766					
		CTP_14	0.808					
		CTP_15	0.731					
	Determinants of importer commitment	DIC 1	DIC_2			0.626	0.998	0.958
			DIC_3			0.680		
			DIC_4			0.808		
DIC_5			0.745					
DIC 2		DIC_8	0.771					
		DIC_9	0.785					
		DIC_10	0.619					
DIC 3		DIC_11	0.788					
		DIC_12	0.771					
		DIC_13	0.778					
		DIC_14	0.755					
			DIC_15	0.755				

Source: Prepared by the authors (2023)

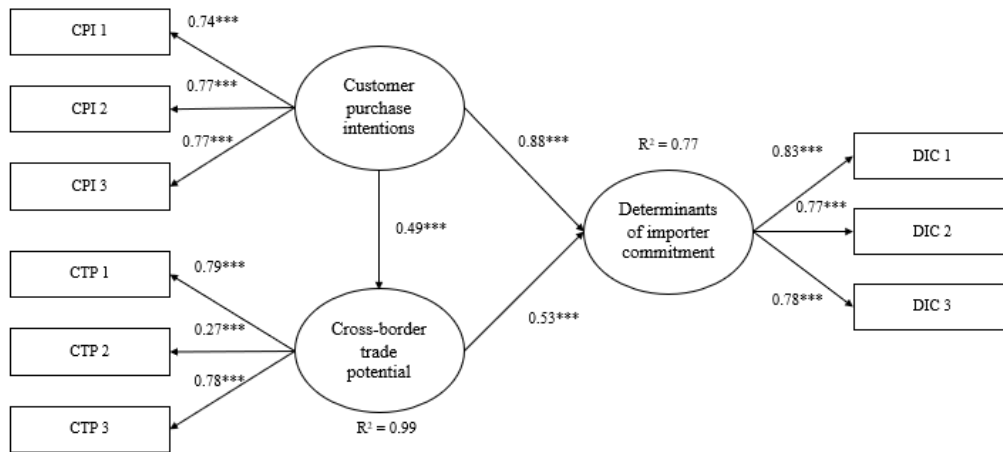
Structural Model and Hypotheses Testing

The Results of the SEM Analysis are as Follows.

The results of the variance test of the independent variables on the ability to explain the dependent variables indicate that cross-border trade potential has a variance of 99% ($R^2 = 0.99$), and the determinants of importer commitment have a variance of 77% ($R^2 = 0.77$).

The results of the structural equation analysis indicate that the model is consistent with the empirical data, with GFI and AGFI values higher than 0.8 (Byrne, 2001), SRMR values lower than 0.05 (Hair et al., 2010), and RMSEA values lower than 0.08 (Hu & Bentler, 1995). As shown in Figure 2 and the path coefficients in Table 4, it is evident that consumer purchase intentions have a strong direct effect on the determinants of importer commitment ($\beta = 0.88$, $p < 0.001$). Further, it also exerts a direct effect on cross-border trade potential ($\beta = 0.49$, $p < 0.001$). Moreover, cross-border trade potential also has a direct effect on determinants of importer commitment ($\beta = 0.53$, $p < 0.001$).

Figure 2. Structural model



Chi-Square = 59.842; df = 23; $\chi^2/df = 2.602$; RMSEA = 0.063; GFI = 0.967;
 AGFI = 0.935; SRMR = 0.013
 Source: Author (2023)

Table 4. Hypotheses testing

Hypotheses	Paths	Path Coefficient	P-value	Relationship
H1	CPI → CTP	0.88***	0.001	supported
H2	CPI → DIC	0.49***	0.001	supported
H3	CTP → DIC	0.53***	0.001	supported

Note: *** significant at the 0.001 level

Source: Prepared by the authors (2023)

DISCUSSION

The findings show that consumer purchase intention is a crucial factor in the success of business operations. Entrepreneurs must strive to understand target market needs to develop products and services that can promptly meet customer demands, thereby creating added value for these products and services (Flankegard, Johansson, & Granlund, 2023). In cross-border and international trade, entrepreneurs face challenges in accurately understanding the genuine needs of customers owing to social and cultural differences (Agnihotri et al., 2022; Rundh, 2022). However, cross-border trade offers certain advantages in international trade, facilitating the rapid acceptance of products and services from neighboring countries. These advantages include: 1) The population in border areas often share similar lifestyles reflecting the regional characteristics of each country, and 2) The movement of populations in border areas generates exchanges, facilitates learning, and enhances experiences between the two countries through the recommendation of products and services through word-of-mouth, cultural exchanges, and so on. Considering the aforementioned factors, it can be concluded that when customers desire

to purchase products and services, imports and exports become supportive factors that promote economic circulation between the two countries. Therefore, H1 and H2 are supported.

The importance of cross-border trade in promoting economic development has led to the integration of partner countries within a region, thereby expanding trade opportunities and reducing tariff and non-tariff barriers, including the development of interconnected networks throughout the supply chain. The integration of partner countries relies on factors that drive collaborative operations, such as the determination of free trade policies, the management of infrastructure systems to support joint transportation and logistics activities, and so on (Rundh, 2022). Furthermore, Karami, Wooliscroft, and McNeill (2023) found that to successfully enter foreign markets, entrepreneurs must develop operational networks to create an environment that is alert and can deal with constantly emerging opportunities. From the above information, it can be concluded that when expanding into foreign markets, importers and exporters must rely on factors driving government policies, the country's infrastructure, and the organization's capability to develop through supply chain networks. Therefore, H3 is supported.

CONCLUSION

Theoretical Contributions

This study applied the theory of planned behavior as a guideline for predicting the relationship between trade potential development and entrepreneurs' commitment to import products from Thailand. It aims to serve as a guideline for developing the cross-border trade potential between Thailand and Cambodia to support economic development in both countries.

The findings of this study support previous research regarding the theory of planned behavior, which reflects human behavioral expressions related to decision-making in choosing products and services. This study's results show that Cambodian consumers base their purchase decisions on their confidence in products imported from Thailand. They acquire information regarding the products through public relations, the environment, or their lifestyles, which is similar to that of Thais. This makes products from Thailand win the hearts of Cambodian consumers. According to the statistics on Cambodian labor migration to Thailand, there are approximately 1.3 million Cambodians workers in Thailand (National news bureau of Thailand, 2023). This Cambodian labor group has experience using products manufactured in Thailand, leading to positive word-of-mouth recommendations to close acquaintances living in Thailand and Cambodia. Therefore, importers are encouraged to import goods from Thailand.

Practical Implications

This study's results are important for formulating strategies for the development of trade potential of entrepreneurs in partner countries. Our recommendations are as follows: 1) Entrepreneurs should strive to understand consumer behavior and motivate them to make purchase decisions, thereby establishing a stable customer base in the partner country; 2) Entrepreneurs must study their partner countries and seek trade benefits, such as tax benefits and international business matching, to create opportunities and reduce operational costs, thereby enabling them to compete with other countries; 3) The external environment, including logistics networks in partner countries, transportation networks, and trade policies, is a significant factor that stimulates trade and economic development. Transportation network factors are crucial to international and cross-border trade. This is because efficient transportation and distribution of goods can reduce time and transportation costs, ensuring that products reach consumers safely without additional expenses arising from the transportation and distribution of goods to consumers.

Limitations and Future Research

This study has some limitations: 1) Data collection was limited to the border region between Thailand and Cambodia. The opinions of entrepreneurs in different regions of Cambodia may vary based on economic and social conditions. Future research could examine the opinions of entrepreneurs across the country to obtain results that reflect the actual market demand in Cambodia; 2) The research design focused on the opinions of importers or their representatives from a single perspective. Therefore, future studies can expand their scope to include the viewpoints of both importers and exporters to obtain sustainable guidelines for the development of international trade potential.

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