Developing Marketing Information Systems For Adding Tourism Value To The Eastern Economic Corridor

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ABSTRACT
The Eastern Economic Corridor was designed for the development of the eastern seaboard region to promote the growth of industry and for the decentralization of the economy. Due to the lack of economic rationality of the project World Bank rejected the Thai government’s request for Funding. The purpose of this study is to describe how the government can utilise the marketing information system for the development of value tourism to EEC. The present study investigates the effect of IT infrastructure, Data acquisition systems and IT knowledge on the efficient processing of information. In turn its an effect on the development of the product value (Dependent variable). Total respondents who gave usable responses were 253 tourists out of those who were selected from Thailand by simple random sampling technique. Data collection was done through a well-developed questionnaire. The usable response rate of this study was 50.03%. This study used the PLS-SEM (Partial Least Square technique) for the analysis of data. The results revealed that there is a significant influence of IT infrastructure, Data acquisition and IT knowledge on information processing. Information processing significantly mediates the effect of IT knowledge, Data acquisition and IT infrastructure on the product value. The study recommends that by developing a marketing information system government can enhance the value of tourism to the EEC by efficient information processing system.

KeyWords: IT Infrastructure, Data acquisition, Information processing, Eastern Economic Corridor, Thailand.

1.0 Introduction
Tourism is one of the key industries of Thailand. It has a significant contribution to the economy of Thailand. As per the latest data revealed, it has more than 16 percent direct contribution to the GDP of Thailand. On the other hand, it also contributes to its accounts for more than 20 percent
of the GDP of the country. Thus, it holds the importance of the backbone in the economy of Thailand. The marketers of Thailand tourism have used the very catchy slogan “Amazing Thailand”. This is very attractive and considered very catchy to attract tourists around the globe. The growth of tourism began in Thailand in 1960. The basic reason for the growth of tourism in Thailand is because of political stability in the political atmosphere of Thailand (Niyomsilp & Bunchapattanasakda, 2020).

At that time, the war of Thailand with Vietnam was stopped. It was a good time by which Thailand could get the benefit. The 1st step in the growth of tourism was the usage of this country as the tourist spot by the US Army during the Vietnam war. Later, a number of other factors were involved as well due to which tourists around the globe were attracted towards Thailand. As a result, the employment level in the country got improved, the technology within the country got improved and the standard of living was improved due to tourism as well. This opportunity was capitalized by Thailand. So, the trend was set to attract the tourist around the globe towards this beautiful destination spot of Asia (Suwunnamek & Asawaruangpipop, 2017).

Later, on February 1, 2018, the government of Thailand approved an economic regulation and law regarding investment and trade in the country. This law is known as the eastern economic corridor (EEC). The basic aim of EEC is to develop the provinces of Thailand that are on the eastern side. In this way, these provinces may be converted to the leading economic zones of ASEAN countries. The project of EEC is spread in the three states of Thailand. This project also plays the role of connecting these provinces namely Chachoengsao, Rayong and Chonburi. The total distance of this project is more than 13000 square kilometres. It is expected by the government that this project will be completed in the next two years. In this way, these three provinces will be converted into the economic and technological hub of Thailand. They will be able to provide services and manufacturing services to the global community through air, sea and land. The investment of more than 9 billion USD is attracted by the EEC so far since 2018 (Dunseith, 2018).

It is estimated that the government will need to spend more than 43 billion USD to complete the project in the coming years. This funding will be provided by the FDI, partnership pf private and public and through a mix of state funds. The government of Thailand has mentioned key areas as the target of EEC. The first one is to create new cities. It is part of urban planning. The second objective is to increase tourism. The third goal is to enhance innovation hubs, industrial and business clusters. In the end, the last objective is to improve the infrastructure of the country. It is estimated by the government that more than 100,000 jobs will be created through the project of EEC (Tontisirin & Anantsuksomsri, 2021).

On the other hand, this is the era of growth in information technology around the globe. More and more new technologies in terms of IT and communication have erupted. Due to the use of these modern technologies, modern managers can get increase productivity and efficiency among themselves and their teams (Sa-Ngiamsak & Thetkathuek, 2021).

The usage of information systems among the less developed countries is very low. It can play an important role in the societal and economic development of the countries that belong to the developing category. However, it has very complex and difficult utilization which may become difficult for third world countries to adapt. Therefore, the market information system is referred as the strategic source in the form of the generation of information which is disseminated later. It
also includes the phase of execution and design. In this regard, researchers pointed that the response of certain actions takes place which is known as responsiveness (Senarak, 2020).

Any organization may disseminate after generation of information. But that organization may not take any action in response to that information. Therefore, it is key to understand that the market information system is the key strategic source of the organization. Scholars also suggest that market information sharing and market information gathering are the key steps of a market information system. With the help of a market information system, organizations develop the capability to get the required information regarding the stakeholders like competitors and customers (Silva & Lima, 2018).

Moreover, a market information system is a process by which organizations shares information regarding their stakeholders in the marketplace. It also leads to the general understanding of the stakeholders within the organization. It is very difficult for the competitor to achieve this because of its value and rareness (Gupta, Tan, Ee, & Phang, 2018). Therefore, this study is designed to assess the effect of IT knowledge, IT data acquisition, and IT infrastructure for the information process and value creation for the tourists of EEC. The present study also examines the mediation effect of information processing as well.

2.0 Literature review

The Project of EEC was initiated in 2017 covering three provincial areas (Chonburi, Chachoengsao and Rayong provinces) and endorsed investment in two major industries. First five S-Curve Industries (intelligent electronics industry, automotive industry, processing industry, advanced agriculture and biotechnology, high wealth and medical tourism industries). Secondly the new five S-Curve Industries (aviation and logistics industry, digital industry, comprehensive healthcare industry, biofuel and biochemical industries and robotics industry) (Tontisirin & Anantsuksomsri, 2021).

The Eastern Economic Corridor is one of Thailand’s Eastern Coast, where multiple international deep seaports are situated. It is close to Bangkok and is gradually becoming important for the industrial states and service businesses. Just like multiple other cities around the globe, having an international seaport is also important for the urban development of Thailand (Muangpan & Suthiwartnarueput, 2019).

EEC is perceived to be a regional gateway for international trade, services and investments, keeping its position at the connexion of major economic and transport corridors cutting crosswise the Greater Mekong Subregion. The derive of EEC is based on the lesson learnt from the project of Eastern Seaboard (Sa-Ngiam & Thetkathuek, 2021). To enhance the development of EEC, Innovation is considered as the critical tool for addressing the requirements of targeted industries and for the improvement of the quality of life of the domestic customer.

Globalization significantly affected business patterns and processes. Now it has become an inevitable and impersonal force to derive the style and culture of organizations. There is a dramatic increase in ICT adoption by the organization in the current decade. In the mid of 1960’s the concept of the market information system was formed, Marketing applied it with its requirement of information by creating the formal system called marketing information system (MKIS) (Naz & Ahmad, 2018). It is a computerised system, intentionally designed for the provision of organized information flow enabling and organising an organisation’s market
activities. Information processing is a function of the human brain which acts as a processor. According to information processing theory, the brain works like a computer in a set sequence. It receives input, processes the received information and acts as an output. In the case of efficient information processing, the customers can easily and accurately evaluate the product. Therefore, information processing affects the product value (Juntorn, Sriphtcharawut, & Munkhetvit, 2017).

**IT knowledge, Information Processing and Product Value.**

One of the basic functions of the business is to create and maintain customers. Therefore, one of the most important words for the customers is the promotion and positioning for value creation among the customers or tourists. Creating superior value is one of the utmost objectives of the organizations. For this purpose, organizations have invested a lot in the Research and development sector so they can create value in their products and develop a competitive advantage. Another scholar pointed that the main source mentioned that the main source of any business is to create customer value. The organization which successfully create value for their customers can create a competitive advantage. Another basic reason for the creating of business is to satisfy the needs and wants of the targeted customers. By satisfying these needs and wants, one can easily prosper and grow its business. This is the era beyond traditional marketing. In this era, the marketing knowledge information system has replaced the traditional model of the business (Tongkaw, Thakerngkiat, Ngamwongnoi, & Suksawang, 2019).

The customer-facing ability of the organization is determined by the customers who are using the services of that specific organization. Therefore, some of the customers go deep into the capabilities and resources of the organization. Whereas, several different studies have the effect of product value creation towards the success of the organization. Researchers have also claimed that customer orientation plays a very important role in the value creation process of the organization (Iyanna, 2016). The concept of value creation also thrives on the concept of the relationship between the organization and the customer. This relationship plays important role in the value creation process which in turn help in enhancing organizational profit as well.

On the other hand, customers to whom value is not provided by the organization do not contribute much in the revenue generation process and do not provide a sizeable business process. The organizations that are very proactive with their customers play an exemplary role for the other organizations. These organizations have allocated space and budget for the innovation labs where marketers, designers researchers, engineers and inventors work together on the information gathered from the market. All these stakeholders work together in this lab-based on information gathered from the market to identify the problem and suggest the problem for the customers (Stanton & Cook, 2019).

Few organizations have developed a program in which organizational employees live together with the customers and work as well. Through this program, they have successfully created valuable products and develop a competitive advantage as well (Böhmer & Lindemann, 2015). Thus, we can say that value creation is one of the basic and core concepts upon which the existence of the organization is based. On the other hand, researchers have mentioned that there are other ways as well to create value for the customers. With the help of a market information system, it is easy for the organization to process the information and develop valuable products.
In the 1960s, computer systems were introduced in Thailand by foreign suppliers and thus the development and mechanization awareness. The traditional manual system of information collection, processing and analysis made businesses handicap and dysfunctional in their processes. Therefore, the requirement and application of an efficient information system are inevitable. Thus, it serves as a nerve centre of the recent enterprise (Kusiak, 2019). The rapid changing IT environment globally has caused a drastic change in the application of IT. Knowledge of IT means the understanding or awareness of information technology, understanding the usages and expertise of technology. With more awareness of IT, the processing of the information would be easy. The customers can receive valuable information and process the information efficiently. In the case of efficient information processing, the value of the product will be high (Pranee, Kortana, Wongjunya, & Suchookorn, 2020).

**IT Infrastructure, Information Processing and the Product value.**

MKIS can be utilised as a tool to support market decision-makers by providing joined links between functional divisions or departments. Studies have focused on the companies offering IT-based marketing decisions that will see a significant effect on their service quality. According to Parasuraman et al. and Albert et al., efficient information processing is shaped by the comparison of the customer’s expectation about the service and the information provided by the organisation. Without IT infrastructure, the companies can’t process information efficiently and effectively. The value of the product will be degraded and weakened the competitive edge (Tongkaw et al., 2019).

Thus, making efficiently and the timely decision is a function of MKIS. Due to intense competition, the collection and the management of available information become important. With the advancement in the MKIS, its application in the marketing mix has become very specific to each element of marketing. The organization sufficient IT infrastructure can process market information efficiently and effectively. After efficient processing of information, the companies can provide the desired features of the product, in turn, can enhance the value of the product (Thrassou, Vrontis, & Bresciani, 2018).

**Data Acquisition, Information Processing and Product Value.**

Data acquisition means collecting data or information from the market. The collected data will be used to process and analyse the target customer need and requirements. Therefore, organizations having a sufficient pool of information can satisfy the customer’s needs. These days, global competition requires the organisation for the collection, processing and analysing of information effectively and timely (Lyko, Nitzschke, & Ngomo, 2016). Moreover, it creates an environment that facilitates organisations to communicate with the outside world easily and provide valuable services to their customers. Studies focus that data acquisition is a significant input for customer satisfaction. They are considered as the starting and ending of the processing cycle of information. Some activities like sales forecasting, marketing, entry order, customer billing and cost-accounting are included in business functions. Thus, MKIS enables organisations to integrate market activities and customer services (Cruz, 2015).

The business survival is highly dependent on the valuable prospects offered by modern IT and IS via its MKIS. In this regard, data acquisition is one of the basic tools of business functions for
the provision of the product value. Thus, with more information organisations can easily handle the dynamic demand patterns of customers. When the companies acquire more data, they can process the information effectively and timely. Organisations can create the value of product by efficiency (Gielnik, Krämer, Kappel, & Frese, 2014). Thus, it can be concluded that data acquisition significantly affects the product value via information processing.

H1: IT knowledge significantly affects information processing.

H2: Data acquisition positively affects information processing.

H3: IT infrastructure significantly affects information processing.

H4: Information processing positively affecting value.

H5: Information processing mediates the effect of IT infrastructure and the product value.

H6: Information processing Mediates the effect of IT knowledge on the product value.

H7: Information process mediates the relationship of Data acquisition system and the tourism value.

3.0 Methodology

The present research is conducted by the researcher in the paradigm of positivism. According to Becker and Jaakkola (2020) positivists are of the view that it is important to employ a quantitative approach for the analysis of the data. It is also necessary to defend the objectives of the study. Therefore, the present study used the quantitative approach to verify the relationship among data acquisition, IT knowledge, IT infrastructure, information processing and value creation for the tourists of EEC. For this purpose, the questionnaire was developed to gather the data from the respondents. The data was gathered from the respondents directly in the three months of 2021. The respondents of the present study were tourists of Thailand. A simple random sampling technique was adopted in the present study for the collection of data from the respondents. Rahi, Yasin, and Alnaser (2017) mentioned that simple random sampling is one the easiest way to collect data from the population. This method is also the close at hand method. On
the other hand, scholars also reported that it is one of the most cost-effective ways to complete the questionnaire from the respondents. Scholars stated that the sample size of more than 500 is considered very good, the sample size of 300 is considered as good, the sample size of 200 is considered as reasonable, the sale of 100 is considered as poor and 50 is not acceptable to conduct an empirical study (Comrey & Lee, 1992). Therefore, the present study opted to adopt a large sample size for the collection of data. A total of 502 questionnaires were distributed among the respondents. The usable questionnaire received was 253. Thus, the usable response rate was more than 50.03 percent.

The study also conducted pilot tests from the respondents of the study to assess the validation of the questionnaire. This method also tells the ease felt by respondents when filling the questionnaire. The survey questionnaire was divided into two parts for the collection of data from the respondents. The first part of the questionnaire was designed to get the demographic information of the respondents. The second part was designed to collect information regarding the variables of the study. The questionnaire was developed based on items developed from past studies. These questionnaires were developed on Likert 7 scale. Under this scale 1 represents strongly disagree and 7 represents strongly agree.

The gathered data was assessed using Smart PLS and SPSS. The present study used SPSS for the preliminary analysis of the gathered data. For the establishment of reliability and validity PLS tool was used in this study. Moreover, PLS-SEM was also used to evaluate the relationship proposed in the above hypothesis.

4.0 Results and Analysis

The present study has used SEM-PLS for the analysis of the data collected. SEM PLS is the robust technique used in modern times used in the studies of social science for the analysis of data (Sarstedt et al., 2020). Several researchers in the recent past have argued and employed that smart PLS should be used whenever there is a novelty of the model or data. Researchers have referred to and preferred the technique of SEM-PLS over multiple regression through SPSS.

Researchers argued that PLS-SEM analysis is based on two steps. Smart PLS is the advanced form of multiple regression based on assessment through the outer model and inner model. In the first step of analysis through smart PLS, assessment validity and reliability of the data is done (Sarstedt, Hair, Ringle, Thiele, & Gudergan, 2016). By using smart PLS, the data of validity and reliability of each construct is assessed through a measurement model along with factor loading. Table 1 below shows the value of factor loading of each item used in the present study. Keeping in view the benchmark to retain the items in a study, the items having loading more than 0.60 were retained.

Table 1: Factor Loading

<table>
<thead>
<tr>
<th></th>
<th>DAC</th>
<th>IP</th>
<th>ITI</th>
<th>ITK</th>
<th>PV</th>
</tr>
</thead>
<tbody>
<tr>
<td>DAC1</td>
<td>0.806</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DAC2</td>
<td>0.844</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DAC3</td>
<td>0.840</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DAC4</td>
<td>0.868</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The next phase is to evaluate the reliability and validity of the data. For this purpose, Cronbach Alpha and composite reliability of the data are examined. For this purpose, Hair, Celsi, Ortinau, and Bush (2010) mentioned the value to be more than 0.70. It is evident from Table 2 that the values of CR and composite reliability are above 0.70. Later the study assessed the value of AVE for which the benchmark value is 0.50. The AVE values of this study as mentioned in Table 2 are also more than 0.50.

Table 2: Reliability and Validity

<table>
<thead>
<tr>
<th></th>
<th>Cronbach's Alpha</th>
<th>rho_A</th>
<th>Composite Reliability</th>
<th>Average Variance Extracted (AVE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>DAC</td>
<td>0.924</td>
<td>0.928</td>
<td>0.939</td>
<td>0.688</td>
</tr>
<tr>
<td>IP</td>
<td>0.899</td>
<td>0.899</td>
<td>0.923</td>
<td>0.667</td>
</tr>
<tr>
<td>ITI</td>
<td>0.936</td>
<td>0.940</td>
<td>0.951</td>
<td>0.796</td>
</tr>
<tr>
<td>ITK</td>
<td>0.946</td>
<td>0.952</td>
<td>0.959</td>
<td>0.823</td>
</tr>
<tr>
<td>PV</td>
<td>0.913</td>
<td>0.920</td>
<td>0.945</td>
<td>0.851</td>
</tr>
</tbody>
</table>

Additionally, the present study also assessed the external consistency of the data through discriminant validity. Researchers have mentioned that discriminant validity is one of the ways to evaluate the dependency and correlation among the study variables. Past Studies have
mentioned that there are two methods to assess the discriminant validity of the data. The first one is the Fornell and Larcker (1980) in which the values mentioned in the diagonal must not exceed the square root of AVE the remaining values. As mentioned in table 3, all of the values mentioned in table 3 at diagonal meets the criteria.

**Table 3: Fornell and Larcker (1980)**

<table>
<thead>
<tr>
<th></th>
<th>DAC</th>
<th>IP</th>
<th>ITI</th>
<th>ITK</th>
<th>PV</th>
</tr>
</thead>
<tbody>
<tr>
<td>DAC</td>
<td>0.829</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IP</td>
<td>0.398</td>
<td>0.817</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ITI</td>
<td>0.694</td>
<td>0.498</td>
<td>0.892</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ITK</td>
<td>0.403</td>
<td>0.368</td>
<td>0.400</td>
<td>0.907</td>
<td></td>
</tr>
<tr>
<td>PV</td>
<td>0.594</td>
<td>0.580</td>
<td>0.586</td>
<td>0.441</td>
<td>0.923</td>
</tr>
</tbody>
</table>

Another way to examine the discriminant validity is through HTMT. This criterion outclasses the remaining criteria of discriminant validity. Under this criterion, the values must be less than 0.85 according to strict criteria under HTMT (Ali, Perumal, & Shaari, 2020). As mentioned in the values of table 4 of HTMT criteria, the strict criteria of HTMT are fulfilled.

**Table 4: HTMT**

<table>
<thead>
<tr>
<th></th>
<th>DAC</th>
<th>IP</th>
<th>ITI</th>
<th>ITK</th>
<th>PV</th>
</tr>
</thead>
<tbody>
<tr>
<td>DAC</td>
<td></td>
<td>0.419</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IP</td>
<td>0.743</td>
<td>0.534</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ITI</td>
<td>0.430</td>
<td>0.380</td>
<td>0.423</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ITK</td>
<td>0.644</td>
<td>0.628</td>
<td>0.630</td>
<td>0.472</td>
<td></td>
</tr>
</tbody>
</table>
Figure 2. Measurement model

After the assessment of the measurement model, the next stage is to assess the measurement model which is important for the assessment of the proposed hypothesis. The structural model is composed of different steps including assessment of Q square, examination of predictive relevance, assessment of F square, examining the values of R square, path coefficient significance and examination of the structural model for the issues of collinearity.

Table 5: Direct hypothesis results

<table>
<thead>
<tr>
<th>HYP</th>
<th>Relationship</th>
<th>Beta</th>
<th>SD</th>
<th>T Statistics</th>
<th>P Values</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>DAC -&gt; IP</td>
<td>0.055</td>
<td>0.081</td>
<td>0.672</td>
<td>0.502</td>
<td>Not Supported</td>
</tr>
<tr>
<td>H2</td>
<td>IP -&gt; PV</td>
<td>0.580</td>
<td>0.043</td>
<td>13.410</td>
<td>0.000</td>
<td>Supported</td>
</tr>
<tr>
<td>H3</td>
<td>ITI -&gt; IP</td>
<td>0.383</td>
<td>0.086</td>
<td>4.437</td>
<td>0.000</td>
<td>Supported</td>
</tr>
<tr>
<td>H4</td>
<td>ITK -&gt; IP</td>
<td>0.193</td>
<td>0.076</td>
<td>2.526</td>
<td>0.012</td>
<td>Supported</td>
</tr>
</tbody>
</table>

Table 6: Mediation results

<table>
<thead>
<tr>
<th>HYP</th>
<th>Relationship</th>
<th>Beta</th>
<th>SD</th>
<th>T Value</th>
<th>P Values</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>H5</td>
<td>ITI -&gt; IP -&gt; PV</td>
<td>0.222</td>
<td>0.052</td>
<td>4.317</td>
<td>0.000</td>
<td>Supported</td>
</tr>
<tr>
<td>H6</td>
<td>ITK -&gt; IP -&gt; PV</td>
<td>0.112</td>
<td>0.048</td>
<td>2.344</td>
<td>0.019</td>
<td>Supported</td>
</tr>
<tr>
<td>H7</td>
<td>DAC -&gt; IP -&gt; PV</td>
<td>0.032</td>
<td>0.048</td>
<td>0.668</td>
<td>0.505</td>
<td>Not Supported</td>
</tr>
</tbody>
</table>

Testing the hypothesis is the next step after the assessment of the measurement model. This step of PLS analysis is known as the structural model. For this purpose, the bootstrapping procedure is adopted. Keeping the one-tailed nature of the hypothesis, the threshold value is 1.645 to accept
the hypothesis. As mentioned in table 4 and table 5. All of the direct and indirect hypotheses having a t-value of more than 1.645 are accepted whereas the rest are rejected.

In the end, the present study assessed the predictive power of the structural model which is also known as the assessment of R square values (Hair, Ringle, & Sarstedt, 2012). According to the values mentioned in table 5 below, the independent variables of the present study affects 28% to the mediator and 33% to the DV

**Table 7: R square**

<table>
<thead>
<tr>
<th>Variable</th>
<th>R Square</th>
</tr>
</thead>
<tbody>
<tr>
<td>IP</td>
<td>0.284</td>
</tr>
<tr>
<td>PV</td>
<td>0.337</td>
</tr>
</tbody>
</table>

**Figure 3. Structural Model**

**5.0 Discussion and Conclusion**

Marketing information system development is extremely important for economic growth. Especially for the economies relying on the service sector. According to Shkeer and Awang (2019) equipment, people and actions together categories, investigate, estimate, and allocate required efficient and accurate information to the market decision-makers.

In Thailand, tourism is one of the significant industries contributing towards economic development. To add value to tourism to the EEC the Thai government is taking multiple steps. Because raising the economic benefit of EEC is of great concern for the government. The current study describes that how the Thai government can add value to the EEC by the development of a marketing information system. Marketing information system exists almost all organisations. This study proposed that IT knowledge, IT infrastructure and data acquisition significantly affect
the information processing. It also hypothesised that the information processing significantly mediates the effect of IT infrastructure, IT knowledge, data acquisition on the product value. Developing an MIS system is becoming extremely important as the strength of economies relying on services and to better understand the specific needs of customers. Veeramuthu (2018) defined it more broadly as "people, equipment, and procedures to gather, sort, analyze, evaluate, and distribute needed, timely, and accurate information to marketing decision-makers. Results of data analysis reveal that IT infrastructure significantly positively affect information processing with Beta = 0.383 and t value=4.437. The result also demonstrates that data acquisition is not significantly positively influences information processing. Thus, H1 of the present study is not supported. Moreover, IT knowledge has positive significant effect on IP with Beta= 0.193, t value = 2.526. Thus, the proposed H3 of the present study is supported. Information processing plays a mediating role between knowledge, information and product value. Thus, H5 and H6 of the present study are supported in the present study. The results of the present demonstrate that the government of Thailand must develop strategies by which value can be provided to the tourists of Thailand who want to visit EEC. For this purpose, they can focus on IT infrastructure and IT knowledge which will play an important role to process the knowledge. It will enhance the knowledge processing capability. Moreover, the value will be provided to the customers who will visit EEC as tourists. The present study fills the gap of limited studies conducted regarding the EEC and marketing information system. This study has some limitations as well. This study is cross-sectional which is the major limitation of the study. The results of the present study can be used by the policymakers of Thailand by which they can enhance tourism in their country.

References


