



The international marketing strategy modeling of leisure farm[☆]



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ABSTRACT

This study considers the role of international marketing strategy and its relation to marketing performance in the leisure farm context. Knowledge of this important domain of international marketing strategy and performance remains limited, and a number of important questions concerning what the effective international marketing strategies for attracting foreign visitors are need answers. This study attempts to identify important external environment forces, international marketing strategies, and performance in the leisure farm context. This study empirically uses mail survey data from 212 leisure farms and tests predicted relationships by using multiple regression analysis (MRA) and fuzzy-set qualitative comparative analysis method (FsQCA). Findings from the research sample support the argument that government assistance, international promotion strategy, product strategy, and economic environment are the key antecedents of organizational performance. Building on the research results, the study develops the international marketing plan for the leisure farm. The study also discusses policy and managerial implications of research findings.

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1. Introduction

Market globalization is one of the most critical challenges that marketers face nowadays. The study of international marketing strategy–performance relationship is not new, but previous literature does not resolve issues that influence whether, and to what extent, performance is different in leisure-farms tourism markets. In the international marketing literature, a firm's international marketing strategy has a positive effect on its marketing performance (Birnik & Bowman, 2007; Craig & Douglas, 2000; Kustin, 2010; Zou & Cavusgil, 2002). With growing evidence that the use of the international marketing strategy has higher levels of profitability (Ohmae, 1989; Zou & Cavusgil, 1996, 2002), scholars should examine whether international marketing strategy is feasible in various contexts. The lack of a common conceptualization of international marketing strategy and performance represents a major gap in the existing literature when different researchers adopt different views of research constructs.

In response to changing business climates, evolving consumer preferences, and intensifying pressures on farm viability, farms increasingly turn to diversity enterprise, one of the most promising being agri-tourism or leisure farm (Nickerson, Black, & McCool, 2001). Agri-tourism is a green or non-traditional business that is easy to develop. Farmers successfully engaging in agri-tourism reap tangible benefits, including diversified income sources, new opportunities to engage family members in farm operations, and public appreciation (Getz & Carlsen, 2000). However, the potential benefits of agri-tourism extend beyond the farm operation.

The study addresses these gaps in the literature and aims to better understand the international marketing practices of leisure farm. First, most studies aim to investigate and test only certain dimensions of the overall model. Second, previous studies make efforts at different points in time, in varying geographic contexts, and industrial settings with a possible exogenous effect on the resulting findings. Third, research designs are diverse, sometimes employing inconsistent terminologies, definitions, and operationalization variables. As a result, research findings cause confusion and misunderstanding regarding those variables that significantly affect marketing performance.

These research issues require a reassessment of the relation between some of the more widely accepted drivers of international marketing strategy and performance. For example, what is an accepted conceptualization of international marketing strategy and performance in the leisure-farm tourism context? How do environmental forces and international marketing strategy influence organizational performance to achieve better competitive advantage in international markets? To what extent do environmental forces influence leisure farms' achievement of the international marketing strategies influenced?

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This study seeks to develop a broad conceptualization of international marketing strategy and performance to integrate the existing perspectives for the leisure-farm tourism context. Second, this study seeks to substantiate the empirical link between international marketing strategy and performance drawing on international organization theory. Third, this study lays a theoretical foundation on which further inquiries in the leisure-farm tourism context. The study presents a model of the determination of performance, enabling an identification of the important key successful factors. The study uses leisure farms, develops a conceptual model, and tests that model on a sample of 212 leisure farms. In addition, the study addresses the managerial implications for local government authorities and farm businesses.

In particular, researchers pay little attention to the leisure farm market, although the farm tourism industry undergoes rapid globalization. The study's theoretical contribution builds understanding of international marketing strategies within emerging countries and offers new insights on international marketing practice for both developed and emerging countries. This study provides a substantial contribution to the industrial organization (IO) theory by confirming the importance of sharing international marketing knowledge to build sustainable competitive advantage in the international farm tourism markets.

2. Literature review

2.1. Leisure farm

Leisure farm activities can create positive interactions between non-farmers and farmers and can raise awareness about agriculture, which ultimately benefits farmers (Hernández Maestro, Muñoz Gallego, & Santos Requejo, 2007). Examples of leisure farm opportunities presently include outdoor recreation (e.g., fishing, hunting, wildlife photography, horseback riding), educational experiences (e.g., farm and cannery tours, cooking classes, wine tastings, cattle drives, ranch work experiences), entertainment (e.g., harvest festivals, corn mazes), hospitality services (e.g., farm/ranch stays, guided tours, outfitter services), on-farm direct sales (e.g., u-pick operations and roadside stands), and off-the-farm direct sales (e.g., farmers' markets, county/state fairs, and special events) (Nickerson et al., 2001; Suzanne, Fensenmaier, Fesenmaier, & Van Es, 2001; Weaver & Fennell, 1997). Leisure farm is an important product and market diversification strategy for farmers worldwide. Busby and Rendle (2000) state that nature and agricultural-based tourism is the fastest-growing segment of the tourism industry.

To generate tangible benefits, including diversified income sources and increased public appreciation, farmers need to become increasingly entrepreneurial in their business approaches, including adopting business plans for leisure farm, seeking professional advice, and participating in regional and larger-scale tourism marketing initiatives (Getz & Brown, 2006). A specific type of rural tourism is integrated into an agricultural estate and inhabited by the proprietor and allows visitors to take part in agricultural or complementary activities on the property (Ollenburg & Buckley, 2007). Leisure farm is a business concept that merges two areas including agricultural and tourism to open new profitable markets and provide travel experiences for the purpose of enjoyment, education, or active involvement in the activities of a farm (Albacete-Sáez, Fuentes-Fuentes, & Lloréns-Montes, 2006; Hsu, Dehaung, & Woodside, 2009).

Wilson (2007) states that leisure farm plays a significant support role for many agricultural enterprises, whereas Sharpley & Vass (2006) suggest that some leisure farm experiences become a desirable option in today's leisure farm. In recent years, several studies widely recognize that leisure farm has a central relationship to value-added production, direct farm marketing, and rural development (Capriello, Mason, Davis, & Crotts, 2013; Hwang, Lee, & Chen, 2005).

2.2. International marketing strategy

According to the international marketing strategy theory, the success that comes from following international marketing strategy is a result of competitive advantage built through economies of scale and additional synergies (Jain, 1989; Levitt, 1983; Zou & Cavusgil, 2002). Morgan, Vorhies, and Mason (2009) argue that international marketing strategy grows in importance over time in a world economy. Anderson and Gatignon (1986) provide the definition of international marketing: Marketing activities relevant to products or services that directly or indirectly cross national borders. This definition highlights a distinction of international marketing from its cross-national nature. The increasing global competition leads make firms seek opportunities in international markets to achieve their objectives and to safeguard their market position and survival (Birkinshaw, Morrison, & Hulland, 1995; Carlsson, Nordegren, & Sjöholm, 2005).

International marketing strategy's influence on performance continues to be a focus of marketing researchers (Cavusgil & Zou, 1994; Kwon, 2010; Morgan & Berthon, 2008). Although research provides insights into international marketing strategy's influence on performance, more information is necessary about the factors affecting international marketing strategy. Evidence exists that past performance stimulates strategy change because of managers' efforts to learn from, and respond to, performance feedback (Baker & Sinkula, 2005; Cooper & Kleinschmidt, 1985; Ghoshal, 1987), but not many studies examine this issue (Damanpour, Walker, & Avellaneda, 2009). By advancing knowledge in these areas, this study enhances academic understanding while providing guidance to the international marketing manager.

The analysis of these studies reveals three distinct sets of variables. The first group includes variables relating to managerial, organizational, and environmental factors that serve as antecedents because they indirectly affect marketing performance (Douglas & Wind, 1987; Fritz & Dees, 2009). The second group comprises variables pertaining to the firm's marketing strategy (targeting and marketing mix programs) that links directly to marketing performance (Heiser, McQuitty, & Stratemeyer, 2005; Hernández Maestro, Muñoz Gallego, & Santos Requejo, 2009; Laroche, Kirpalani, Pons, & Zhou, 2001). The third group consists of economic and noneconomic measures of firms' performance (Johansson & Yip, 1994; Kotabe, 1990; Manu, 1992). The basic operating mechanism of the model implies a unidirectional causal relationship: Managerial, organizational, and environmental factors influence the firm's marketing targeting and marketing mix, which in turn affects export performance. The first step to test the model's validity and generalizability, however, is to review relevant empirical research.

2.3. Performance

Because of measurement issues, numerous international marketing studies use return on investment (ROI), sales, sales growth, and overall performance as indicators of company performance (Cooper & Kleinschmidt, 1985; Zou & Cavusgil, 2002). Strategic performance refers to a firm's global market share and competitive position relative to major rivals when a firm's market share affects its profitability (Hult, Cravens, & Sheth, 2001; Manu & Sriram, 1996; Szymanski, Sundar, & Varadarajan, 1993). Marketers have great interest in how various strategies affect company performance in the leisure farm context.

2.4. Theoretical background

According to the international organization (IO) theory, a firm's competitive advantages reside in the heterogeneity of the external force. Strategy refers to a firm's conscious move to fit their environment (Rubera & Ahmet, 2012; Walters, 1986). Accordingly, the drivers of a firm's competitive strategy and performance are external to the firm. Zou and Cavusgil (2002) and Schike, Reimann, and Thomas (2009)

argue that international marketing strategy plays a critical role in determining a firm's performance in the global market. Morgan et al. (2009) and Samiee and Roth (1992) maintain that developing a marketing strategy in foreign markets requires the firm to adapt to the needs and desires of the target markets. Some authors argue for grouping indicators into constructs to capture overall performance (Kwon, 2010), but others maintain that researchers should analyze performance variables at the individual level (Hult et al., 2001).

However, some inconsistent findings in prior studies are due to researchers' focus on different dimensions of global marketing strategy and their adoption of various measurement schemes. Furthermore, cultural differences exist between industries so scholars should develop a conceptual model to understand global marketing strategy behavior. Another gap is that international marketing strategy program and process elements need a better construction in the leisure-farm tourism context.

3. Research methods

After reviewing the international marketing literature and conducting a preliminary in-depth interview with 20 marketing managers of leisure farms, this study deals with seven groups of constructs: international economic environment, international competitive environment, government assistance, international product strategy, international pricing strategy, international channel strategy, and international promotion strategy's influence on performance. Therefore, this study proposes the following hypotheses:

H1. International economic environment has a positive effect on the performance in the leisure farm industry.

H2. International competitive environment has a positive effect on the performance in the leisure farm industry.

H3. Government assistance has a positive effect on the performance in the leisure farm industry.

H4. International product strategy has a positive effect on the performance in the leisure farm industry.

H5. International pricing strategy has a positive effect on the performance in the leisure farm industry.

H6. International channel strategy has a positive effect on the performance in the leisure farm industry.

H7. International promotion strategy has a positive effect on the performance in the leisure farm industry.

3.1. Measures

Thirty-four items capture international economic environment, international competitive environment, government assistance, international product strategy, international pricing strategy, international channel strategy, and international promotion strategy, and performance. This study uses Craig and Douglas's (2000) and Zou and Cavusgil's (2002) 5-item scale to measure international economic environment. Birkinshaw et al. (1995) and Hult et al. (2001) provide a 3-item scale to measure international competitive environment. The study uses a 5-item instrument from Schike et al. (2009) to measure performance, Ghoshal (1987) and Jain's (1989) 7-item instrument to capture the international product strategy, and Birnik and Bowman (2007) and Szymanski et al.'s (1993) 3-item instrument to capture the international product strategy. Cavusgil and Zou (1994) and Craig and Douglas (2000) provide a 3-item instrument to capture the international channel strategy, and Jain (1989) and Fritz and Dees' (2009) 5-item instrument to capture the international promotion strategy. Cavusgil and Zou (1994) and Kustin's (2010) 3-item scales measures performance.

Table 1
Measures used with mean and standard deviation, and measurement model.

Construct and scale items	Mean	SD	Standardized loadings
<i>International economic environment (9-point scales anchored by strongly disagree and strongly agree)</i>			
1. The government pays attention to tourism industry.	5.86	1.92	0.78
2. Global tourism industry has high market growth.	6.92	1.56	0.82
3. The employment of service has high growth.	6.48	1.57	0.85
4. Information and communication industries have rapid growth.	7.66	1.68	0.92
5. The growth of tourism demand in the developing countries.	7.15	1.55	0.87
<i>International competitive environment (9-point scales anchored from low to high)</i>			
1. The competitive intensity of your leisure farm.	5.26	1.99	0.86
2. The entry barrier of your leisure farm.	5.97	2.01	0.82
3. To understand your competitors of leisure farm.	6.93	2.19	0.87
<i>Government assistance (9-point scales anchored by strongly disagree and strongly agree)</i>			
1. To improve the reputation of your leisure farm.	6.89	2.17	0.86
2. To cooperate with academics and industry.	7.05	2.18	0.82
3. The integration of private and public sector.	6.96	2.27	0.87
4. The encouragement of local government.	6.51	2.17	0.82
5. The regulation are well organized.	5.15	2.50	0.78
<i>International product strategy (9-point scales anchored from low to high)</i>			
1. The comfortability and suitability of infrastructure.	5.92	2.02	0.77
2. The product-brand investment of your leisure farm.	5.58	2.04	0.84
3. The product-facility investment of your leisure farm.	5.92	2.12	0.85
4. The brand-image investment of your leisure farm.	5.86	2.02	0.88
5. The brand-certification investment of your leisure farm.	6.07	2.12	0.79
6. The training of orientationers.	6.14	2.15	0.84
7. The activity design investment of your leisure farm	5.93	2.12	0.86
<i>International pricing strategy (9-point scales anchored from low to high)</i>			
1. To offer the competitive pricing.	5.74	1.93	0.79
2. To offer discounted pricing.	5.38	2.15	0.82
3. The product-facility investment of your leisure farm.	5.31	2.13	0.87
<i>International channel strategy (9-point scales anchored from low to high)</i>			
1. The international channel provides adequate consumer information.	5.29	2.11	0.85
2. The international channel provides tourism knowledge.	5.13	2.03	0.83
3. The product-facility investment of your leisure farm.	5.30	1.85	0.86
<i>International promotion strategy (9-point scales anchored from low to high)</i>			
1. The public relation activities.	5.50	1.91	0.87
2. International tourism exhibition.	5.76	1.96	0.83
3. The establishment of company website.	5.91	1.97	0.82
4. The training of international marketing staff.	5.44	2.21	0.81
5. The word-of-mouth of foreign tourists.	5.94	2.39	0.72
<i>Performance (9-point scales anchored from low to high)</i>			
1. The market share of your company compared to your major competitors.	3.49	1.88	0.76
2. The sales volume of your company compared to your major competitors.	3.18	1.92	0.91
3. The sales of your company compared to your major competitors.	3.33	1.95	0.87

Table 1 provides item details, means, and standard deviations. Previous studies using similar scales report acceptable reliability and validity.

3.2. Research context

The research collects data with a self-administered questionnaire from the directors and managers of leisure farms. Taiwanese leisure farm managers provide an excellent context, because of the importance of the country's tourism industry as a business activity. The robustness and competitiveness of the leisure-farm tourism industry in Taiwan means that Taiwan represents a valuable case study for understanding marketing performance and its antecedents.

3.3. Pre-test questionnaire

Before conducting the survey, the research pre-tests the questionnaire in two stages. First, refining the traditional Chinese version of the survey instrument and cover letter by developing the initial survey from the literature. During this stage, four leisure farm experts (researchers at different universities) assess the content and face validity of the items. Second, 20 managers review the revised instrument to ensure the questionnaire's alignment with managerial views and interests.

3.4. Data collection

The database of the Taiwanese leisure farms generated a population of 585 leisure farms. The study sends the mail questionnaire to the manager or director of every leisure farm. After two follow-up mailings, 12 questionnaires are undeliverable. These leisure farms either cease operations or have no forwarding information. Thus, the sample decreases to 573. The study receives 212 usable questionnaires, which makes for a 37% response rate. Early respondents are the first 50% of the returned questionnaires; late respondents are the remainder. No significant difference exists between the means of the variables for early and late respondents, which suggests that nonresponse bias is not a significant issue.

4. Empirical results

4.1. Sample characteristics

The study obtains 212 usable questionnaires from the leisure farms database. Males (54.7%) slightly outnumber females (44.8%), and more than 39.3% are between the ages of 21–40. Regarding the education status of informants, 45.8% have undergraduate degrees and 37.3% have a master's degree; 27% and 14.8% have a senior high school degree. Respondent leisure farms have significant management experience: 4.7% have 2–5 years; 21.2% have 6–9 years; 31.1% have 10–14 years; 23.6% have 15–19 years, and 18.4% have more than 20 years. Table 2 shows the distribution of demographic variables.

4.2. Overall model fit

This research process provides a confirmatory technique that allows assessing the reliability and validity of the constructs. This study performs a confirmatory factor analysis (CFA) and reliability analysis for all the constructs (i.e., international economic environment, international

Table 2
Demographic characteristics of the sample (n = 212).

Gender	
Male	55
Female	45
Level of education	
High school or less	15.8
University (undergraduate)	46.4
Graduate or high level	37.8
Age	
21–30 years old	18.5
31–40 years old	20.9
41–50 years old	31.3
51–60 years old	11.8
61 years old and older	17.5
Management experience	
2–5 years	4.8
6–9 years	21.4
10–14 years	31.4
15–19 years	23.8
20 years and longer	18.6

competitive environment, government assistance, international product strategy, international pricing strategy, international channel strategy, international promotion strategy, and performance) by employing AMOS 7. CFA shows a good fit for the theoretical model (see Table 3). Average variance extracted (AVE) of constructs exceeds the minimum criteria of 0.50. Thus, the results verify the convergent validity of each construct and discriminant validity for all constructs (see Table 3).

4.3. Empirical results

The measurement model outputs are in Table 1. All 34 standardized loadings are high and have t-values that are significant ($p < 0.01$). All standard errors are small and acceptable. Thus, all indicators relate to their specific constructs, which confirms the relationships among research constructs. Reliability estimates for each construct using coefficient alpha (Cronbach, 1951) and composite reliabilities all exceed the 0.70 threshold. The computed average variance extracted shows the degree of shared representation of the indicators with the constructs. The lowest values for variance are at 0.72 for the sample. All shared variances extracted for each construct are acceptable because they exceed the recommended 0.50 value (Bagozzi & Yi, 1988; Fornell & Larcker, 1981).

To investigate the discriminant validity of the constructs, Fornell and Larcker (1981) suggest calculating whether the average variance extracted is greater than the square of the construct's correlations with the other factors. Overall, the measurement model statistics support the psychometric properties of the survey instruments.

Table 4 present the results of the analyses for the regression model coefficients. The beta coefficients represent residents' implicit importance weightings. The models support four hypotheses: International economic environment has positive effect on the performance in the leisure farm industry H1; however, international competitive environment has no significant effect on the performance in the leisure farm industry H2. Government assistance has positive effect on the performance in the leisure farm industry H3. International product strategy has positive effect on the performance in the leisure farm industry H4, and international promotion strategy has positive effect on the performance in the leisure farm industry H7. However, international pricing strategy has no significant effect on the performance in the leisure farm industry H5 and international channel strategy has no significant effect on the performance in the leisure farm industry H6.

4.4. Common method bias

To minimize common method bias, the study uses Podsakoff et al.'s (2003) procedural remedies, which consist in three *ex-post* approaches to assess common method bias. First, the research carefully examines the correlation matrix for suggestions of multi-collinearity. The lack of highly correlating constructs suggests that common method bias is minimal. Second, Harman's one-factor test finds a very poor fit for the single-factor model, suggesting an absence of common method bias.

Table 3
Construct measures in the study.

Measures construct	Cronbach's α	Ave.
International economic environment	0.78	0.64
International competitive environment	0.88	0.68
Government assistance	0.77	0.63
International product strategy	0.97	0.74
International pricing strategy	0.91	0.64
International channel strategy	0.91	0.67
International promotion strategy	0.92	0.72
Performance	0.98	0.68

Table 4
Regression analysis.

The multiple regression model (N = 212)				
Hypotheses	Standardized coefficients	t-value	Sig.	
H1 Economic environment → performance	0.062	3.87	s	
H2 Competitive environment → performance	−0.077	−1.03	ns	
H3 Government assistance → performance	0.314	3.98	s	
H4 Product strategy → performance	0.261	2.83	s	
H5 Pricing strtaegy → performance	0.059	0.64	ns	
H6 Channel strtaegy → performance	0.123	1.25	ns	
H7 Promotion strategy → performance	0.290	2.92	s	
Model	R	R square	Adjusted R square	Std. error of the estimate
Regression	.407	.166	.137	.92894193

ns = not significant, s = significant, t-values all significant at $p < .05$.
Model summary.

4.5. FsQCA results

This study presents results from the empirical analyses using fsQCA and conventional MRA. FsQCA is an analytic tool that uses fuzzy-set theory. This technique differs from conventional statistical methods (Ragin, 2008). Both Ragin (2008) and Woodside and Zhang (2013) provide more detail on how to perform calibrations. In fsQCA, variables or combinations of variables may be either necessary or sufficient conditions depending on how they affect the outcome. Ragin (2008) and Woodside (2013) stress the importance of achieving high consistency rather than high coverage. This article presents a comparison of results from fsQCA and MRA. To demonstrate predictive validity, this study conducts a prediction analysis. For fsQCA, consistency and coverage test results reveal relationships between the variables in Table 5. Empirical results show that fsQCA captures relationships better and has better predictive capabilities than MRA.

5. Discussions and implications

The model this study proposes serves as a foundation for an integrat- ing conceptual model of international marketing strategy. In addition, the results of this study show that international product and promotion strategy has a positive and significant effect on a firm’s performance in the leisure farm context. This is consistent with previous studies that offer empirical support for the international marketing strategy-perfor- mance (Schike et al., 2009; Zou & Cavusgil, 2002).

The research finds that government assistance and international economic environment drive international marketing strategy and performance. Actually, firms must assess their external environment before committing to the international marketing strategy program. In particu- lar, a firm with government assistance and substantial international economic environment has better performance. Government assistance

and substantial international economic environment is an important determinant of success in international markets for the leisure farm tourism. In terms of managerial practice, the finding suggests that lei- sure farms need to cooperate with government policy and fit into the in- ternational tourism markets. With government assistance and substantial international economic environment, leisure farms will be able to attain a stronger global strategic position, which will lead to im- prove global financial performance.

The findings of the study have several implications for marketing managers in the leisure farm context. This study’s model of internation- al marketing strategy suggests that a firm competes globally with sever- al strategic dimensions, including marketing programs and marketing activities. Significantly, leisure farms should have marketing operations in all major world markets to allocate a high degree of international product and promotion strategy for the leisure farms’ products.

In practice, managers should carefully assess the attractiveness of various foreign visitors in the leisure farm products. First, operating in key foreign markets offers a firm the opportunity to monitor rivals and engage in timely action. Second, an attempt to integrate competi- tive moves recognizes that the key regions or markets are important. The resource allocation of the marketing mix enables leisure farms to gain worldwide efficiencies.

6. Research limitations

Although advancing the literature, this study is not without its limi- tations. Several limitations of this study should point to the need for fur- ther research. First, because this study surveys only managers or directors of leisure farms in Taiwan, the findings are not generalizable to other countries. For that reason, further research should test the ap- plicability of the international marketing strategy in other countries. Second, the size of the sample means that the generalizability of present findings needs further testing. Further research needs more resources to

Table 5
FsQCA results.

No	Items	Consistency	Raw coverage	Combined
Outcome		Performance		
1	international economic environment* international competitive environment* government assistance* international product strategy* international pricing strategy* international channel strategy* international promotion strategy *performance	0.974156	0.810463	0.895744
2	international economic environment* international competitive environment* government assistance	0.975493	0.866749	0.926327
3	international product strategy* international pricing strategy* international channel strategy* international promotion strategy	0.963054	0.913859	0.951168
4	international economic environment	0.957948	0.907833	0.948027
5	international competitive environment	0.969684	0.928649	0.958834
6	government assistance	0.956657	0.924952	0.956923
7	international product strategy	0.943774	0.891470	0.934688
8	international pricing strategy	0.979191	0.9779191	0.983941
9	international channel strategy	0.943944	0.952663	0.966235
10	international promotion strategy	0.963258	0.950335	0.959958

increase the sample size and consider other types of firms or industries. Third, the research design is not longitudinal, and all information comes from the mail survey. Therefore, the causal attribution of relationships is relatively weak. Future work should consider adopting a longitudinal design to further test the causal relationship of the factors. Finally, further research should explore the relevance of other external and internal factors for a firm's international marketing strategy and performance in the leisure farm context. Furthermore, future research should examine whether the globalization potential of an industry moderates the relationship between international marketing strategy and a firm's performance. Finally, the focus of this study is on the short-term reaction to performance changes over a 1-year period, the future should offer the long-run data for examining long-term trend.

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