

**Research
Paper**

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Information and Marketing Competency of Malaysian Firms Exporting to Asian Markets

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Abstract: Malaysian firms have often been advised to increase trade relations with fellow ASEAN nations. This paper reports the findings of a study involving seventy two firms that have ventured into ASEAN markets, namely Thailand, Indonesia, Philippines, Myanmar and Vietnam. The data were collected via mail survey. Four major sources of export-related identified were government and commercial sources, SMI agencies, personal sources and international research agencies. The findings reports that personal sources are significantly related to the enhancement of all the five marketing competencies. The government and commercial association sources are also significantly related to the enhancement of all but one of the five marketing competencies. The SMI agencies and international research agencies do not contribute to the enhancement of the five marketing competency.

Keywords: Perceived value of information, marketing competency, exporting, Asian markets

INTRODUCTION

Malaysia's major trading partner among the Association of Southeast Asian Nations (ASEAN) is Singapore. On average, exports to Singapore accounted for more than 25 percent of Malaysia's total export of manufactured goods. Exports to other members of the ASEAN nations are relatively small. With the implementation of ASEAN Free Trade Area (AFTA) the market size is estimated to be made up of more than 500 million consumers. Malaysian firms have been advised to explore opportunities in ASEAN member nations. Many firms have responded and announced their intention to enter regional markets or step up their involvement in these markets. Successful venture into new market calls for planning. Information is vital for planning and implementation of marketing efforts particularly in foreign markets.

