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Determinants of Export Marketing Performance: The Case of Ethiopian Pulses, Oil Seeds and Spices Exporters

By: Addis Alemayehu

ADDIS ABABA UNIVERSITY
SCHOOL OF COMMERCE
MARKETING MANAGMENT GRADUATE PROGRAM

Advisor: MesfinWorkineh (PhD)

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BY
ADDIS ALEMAYEHU

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School of Commerce

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Approved by Board of Examiners

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Advisor	**Signature**
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Internal Examiner	**Signature**
______________________	________________________
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Certification

This is to certify that Addis Alemayehu Molla has done this study under the topic **"Determinants of Export Marketing Performance: The Case of Ethiopian Pulses, Oil Seeds and Spices Exporters"**. The study is of his original work and all the sources of materials used for the research had been duly acknowledged.

Advisor's Name: ______________________________

Signature: ____________________________________

Date: ____

Place: Addis Ababa University

Acknowledgement

For the Grace of God

My family and friends who were there when I needed them most and for my Advisor whose help made this thesis possible.

List of Acronyms

AGOA – Africa Growth and Opportunity Act

ECCSA – Ethiopian Chamber of Commerce and Sectoral Association

EPOSPEA**-** Ethiopian Pulses, Oil Seeds, Spices Producers and Exporters Association

EU - European Union

MoT – Ministry of Trade

NBE – National Bank of Ethiopia

SPSS – Statistical Package for Social Science

USA – United States of America

GMO- Genetically Modified

AU – African Union

ANOVA – Analysis of Variance

GTP – Growth and Transformation Period

GDP – Growth Domestic Product

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Abstract

Ethiopian pulses, oil seeds and spices export sector has been the second most important source of foreign currency to the country, after Coffee. However, the sector failed to achieve its contribution to the overall export performance of the country in the first GTP period. This study aims to shed light on the determinants of export marketing performance with special emphasis on Ethiopian firms engaged in exporting oil seeds, pulses and spices and members of an umbrella association, EPSOPEA. The factors studied using mixed research approach and studied variables include; Characteristics of export market, Characteristics of the export product, Presence and use of export marketing strategy, Firm/ Managerial characteristics and Institutional support-related factors. Consequently, only Institutional support-related factors were found to have significant effect on the dependent variable, Export marketing performance. Hence, it is revealed by the study that exporters are encouraged to engage in export business mainly due to; cheap loans and priority treatment they get from banks, high level government attention and recognition, and market promotion support from stakeholders like EPOSPEA & ECCSA and lastly NBE's lee way to exporters allowing them to use a portion of the foreign currency they earned from export business for other FOREX requiring (export related) businesses like imports, manufacturing and services. Further, exporters are found to be usually a price taker in their international dealings which in turn is impairing their position to be competitive in the international market. Hence, it is recommended that other monetary and fiscal policy measures be taken to encourage exporters to make them more competitive.

Key Words: EPOSPEA, Determinants of export performance, Export Marketing performance, Institutional related support factor

CHAPTER ONE

1. INTRODUTION

1.1. Background of the study

According Sherlock and Reuvid (2008) countries engage in international trade for two reasons; first they have no capacity to provide the goods or the service and may be they don't have enough of it forcing them to import. Second, even if they have the capacity, still some prefer to import as it may be cheaper, have different variety or have better advantage than their own, like better quality. Hence, countries vie for a better share of international trade by deploying various strategies.

As international trade is an important factor for economic development and the platform is far from smooth playing field and there are multiple challenges for smooth and fair international trade. Specially, countries focus on export and export marketing in an effort to shore up their balance of payment position and increase their foreign currency generation capacity, in turn increasing the importance of empirical studies in such perspective.

In general, exporting as economic activity plays a vital role in economic development of a nation as well as for the development of the particular exporting company. Although, the benefits derived from exporting in an increasingly globalized marketplace are enormous, but for many companies, exporting is constrained by numerous challenges.

Here, one of the fundamental factors for business effectiveness is marketing practice (marketing orientation). Where according to Oyedijo, Idris and Aliu (2012), marketing practices involves the determination of customers' needs and effective management of marketing functions to achieve customers' satisfaction and organizational goals. Therefore reviewing such orientation of exporters from international marketing perspective shall reveal the factors impeding their problems and pitfalls.

Among notable initiatives, developed countries, like United States of America (USA) and European Union (EU) have their own legislations to help increase the developing counties exports to their respective markets. USA's Africa growth and opportunity act (AGOA) gives quota and tax free privileges to Sub-saharan countries since 2000, while EU's Everything but arms (EBA) initiative gives least developed countries a privilege to export to EU quota and duty free.

Even when opportunities come at the door steps of export companies, such companies fail to make use of these opportunities for their own and countries' benefits. In a study regarding Ghana's failure to make use of AGOA benefits, three main challenges were mentioned as a reason; lack of supply capacity as a result of low industrialization, lack of financial resources; and lack of a national strategy on AGOA, Asante E, Bawakyillenuo S., and Clemente Ahiadeke C. (No Date). On the other hand, African Union (2017) study pointed that AGOA has been largely under-utilized due to several constraints including; limited productive capacities, infrastructure deficit, difficulties to meet U.S. market requirements, key exports for Africa still excluded from AGOA products' coverage, etc; and calls for greater cooperation to between AU and USA in that regard.

Tesfom and Lutz (2006) discussed the importance of international trade, in particular for developing countries, as it may create employment and provide the foreign exchange for import, while reviewing literatures that adopted a company perspective of international trade they attempted to investigate the forces inhibiting the firm to initiate, develop or sustain export operations. Further, the study stressed the need to make micro level studies with regards to developing countries as most of the policies in these countries do not stem from firm level problems.

As the performance of the export firm is determined by the export marketing strategy and firm's capability to implement the export marketing strategy, Tesfom and Lutz (2006) identified internal factors (i.e., company characteristics and product characteristics) and external factors (i.e., industry characteristics, export market characteristics and macro environmental factors).

Lack of knowledge to locate foreign market opportunities, lack of specific information on agents & distributers, lack of experience in planning & executing exports, lack of management exposure to other cultures & methods of doing business, lack of personnel trained & qualified in export marketing, inability to self-finance exports, lack of export market research & information were identified as a main factors that differentiates developed countries exporters (like from Netherlands) from that of developing countries (like Uganda and Eritrea) (Tesfom, Lutz and Ghauri, 2004).

With respect to the marketing barriers, Barrett and Wilkinson (1985) studied the marketing barriers to export and they concluded that the inability of exporters to meet the competitive prices of overseas suppliers and the high shipment costs involved in selling to foreign markets were particularly important barriers to export. The importance of the marketing barriers in preventing firms from exporting firm side also received considerable support from Bilkey (1978) and Keng and Jiuan (1989). Bilkey (1978) cited inadequate distribution and a lack of foreign market connections as particularly important obstacles preventing U.S. firms from exporting.

Whereas Keng and Jiuan (1989) who also studied the marketing barriers to export concluded that the marketing barriers were significant for both regular exporters and non-exporters. For the regular exporters, Keng and Jiuan (1989) cited external or market-based barriers to export, such as, difficulties in matching foreign competitors' prices, promoting products and establishing distribution networks overseas as being particularly significant barriers to export.

With respect to a lack of international business know-how and practices as a barrier to export, the Bilkey and Tesar (1977) study emphasized the significance of this barrier to export. Bilkey and Tesar (1977) focused on variations in barrier perceptions by export stage. Their study concluded that the more advanced the export stage, the greater the proportion of firms that perceived difficulties in understanding foreign business practices and conforming to foreign product standards. A follow-up study by Bilkey (1978) further highlighted the importance of international business know-how and practices as a particularly important barrier to export for both non-exporters and regular exporters when there is lack of understanding the subject.

With respect to technical/adaptation difficulties as a barrier to export, Bilkey and Tesar (1977) also emphasized the importance of technical/adaptation difficulties as a barrier to export concluding that the more advanced the export stage, the greater proportion of firms that perceived difficulties in obtaining sufficient representation in foreign markets.

Hence, the need to examine the internal and external factors that inhibit exporters from achieving their objective in the international trade is the focus of this study.

1.2. Ethiopia's Foreign Trade

Ethiopia has a total area of 112 million hectares, while 45% of it arable land, while there is over 3.7 million hectares irrigable land. Overall, the countries natural resource base, the soil, the climate, weather, relative humidity, and its biodiversity in terms of fauna and flora makes its agricultural sector promising specially for export sector.

To this end, Ethiopian government has been trying hard to increase its exports to world market and increase its foreign currency revenue. The official government spokes entity, Ministry of Communications publication (2009) claims that Ethiopian economy achieved 10.1% annual GDP growth in the 1st Growth and Transformation Plan for the years 2011-2015. Further, it also pointed that export and manufacturing sectors were the biggest under-performer sectors for the period, and puts under performance of export sector as the main factor the overall shortage foreign currency that dwarfed the overall economic achievement. The report singled out export and manufacturing as mainstays of the economic plan for the coming years.

Assessing the international marketing challenges of exporters and bringing internal and external marketing factors into scrutiny, and their effects on Ethiopian exporters, especially oilseeds, pulses and spices exports destined to world market shall shed some light in the overall marketing practice of the firms.

1.3. Ethiopian Pulses, Oilseeds, and Spices Exporters Association

It's an exporters association established with an objective of making its members competitive in the international market by providing them with up to date market information and providing networking service with the buyers. According the association, its current active members are around 130. However, though every member will be a subject of this study, not all seeds or spices are exportable, rather the main exportable oil seeds, pulses and spices that are promoted by the association are; oil seeds include castor beans, ground nuts, linseed, niger seed, pumpkin seeds, sunflowers and sesame seeds. Further, pulses includes chickpea, dry pea, haricot bean, horse bean, lentil and soya bean, spices includes dry ginger, Ethiopian cardamom, turmeric, white cumin, black cardamom, black cumin, and cinnamon stick.

The last five years oil seeds, pulses and spices export performance are presented in the appendix part.

1.4. Problem statement

Exporting is a strategy in which a company, without any marketing or production organization overseas, exports a product from its home base. Often, the exported product is fundamentally the same as the one marketed in the home market. The main advantage of an exporting strategy is the ease in implementing the strategy and risks are minimal because the company simply exports its excess production capacity when it receives orders from abroad. As a result, its international marketing effort is casual at best and it is very likely the most common overseas entry approach for small firms. Further, many companies employ this entry strategy when they first become involved with international business and may continue to use it on a more or less permanent basis (Onkvisit and Shaw, 2007).

Yet, exporting allows firms to acquire market knowledge, as it often requires them to compete in diverse and less familiar environments which can be applied in a local setting.

On the other hand, exporting is also very important for any nation as it is an enabler for nations to accumulate foreign exchange reserves to finance their imports, increase their productivity and create job opportunities, thereby fostering economic and social prosperity. Hence researchers see it as a challenging and promising area or theory development in international marketing (Zou and Stan, 1998). Hence, such huge benefits of export as an economic sector has drawn lots of interest from researchers in determining the variables that impact export performance. Yet despite notable progress in understanding of the drivers of export performance, knowledge on this topic is still limited and the export performance literature yields various inconsistent results (Sausa, Martinez-Lopez, and Coelh0, 2008) due to products covered, country studied, variable considered and other factors.

Specifically, Ethiopian firms which export oil seeds, pulses and spices have internal and external challenges in marketing their products in their markets. Though a number of problems which can affect the overall trade performance could be mentioned, the problems that are associated to the actual marketing activities are also the major factors that impede local exporters not to get the desired market share from these markets. The marketing problems can broadly be classified as internal and external. This study focuses on the problems and pitfalls which adversely affect the local exporters from practicing the right international marketing in the mentioned target markets so that they fail to capture the available market opportunities from these markets. Specifically, the marketing issues could be associated to the following factors: foreign market-knowledge (i.e., knowledge related to foreign market structure, foreign marketplace, nice market identification, consumer perception and brand-image understanding of foreign buyers technical requirements); marketing communication (promotion, communication, foreign networking, cultural and language-related factors); external factors (competition in foreign market with other foreign suppliers, competition as related to product quality, price, competitors' marketplace knowledge capability, competition from local exporters, marketing channel related factors, foreign dealer related factors); institutional support-related factors (issues related to marketing and promotional support from preferential access providers, promotional agencies, government and EPOSPEA); and exporter's marketing-related factors (exporter's marketing competency, owners' marketing concept, owners' personal motivation for market expansion, owner's market orientation).

Hence, this study aims to study various factors effect on the international marketing performance of studied firms and add on the local academic composite.

1.5. Research Questions

1.5.1. Basic research question:

What major factors determine the performance of export marketing of Ethiopian exporters in the oil seeds, pulses and spices market?

1.5.2. Specific Research question;

Based on the main research question and the variables to be tested, here are the specific research questions;

- Do the export market specific characteristics have effect on the export marketing performance of EPOSPEA members?
- Do the characteristics of the export product have effect on the export marketing performance of EPOSPEA members?
- Does the presence and use of export marketing strategy in the exporting firms have effect on the export marketing performance of EPOSPEA members?
- Does firm/managerial characteristics have effect on the export marketing performance of the EPOSPEA members?
- Does institutional support-related factors have effect on the export marketing performance of EPOSPEA members?

1.6. Research Objectives

The main objective of the study is to analyze the internal and external factors that influence the effectiveness of export marketing of Ethiopian exporters in the oil seeds, pulses and spices market using a mixed research approach.

Specific objectives:

The specific objectives of the study are:

- To identify export market characteristics which affect the export marketing performance of EPOSPEA members.
- To identify product specific characteristics of export product which affect export marketing performance of EPOSPEA members.
- To examine the presence and use of export marketing strategy in the exporting firms which have effect on the export marketing performance of EPOSPEA members.
- To analyze the firm/ managerial characteristics and owner’s export motivation which have effect on the export marketing performance of the exporting firms.

- To identify the possible influence of institutional support related factors which have significant effect on the export marketing performance of EPOSPEA members.
- To identify the main significant factor/s that has/ have large contribution in affecting the export marketing performance negatively and/or positively.
- To show ways (international marketing techniques and strategies) to enhance the performance of export marketing so that exporters in EPOSPEA in particular and Ethiopian exporters in general.

1.7. Hypothesis

Though there are a number of export marketing performance determinant factors, I hypothesized the following major determinant factors to be tested in the course of the study for their effect and extent in marketing performance of EPOSPEA members.

H1: Export market specific characteristics have effect on the export marketing performance of EPOSPEA members.

H2: Characteristics of the export product have effect on the export marketing performance of EPOSPEA members.

H3: Presence and use of export marketing strategy in the exporting firms have effect on the export marketing performance of EPOSPEA members.

H4: Firm/managerial characteristics and owner's export motivation have effect on the export marketing performance of the exporting firms.

H5: Institutional support related factors have significant effect on the export marketing performance of EPOSPEA members.

1.8. Significance of the Study

Academic contribution: Being an explanatory study, the main academic contribution of the study emanate from pointing the effect of internal and external factors in export marketing effectiveness. This study may have contributions to the area of marketing strategy research related to the oil seeds, pulses and spices sector of Ethiopia in posing numerous pertinent questions to guide future research. Meanwhile, it may add new knowledge to the existing literature and it may be a stepping stone for academicians to carry out further studies on the issue. Furthermore, this study may yield valuable methodological importance to both practitioners and academicians because it applied both qualitative and quantitative data integration on the issue of investigation.

Significance to subject exporters and members of EPOSPEA: The study outputs may benefit existing member exporters to craft their marketing strategy based on the identified challenges and enhance their competitive position in the target markets in particular and potential international markets in general. It may also encourage non-exporting growers to engage themselves in the export of oil seeds, pulses and spices sectors.

The study may ultimately magnify the contribution of standardizing and practicing the right export marketing to Ethiopian exporters as specifically related to the international marketing concepts by showing ways that may enhance the effectiveness export marketing to exporters in EPOSPEA in particular and Ethiopian exporters in general. As a result, the findings of this study may help the member exporters to improve their marketing strategies and better meet the needs of both domestic and international customers.

Significance to institutional supporters and policy makers: Institutional supports can have deeper understanding and recognition on the intensity of the problem the exporters are facing so that they can devise ways based on comprehension of the situations. The researcher also hopes that stakeholders and institutions which give export support services on oil seeds, pulses and spices sectors would take some lessons from the research in question. The key recommendations will be vital inputs for policy makers so that they assess policies and regulations so that they can make workable policies and suitable regulations which can enhance the performance of the sector. In relation to this, the study may be taken as policy inputs for designing and promoting export development and in improving international marketing performance of firms in these sectors. Furthermore, the study is also important in identifying crucial areas of intervention and also plays a major role in adding valuable information for interested researchers and academicians for further analysis in the sector.

1.9. Scope of the Study

Theoretically, the study is confined to assessing key determinants of export marketing performance. Put it differently, the study is about assessing the effect of the under-mentioned factors in the overall export marketing performance of a firm. The factors are mainly Product specific characteristics, Market specific characteristics, managerial characteristics, Presence and use of export marketing strategy and institutional-related support factors including government support. Further, export marketing performance in itself has been dealt via the use of indicators, like economic indicators, strategic indicators and overall satisfaction with performance.

Geographically, all EPOSPEA members are enlisted as respondents and further institutions whose representatives or offices found in Addis Ababa are selected. While the secondary data Government institutions survey and interview are the approaches used to obtain data about the export firms and international marketing challenges face.

Conceptually, only five internal and external factors are considered in this study while other factors are not considered in this study. Methodologically out of the total of export companies operating in the Ethiopian, only active members of EPOSPEA are selected for this research purpose and the result might not be representative to show the overall effect of internal and external marketing factors on export marketing performance.

1.10. Definition of Operational Terms and Acronyms

Export marketing means exporting goods to other countries of the world. It involves lengthy procedure and formalities. In export marketing, goods are sent abroad as per the procedures framed by the exporting country as well as by the importing country (Sisay, 2018). Hence, this study is mainly assesses key factors just from the marketing angle.

Institutional stakeholders: includes mainly Ethiopian Chamber and Sectoral Association, Ministry of Trade and Selected banks.

International marketing is the process of identifying the goods and services that customers outside the home country want and then providing them at the right price and location. In the international marketplace, this process is similar to that carried out at home, but with some important modifications that can adapt marketing efforts to the needs of the specific country or geographic locality (Rugman, A.M., Collinson, S. & Hodgetts, R.M, 2006). Here the focus is that the business activities direct the flow of goods and services to consumer or users in more than one nation.

1.11. Limitation of the Study

As a study that is conducted on the marketing challenges on the Ethiopian oil seeds, pulses and spices in their markets, the main limitation of the study is obviously its failure to get the primary data from relevant subjects from the overseas buyers and other counter institutions which would otherwise make such types of study comprehensive and complete.

Upon data collection, all questions of the questionnaire have not been responded and all respondents didn’t respond on timely basis. Further, finding genuine export data from export firms has been difficult.

However, coupled with interviews, the survey approach tried to overcome data inconsistencies and pave a way for proper assessment of international marketing challenges.

1.12. Organization of the Study

The paper is organized into five chapters. After introduction in chapter one, chapter two deals about review literatures with regard to the study's selected topics and the third chapter is about the methodology and description of the study area. Furthermore, in chapter four the study presents data collected and its analysis. Finally, the last chapter of the study presents the conclusion that the study arrived on and at last incorporates recommendations.

CHAPTER TWO

2. REVIEW OF RELATED LITERATURE

2.1. Theoretical Foundation

2.1.1. International Trade Theories

International trade can play an important role in its economic growth of nations, leading to the full utilization of otherwise underemployed domestic resources. That is, through trade, a nation can move from an inefficient production point inside its production frontier, with unutilized resources because of insufficient internal demand, to a point on its production frontier with trade.

In line with this and answering for a question, why do nations trade? a more useful explanation of why nations trade is provided by Crugman and Collison (2000) in their explanation of trade theories as the focus being specialization of effort and the theories of absolute and comparative advantage are good examples. The ***theory of absolute advantage*** holds that nations can increase their economic well-being by specializing in the production of goods they can produce more efficiently than anyone else. The ***theory of comparative advantage***, on the other hand, holds that nations should produce those goods for which they have the greatest relative advantage.

The later theory argues that by specializing in the production of certain goods, exporting those products for which they have a comparative advantage, and importing those for which they have a comparative disadvantage, the countries end up being better off.

Factor Endowment Theory in its part puts the above theories assumption in to question as they fail to catch other factors into consideration. One basic assumption is that the advantage, whether absolute or relative, is determined solely by labor in terms of time and cost. Labor then determines comparative production costs and subsequent product prices for the same commodity. If labor is indeed the only factor of production or even a major determinant of product content, countries with high labor cost should be in serious trouble. An interesting fact is that Japan and Germany, in spite of their very high labor costs, have remained competitive and have performed well in trade due to the fact that their quality of labor is good compared to others. .

According to prevailing thinking, Porter (1990) argued that labor costs, interest rates, exchange rates, and economies of scale are the most potent determinants of competitiveness, yet given existing trend in the international trade, like merger, alliance, strategic partnerships, collaborations, supranational globalization, he came up with his own determinants of nation competitive advantage determinants. Accordingly, the following are the four determinants of competitive advantage that create the national environment in which companies are born and learn how to compete.

A. *Factor conditions*- the nations position in factor of production, skilled labor or infrastructure, necessary to compete in a given industry.
B. *Demand conditions* -the nature of home-market demand for the industry's product or service
C. *Related and supporting industries* - the presence or absence in the nation of supplier industries and other related industries that are internationally competitive.
D. *Firm strategy, structure and rivalry* - the condition in the nation governing how companies are created, organized and managed, as well the nature of domestic rivalry.

Finally, government support in shoring up national competitiveness is important, whether in direct physical or monetary policies. Tussie (1989) argued that export competitiveness is most strongly influenced by government policy. This view identifies targeting, protection; export promotion and subsidies as the key to international success. Such view is also shared by Porter (1990) who has noticed among governments that there is a growing tendency to experiment with various policies intended to promote national competitiveness, from efforts to manage exchange rates to new measures to manage trade to relaxing antitrust laws.

2.1.2. Export performance and its determinants

Globalization forces companies to internationalize their operation in the global market. Exporting plays a vital role in economic development of a nation as well as for the development of the particular exporting company. Although, the benefits derived from exporting in an increasingly globalized marketplace are enormous, but for many companies, exporting is constrained by numerous challenges (Sisay, 2018).

Export has been a main stay of economy where countries all over the world vie for a significant market share of international trade which in effect requires constant improvement in how their competitive advantage could be upgraded or retained. Hence, such effort requires multifaceted approaches in studying the variables and factors determining export performance. Yet de Andrade (2013) cited Dichtl*et al.*, 1990 long-term trade deficits have a serious impact on each country's well-being and international reputation. Exporting, at a firm level, is also a very important strategy in ensuring firm’s survival or growth, and also firms may achieve competitive advantage in international markets with a positive influence on current and future export performance, which is shy so many companies recently allocate more attention and resources in order to export their products to foreign markets (Sisay, 2018 and Moghaddam, Abu Bakar, Abdul Rasid, and Darestani, 2011).

Regarding to export performance, de Andrade (2013) identified and discussed four determinants related to external environment; development level of the target country, physic and business distance, comparative advantage and barriers of the host country. One the other hand, firm related determinants are firm size, degree of internationalization, managers' propensity for risk and status of the exporting activity. The final four determinants related to strategy were considered: systematization of export planning, degree of differentiation of the export venture's offer, degree of adaptation of product mix and price competiveness.

Generally, Ethiopian context recent study on export marketing challenges of Ethiopian vegetable and fruit commercial growers, whose exports is constrained by many challenges, classified the challenges of export marketing into internal and external. Internal Barriers includes company barriers and product barriers, where lack of marketing knowledge and financial resources analyzed under company barriers. Further, quality and technical product adaptation issued are analyzed under product barriers. On the hand external barriers, includes Industry related export barriers, Export market related barriers like customer and supplier side issues and micro environment barriers Such factors found to have significant effect specially on local small and medium enterprises (SMEs) companies, while their effect remains minimal on large size and foreign owned companies. (Sisay, 2018).Lakew (2015) also found that, the SMEs sector's share of exports is disproportionately small , when the small and medium sized enterprises (SMEs) sector in Ethiopia is a significant group within the economy in terms of firm numbers and total employment. However, the SMEs sector's share of exports is disproportionately small, which shall raise concern.

All in all, Carneiro J, *et.al* (2011), analyzed many international businesses to affirm that several literature reviews indicated the most frequently cited variables are used to explain export performance.

The other important factor in international market is pricing which is one of the marketing element. Pricing in international markets has some differences from the process of setting prices in domestic markets. The essence and purpose of pricing policy in international marketing is to build flexible price goods according to customers' requirements, which are constantly changing, which would ensure competitiveness and a stable position in the market of this product (Kozak and Smyczek, 2015).

In this a highly-competitive world, it has assumed unprecedented importance in the management of markets for firms' profitability, especially in the international markets where it is easy to get out-priced by a competitive company. Trading in commodity will likely put the exporter in similar product competition where competitive products offer same or similar benefits to the customer at the same type of prices. (Mathur, 2008). On the other hand, Kozak and Smayczek (ed. 2015) argued that price is a competition factor that needs to be taken seriously. That is in price competition situation; the price reduction can create significant competitive advantage in the global market and ensure the success of business of the company as a whole.

2.2. Empirical Review of Related Literature

Aaby and Slater (1989), Zou and Stan (1998) as cited in Carneiro J, *et.al, 2011* grouped the factors into four sets: ***firm characteristics*** (size, managerial commitment, managerial perceptions), ***firm competences*** (technology, market knowledge, market planning, export policy, control systems, quality control, communication skills), ***export strategy*** (market selection, use of intermediates, product mix, product development, promotion, pricing), and ***external environment*** and considered them either internal (export strategy, managers' perceptions and attitudes, managers' characteristics, and firm's characteristics and competences), or external (industry characteristics, external and domestic market characteristics) determinants of export performance.

Hence, below are itemized major hypothesized determinants from the literature review perspective.

2.2.1. Export Marketing Performance

Concerning export firms barriers, Julian and Ahmed (2005) in its discussion of Australian export firms barriers to export in relation to their possible impact on export marketing performance cited (Da Silva and Da Rocha, 2000; Katsikeas and Morgan, 1994; Leonidou, 1995; Moini, 1997) to indicate that the primary barriers to export trade are; : export market attractiveness, foreign practices being incompatible with domestic business, export venture management characteristics, access to suitable distribution channels, adapting to foreign market needs and government policy.

Yet a number of other researches also take our some of the factors to be less significant or a factor with our meaningful significant on their effect on the export marketing performance of a firm. The most cited reason for inconsistency is the difference in sampled firms level of development in terms of equipping themselves with required resources and managerial experience, the country they are in, the sector they are engaged, and others factors.

For instance, Julian (2003) in his research of Thailand firms found out that firm-specific characteristics and export marketing strategy were found to have no effect on the Thailand firms' export marketing performance, while he also cited (Douglas and Craig, 1989) to confirm that among the dimensions of firm-specific characteristics identified there competence in international operations enables firms to select better export markets, formulate suitable marketing strategy, and effectively implement the chosen strategy.

Hence, though our focus of this study is to identify the key factors that influence export marketing performance, a key construct in export marketing research, let us see such factors one by one (Cavusgil and Zou (1994) as cited by Julian (2003).

2.2.2. Firm/ Management Specific Factors

While studying small and medium enterprises (SMEs), the firm's own commitment and managerial capacity are usually intertwined as the size of the firm and ownership structure makes it impossible to develop a corporate governance culture where ownership and management are clearly separated. Hence looking such factors as a bundle makes it easy to analyze the factors.

Zou, Fang, and Zhao (2003) also pointed the importance of looking to firm own specifics as most Studies on the influence of export performance used to focus on external factors

Particularly, de Andrade (2013) cited Cavusgil, (1984)to indicate that managerial attitudes with regards to risk taking tendencies, innovativeness, entrepreneurship, proactivity and creativity may lead to higher export performance as managers are more likely to respond favorably to export stimuli and become successful exporters.

Further, it's an important dimension of export performance factor, as skilled and knowledgeable of managerial experience would help a firm to sense an export opportunity ahead of crowds to establish communication and network so as take advantage from the market. Understanding he export market language and culture is also a desired skill.

In their study of Chinese exporters engaged in manufacturing industries, Zou, Fang, and Zhao (2003) concentrated in the owners or specialists in the export firm's capability to determine their effect on the export performance with special emphasis on the financial position of the firm. The study identified pricing capability, distribution capability, communication capability and product development capability as major factors to lead to cost and branding advantage over competitors in export market. With regards to pricing, the firm's ability to respond to competitors and customer change and communicating same across the board is critical. At the same time, adding value to distributor's businesses, satisfying their need, creating closer working relationship and providing support to distributors are some of the factors of distribution capability. As far as product development capability, managing new export venture product, development of new products and establishing robust new product development team are the main factors of new product development capability. Communication capability in relation to export performance relates to managing marketing communication skills and processes.

A study confirmed, albeit theoretically, that salient export capabilities of export performance. Hence, in the study three of the four dimensions exporters 'capability was confirmed to have significant influence on export performance, i.e. distribution capability, communication capability and product development capability (Zou, Fang, and Zhao, 2003).

In their study of Australian export firms Julian and O'cass (2004) identified four broad groups of determinants of export marketing performance, including: firm-specific characteristics, product specific characteristics, market characteristics and export marketing strategy. In the study, firm specific characteristics meant to be measured via size advantages and resources availability.

Better equipped and resourced firms are capable of grasping market deficiencies, develop suitable marketing strategy and implement it. Specially, Julian (2003) confirmed that export commitment from management and/or firm side plays important role in the export performance of the company. Which is to say when managers are committed to an export venture, usually they will carefully plan their market entry diligently and allocate sufficient managerial and financial resources to the venture. Hence, with formal planning and resource commitment, uncertainty is reduced and marketing strategy will be implemented effectively.

2.2.3. Product Specific factors

Products intended for exports should be constantly reviewed for quality and their position in the export market. Monitoring of such continuous process could also be supported by product development so as to be ahead of competition and changes in the customer preference.

The product characteristic influences many of the marketing decisions, including what kind of marketing strategy to follow (Julian and O'cass, 204). Further, some products have special characteristics that influence marketing channel selection. Certain products require a speedy introduction to a market. Fashion items have to be in dealers' salesrooms at the start of new season. Other products (for examples, fruits and vegetables and seafood) are perishable and require special handling (even refrigeration) as well as speedy distribution to points of sale (Sisay, 2018). Moreover, certain chemical products, dairy products, and items such as fresh-cut flowers require special characteristics in the distribution channels.

Julian and O’cass (2004) also identified product characteristics as one of determinants of export performance., where he cited Cavusgil, Zou and Naidu (1993) to include the following product characteristics; the product attributes, the extent of patent protection for the product, the amount of training a sales force required to handle the product, the degree of uniqueness of the product, the degree of culture-specificity of the product, the level of product adaptation required to meet the needs of the local market and the service/maintenance requirements of the product.

2.2.4. Export Market Characteristics

Understanding the very characteristics of the export market inside out enable the firm carefully sail through the market and sell its products. Yet, the usually the export market factors makes domestic marketing practices of a firm incompatible with the foreign market (Julian and Ahmed, 2005). Such factors includes differences in customer preferences and taste, competition, technology, macro environment factors and others. Further Julain (2003) in his study of Thai export firms considered market characteristics among the four basic export market performance influencing factors, where firm, product and export marketing strategy to be the rest.

Julian and O’cass (2004) also cited Cavusgil and Zou, 1994 market specific characteristics measure Australian export firms export performance using market factors including; the accessibility to suitable distribution channels, extent of government intervention, demand potential of the product in the export market, sophistication of the marketing infrastructure, degree of exposure and familiarity of customers to the product in the export market (Cavusgil and Zou, 1994). Government intervention extent in the market could also be taken in itself as separate barrier when government policy, regulation and lack of government assistance in overcoming export barriers is considered (Julian and Ahmed, 2005). Such factors are especially important when the study subjects are SMEs.

2.2.5. Export Marketing Strategy

Development and implementation of export marketing strategy is one of main determinants of export performance that has studied in many literatures. Five types of variables seemed to dominate most of export performance determinant studies: managers’ characteristics, organizational factors, environmental forces, export target, and export marketing strategy (Carneiro J, *et.al*, 2011). Sisay (2018) also cited Morgan, N.,Katsikeas, C. &Vorhies, D. (2011) to confirm that effective implementation of planned export marketing strategy contributes to export market and financial performance, and that marketing capabilities play an important role in enabling effective marketing strategy implementation in export venture operations. Yet Tesfom and Lutz (2006) recommends that so as to develop a proper export marketing strategy, the differences between market systems, firm sizes and presence of foreign competitors across markets should be taken into account.

In their meta-analysis of Marketing strategy determinants of export performance, Leonidou*et.al* (2002), identified marketing strategy variable as having direct linkage with firm's export performance and such variable are; targeting and marketing mix programs. The marketing mix elements include price, product, promotion and export channel distribution, while targeting involves decision regarding the number of types of export markets (e.g.countires) a firm may select as well segmentation activities within of each market. With regards to marketing mix elements, firm's shall also decide whether to adapt the product and price to domestic market condition, whether to follow competitive pricing policy or offer low price to gain market share, whether to actively promote products in the foreign market using for instance sales promotion, personal selling, trade fairs and personal visits.

2.2.6.Institutional Support Related Factor

Exports is a specialized economic activity in any country that requires continuous government support at different stages such as support in selection of export products, identification of overseas markets, identifying market segments, setting up distribution channels, providing financial support and organizing sales and support services. Therefore, the government policies and institutions should provide the exporting community with facilitating and motivating environment at domestic as well as international level.

Governments are expected to provide policy guidance to institution in the export value chain process and the level of tone at the highest level determines the service delivery of such institutions. Government policy was considered as one the major barriers influencing the export performance of Australian firms where lack of government assistance in overcoming export barriers mentioned as detrimental (Julian and Ahmed, 2005).

Various institution are involved in the export process, in our case, like Ministry of Agriculture specific support in Non-GMO certification, Chamber of Commerce in facilitating Country of origin Certification and providing external market linkages, banks providing tailored credit faculties at a reasonable price, etc. Oilseeds, Pulses, and Spices exporters own association, EPOSPEA's support in market linkages, networking, capacity building and advocacy works representing its members is important in advancing export performance of its members.

2.2.6.1. Domestic Laws with regard

Countries enact various policy packages to enhance their export performance and to various degrees encourage exporters to perform more by providing them with financial and non-financial incentives. Though tax exemption is common among countries, what should be dealt more here is National Bank of Ethiopia (NBE) directives regarding export promotion. In one hand, NBE's Directive FXD/45/2016, Transparency in Foreign Currency Allocation and Foreign Exchange Management seeks to allocate the scare foreign currency the country generates in a transparent and sound manner to priority and other economic sector without opening room for rent seeking behavior. On the other hand, Directive FXD/48/2017 Amendment for Retention and Utilization of Export Earnings and Inward Remittance seeks incentivize eligible exporters of goods and services by allowing them to use at least 30% of their own foreign currency for import goods and services that are related to their export activity.

2.2.7. Measurement of Export Performance

Studies demonstrate that any export performance measurement should be consistent with the existing export performance measures used by studies in different countries, (Julian and Ahmed, 2005; Julian and O'Cass, 2004) which is also a basis for our study.

There are various studies carried out regarding export marketing, while a number of approaches were used to measure the export marketing performance. The problem is that it is difficult to compare this various paper findings as these studies that employ different measurement schemes for export performance making it impossible differentiate whether the findings are because of the measurement scales or the independent variables being studied (Julian and Ahmed, 2005).

Yet, according to Julian and Ahmed (2005) study, it is beneficial to adopt theoretical perspective that combines the three primary means of measuring export performance that have been used in previous studies: economic indicators, strategic indicators and satisfaction with the venture's export performance based on literatures from United Kingdom, United States and Australia.

Hence, export marketing performance has been measured, principally, by three different ways. Firstly, via the economic indicators of performance i.e. via profit, sales or market share.

Secondly, export marketing performance has been measured via the strategic indicators, such as gain in market share, gain in strategic presence in the export market or attainment of a competitive position in the export market (Julian and O'cass, 2004; Julian and Ahmed, 2005).

Thirdly attitudinal measure is also included with other export performance measurement variable, as satisfaction with export activity is also considered as a strong indication of success in exporting (Julian and O'cass, 2004).

Bategeka (2012) has also used such measurement to demonstrate firm characteristics, firm competencies, entrepreneurial orientation and export marketing strategy effects on the export firms of Ugandan SME firms, where all factors had significant effects on export performance of studied firms, albeit the extent of each effect differs among each factors and dimension within each factor.

2.3. Conceptual Framework

All empirical studies, qualitative, quantitative, or mixed methods, can be connected to literature or concepts that support the need for the study, be related to the study's purpose statement, and situate the study in terms of previous work (Rocco & Plakhotnik, 2009). The theoretical literature review serves to construct a platform of the known which the researcher uses as a spring board. The literature review and conceptual and theoretical frameworks share five functions: (a) to build a foundation, (b) to demonstrate how a study advances knowledge, (c) to conceptualize the study, (d) to assess research design and instrumentation, and (e) to provide a reference point for interpretation of findings (Merriam & Simpson, 2000).

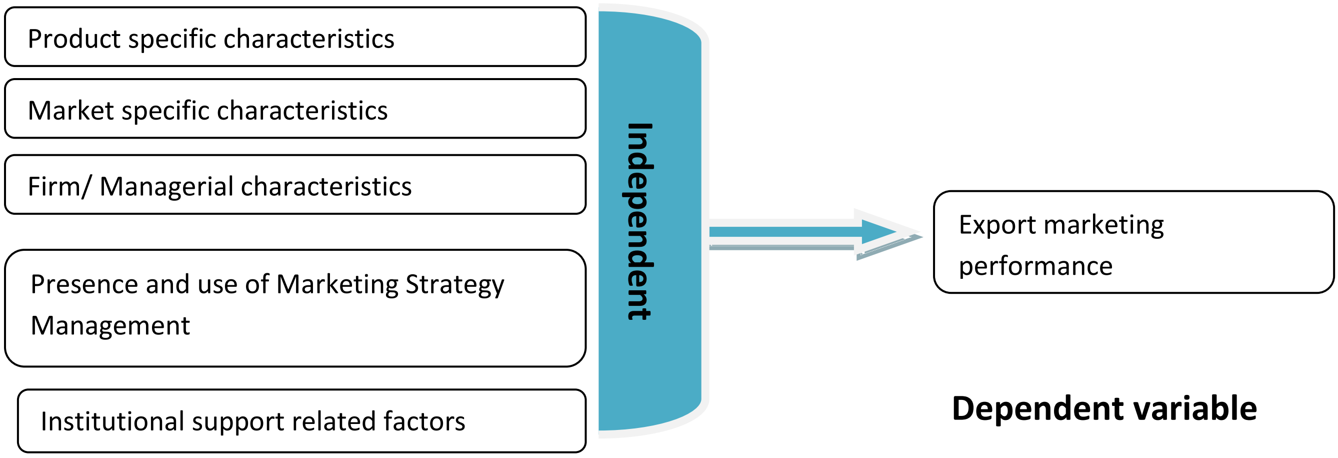
A conceptual framework grounds the study in the relevant knowledge bases that lay the foundation for the importance of the problem statement and research questions. Whereas a theoretical framework is used when investigating a specific theory, a conceptual framework is made up of theoretical and empirical work relevant to the manuscript's purpose, where the purpose is not to further investigate a specific theory (Rocco & Plakhotnik, 2009). On the other hand, a conceptual framework is the researcher's understanding of how the research problem will best be explored, the specific direction the research will have to take, and the relationship between the different variables in the study (Grant & Osanloo, 2014: 16-17). In researches like this one, the theoretical and conceptual framework explain the path of a research and grounds they firmly in theoretical constructs. They assist in stimulating research while ensuring the extension of knowledge by providing both direction and impetus to the research inquiry (Adom, Hussein &Agyem, 2018).

Hence, the main importance of reviewing literatures are to come up with own conceptual framework that identifies important factors that would have influence on the export marketing performance that can be discussed within this study.

Table:2.1 Conceptual framework (variables used for analysis)

Independent variables **(possible variables or data questions)**	**Dependent variable** **(**Export Marketing Performance)
Export market specific characteristics Competition in foreign market (foreign suppliers of same/substitute products Foreign market structure factors Marketplace-related factors Consumer perception and brand-image related factors Promotion and communication related factors Foreign networking factor Understanding of foreign buyers' technical requirements Language and culture factor **Characteristics of the export product** Product quality Product development Product imaging and branding Uniqueness of the product **Presence and use of export marketing strategy** Availability of written export marketing strategy In the absence of written strategy, clearly communicated and practiced export marketing strategy Distributors and customers issue, Target market specification used, Level of export sales goals set, The degree of product adaptation required, **Firm/ Managerial characteristics** Exporter's marketing competency Owners' marketing concept knowledge Length of experience in the foreign market Owners' personal motivation for market expansion Owner's market orientation **Institutional support-related factors** Issues related to support from Government Issues related to Chambers Issues related to government support Issues related to EPOSPEA Issues related to bank	• Export Marketing Performance (Strategic Achievement) • Export Marketing Performance (Profitability) • Export Marketing Performance (Overall Success)

Fig: 2.1. Conceptual framework graphic depiction



Conceptual Framework of the Study (Adapted from Julian and O'cass, 2004)

The above conceptual framework is used to make the multiple regression analysis, which is then used to test the hypothesis.

CHAPTER THREE

3. METHODOLOGY

3.1. Description of the Study Area

Ethiopia is in the midst of a highly acclaimed economical growth trajectory, whereby the economy is registering between 8-11% GDP growth (depending on various sources) for the last decade. Yet, Export sector is yet to register its planned target and the economy is still suffering from foreign currency crunch. Hence, understanding international market challenges of the export sector, especially of agricultural products is pivotal.

This paper investigates the marketing problems that are broadly classified as internal and external. This study focuses also on the problems and pitfalls which adversely affect the local exporters from practicing the right international marketing in the mentioned target markets so that they fail to capture the available market opportunities from these markets.

3.2. Research Approach

Preliminary steps in designing a research proposal are to assess the knowledge claims brought to the study, to consider the strategy of inquiry that will be used, and to identify specific methods. Using these three elements, a researcher can then identify either qualitative, quantitative, or mixed methods approach to inquiry (Creswell, 2003). The choice of as to which method to employ is dependent upon the nature of the research problem (Baharein and Noor, 2008). Both qualitative and quantitative approaches will be used to make the study so that it will be possible to triangulate the research problems from different angles. Therefore, the study employs mixed method research. This qualitative data that will be collected from the interview sessions will be supported by the quantitative data which will be obtained from the questionnaire responses.

3.3. Research Design

The research design type is explanatory and mainly revolves in examining export marketing challenges of Ethiopian Exporters engaged in exporting Oil seeds, Pulses and Spices to European market. Here, both internal and external marketing factors will be examined in detail.

3.4. Population and Sample

3.4.1. Population

The target population is identified on the basis of the survey of existing international trade literature and while a list of exporters were drawn from Ministry of Trade. oilseeds being the major export item of the country enjoying a status of being top three export item for the last decade, draws attention of the researcher. Further, there is an association of oil seeds, pulses and spices exporters whose main objective is furthering the interests of its members in local and foreign arena, while making finding member exporters through their association a time saving mechanism.

Having a major commodity exporters under one institution management enable the researcher to look significant determinants in one go. Further, institutional support, government policy initiatives and debacles could be grasped from the institution representing such exporters; i..e, EPOSPEA and Chamber.

3.4.2. Sample

As oil seeds, pulses and spices exporters are the primary target of this study and most of them are organized under Ethiopian Pulses, Oilseeds and Spices Processors-Exporters Association (EPOSPEA), the Sampling frame will be the list of EPOSPEA members whose list make up the most active players of the industry and representative of the population.

Currently, EPOSPEA has 130 members and all were part of the survey, whereby from non-probability sampling technique, the researcher uses purposive sampling techniques due to characteristics of the population and objective of the study. Using such technique will enable us to answer our research question at hand.

Yet from the existing members, only 85 members are actively participating in the affairs of the association and paying their membership fees. Such updated list is used to disseminate data collection instrument and only 63 were willing and able to respond the questionnaire on timely manner.

3.5. Data Sources and Types

In carrying this research, combinations of methods has been used to collect a relevant information or data. The study relies on both quantitative and qualitative types of data in order to arrive at reliable conclusions for the research questions. Concerning sources of data, both primary and secondary sources have been used for generating valuable and relevant data.

Primary source includes data collected through interview and questionnaire whereas secondary data are those collected from publications from books, journals, reports, and bulletins collected from different stakeholders including exporters, Banks, Ministry of Trade, Ethiopian Chamber and Sectoral Association, Ethiopian Oil Seeds, Pulses and Spices Association, and articles contributed on national and international journals.

The empirical data has been collected from three respondent groups.

1. Key informants from the exporters' firms: this group involves participants who gave basic data for the study and who are Marketing specialists (Marketing managers), owners and/or those key individuals who are directly responsible for the export operation. The data collection tool that has been used to collect the basic and detailed data using questionnaire (it involved both open and closed ended items).
2. Key informants from EPOSPEA: association's manager and other market specialists in the office has been given semi-structured interview to grasp new and emerging ideas from the respondents and to capture different approaches to the same variable or problem.
3. Key informants other institution side: officials from Ministry of Trade, Chamber of Commerce and Sectoral Associations, private bank and other pertinent institutions has also been given a semi-structured interview.

Such data has been used to make triangulate and rigor analysis of responses from different data sources to come up with consistent and reliable findings and recommendation.

3.6. Data Collection Procedures

Both primary and secondary data sources have been used for the research data collection. Questionnaires are prepared and disseminated to the sample group and interviews have been made with stakeholders using interview questions to be discussed using face-face meeting so as to capture relevant data based on the results of questionnaire data.

Two types of semi-structure interview guides have been used to gather detailed information from two groups of respondents. The first interview guide will be used to gather export marketing related internal and external issues from the view of the target companies who are owners and/or managers of the exporting companies. The second interview guide has been used to collect macro and sector-related export marketing challenges from concerned officials at EPOSPEA, private bank officials and Ministry of Trade official.

The questionnaire has been filled by the exporters of member exporters' marketing or export department heads or by a person who is in charge of export issues in the companies. The questionnaires involved both open ended and close ended items.

3.7. Questionnaire pre-test results

Before distributing the questionnaires, a preliminary study had been conducted in order to additionally help figure out the right group of respondents from the available sub-cases. Both reliability and validity test look good for both the pilot & final items of the questionnaires. A test of normality was also run so that it was possible to do the right analysis for the collected data.

3.8. Reliability test for the final questionnaire

The reliability tests were run to both the individual item in the questionnaire and for the grouped variables (i.e., for constructs used to make ANOVA and regression analysis).

Table: 4.1:Reliability test for individual items

Case Processing Summary | **Reliability Statistics**

		N	%	Cronbach's Alpha	N of Items
Cases	Valid	43	68.3	.940	52
	Excluded[a]	20	31.7		
	Total	63	100.0		

a. Listwise deletion based on all variables in the procedure.

The reliability test for the items or variables which were used for the final analysis reveal a highly accepted reliability test (Cronbach α for all scale items = .940). As can be referred from the Item-total test table in Appendix 2, no variable showed up itself as α > .941 if deleted.

Table:4.2. Reliability test for the main grouped variables

Case Processing Summary

		N	%	Cronbach's Alpha	N of Items
Cases	Valid	63	100.0	.835	6
	Excluded[a]	0	.0		
	Total	63	100.0		

a. Listwise deletion based on all variables in the procedure.

Table :4.3.Item-Total Statistics for the grouped variables

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Export Market Specific Characteristics	17.9494	7.961	.629	.805
Characteristics of the Export Product	17.5970	7.448	.704	.788
Presence & Use of Export Marketing Strategy	17.9154	7.582	.739	.782
Firm/Managerial Characteristics	17.4021	7.217	.789	.769
Institutional Support Related Factors	18.0567	9.767	.274	.862
Export Marketing Performance	17.9137	7.858	.531	.828

As can be seen from the above table, the reliability test for the grouped variables which were used for both ANOVA and Regression analysis have also Cronbach $\alpha = .835$ (for the Main Constructs).

Similarly, the final questionnaire was constructed based on the results of pilot test, which were tested for reliability and validity. Both reliability and validity test look good for both the pilot and final items of the questionnaire.

3.9. Ethical Consideration

All the data that has been captured during interviews, using questionnaire and document analysis are in accordance with ethical issues of academic researches. No data gathered retrospectively will be used in this study. Meanwhile, the student researcher has got consent from the respondent companies.

Specifically, in conducting the study, the researcher has:

- followed scholarly codes and conducts (self-discipline);
- tested the data collection instruments/constructs for reliability and face validity;
- kept originality of the study; and
- kept data confidentiality by using codes and the responses collected from participants and has been collected in sealed envelope).

3.10. Data Analysis

The questionnaire has been filled by the exporters of member exporters' marketing or export department heads or by a person who is in charge of export issues in the companies. The questionnaires also involved both open ended and close ended items. Questionnaires has been be prepared using *Likert* scale and will be distributed to sample group, while interviews are used as a data collection technique.

After the data will be collected from primary and secondary sources, it has been appropriately checked and edited by the researcher. Then the edited data has been coded and manually entered into computer. Finally, the data has been analyzed by using SPSS version 20 and the results obtained has been discussed and analyzed by employing graphs, tables, mean, and standard deviation and qualitatively depending on the type of data.

In performing statistical analysis for this study, the researcher has employed a number of grouping procedures to simplify presentation in understandable themes. As most of the questionnaire has been ordinal data items and they involved five response categories: Strongly Agree, Disagree, Partially Agree, Agree and Strongly Agree. In analysis part, these responses has been collapsed into one positive category (strongly Agree and Agree) and one negative category (Strongly Disagree and Disagree) and make easy analysis.

The data has been analyzed using different tools of inferential analysis which are vital for studies that investigate cause and effect relationships between different independent variables and the independent variable which are presented on the table (See Table 2.1). Thus, a number of inferential statistics, like correlation, analysis of variance and regression, has been used to manipulate the data.

Regression analysis: As can be seen on Table 2.1., the data (i.e., variables in the questionnaire) has contained in this study to explain the phenomena rigorously. Thus, there should be the need to use multiple regressions in this analysis because simple linear regression model is not equipped to handle more than one predictor.

Table below show predicators that will be used for multiple regression analysis;

Table: 3.1. Group variables for multiple regression analysis

Independent variables	**Dependent variables**
Characteristics of Export market Characteristics of the export product Presence and use of export marketing strategy Firm/ Managerial characteristics Institutional support-related factors	Export Marketing Performance

Variance analysis: Inferential methods can be used to test group differences among the ordinal variables which can be used in paired test and ANOVA where appropriate. Especially, it will be used to test the significant factor among independent variable; i.e., Export market specific characteristics, Characteristics of the export product, Presence and use of export marketing strategy, Firm/ Managerial characteristics, and Institutional support-related factors.

CHAPTER FOUR

4. RESULTS AND DISCUSSION

4.1. Introduction

For most parts of the discussions, the statistical analysis for the data obtained from the questionnaires followed the qualitative data analysis. The data analysis from the two sources, namely interview and questionnaire, could be made in conjunction whenever it's necessary to do so.

Export marketing performance is said to be affected positively or negatively by various factors and the success of every firm depends on its understanding such effects and possible remedial action. To this end, this part of the paper discusses the empirical results that were obtained mainly from subjects who responded to the questionnaire. Interview with officials from Ministry of Trade, Ethiopian Chamber of Commerce and selected private banks also complement the quantitative analysis. Based on the relevant of the quantitative discussion, the interview results that were obtained from the officials will supplement the questionnaire data. .

4.2. Background Information

4.2.1. Respondent Profile

Self-identified respondent category: Participants were asked how they identified themselves as related to the background information which were thought relevant to the problem under investigation. The combined table shows the number and profile of participants listing their job position, sex, highest education level and field of specialization.

Table 4.4: Basic profiles of respondent

		Count	Column N %
Job position	General Manager	15	23.8%
	Export (Mkting) Manager	23	36.5%
	Expert in Export Department	14	22.2%
	Other	11	17.5%
Sex	Male	40	63.5%
	Female	23	36.5%
Education	Certificate	5	7.9%
	Diploma	7	11.1%
	First Degree	42	66.7%
	Second Degree	8	12.7%
	Other	1	1.6%
Field of study	Business	43	68.3%
	Agriculture	3	4.8%
	Engineering	5	7.9%
	Other Field	12	19.0%

As shown in the above table, the respondents were asked about Job position they are holding in the respective firms and reported as follows. Out of 63 respondents who were included in the study, 23.8%, 36.5%, 22.2% and 17.5 reported to be employed as General Manager, Export (Marketing) Manager, Expert in Export Department and Other position, respectively. Hence, their views and responses could be taken as a genuine professional opinion with respect to their organization.

The table also presents participants of the study grouped in 'education level' and area of specialization or field of study. Respondents were asked about their level of education, over 66% responded to have a First Degree, while 12.7% responded as having Second Degree in the respective fields. In line with this, most, i.e. 68.3% responded as a graduate of Business field.

Having fairly educated management for their export business could be behind some exporters determination for equipping their firm with qualified export management staff, doing market intelligence, expanding their exportable product portfolio with in Pulses, Oil Seeds and Spices category and outside of it (for instance Coffee).

4.3. General Firm Profile

The combined table shows general firm profile which is expressed in terms of participant firms' years stayed in the business, capital in Birr, number of full-time employees and firms' export destination countries. For a few of selected variable, variance analysis was made mainly based on these variables. Therefore, in the upcoming analysis, ANOVA analyses are presented to compare mean differences or variations among the selected variable or ANOVA factors.

Table 4.5: Basic profiles of respondent statistics

		Count	Column N %
Years stayed in the business	Under 2 yrs	3	4.8%
	2 - 5 yrs	20	31.7%
	6 - 10 yrs	24	38.1%
	> 10 yrs	16	25.4%
Capital in Birr	< 1 million	3	4.8%
	1 - 5 million	15	23.8%
	5 - 10 million	15	23.8%
	> 10 million	30	47.6%
Number of full-time employees	< 3 employees	8	12.7%
	4 - 10 employees	22	34.9%
	10 - 50 employees	18	28.6%
	> 50 employees	15	23.8%
Number of export destination countries	< ten countries	11	17.5%
	3 - 6 countries	34	54.0%
	7 - 10 countries	11	17.5%
	> 10 countries	7	11.1%

Source: Survey (May, 2019)

Some of the factors that determine the business strength have been assessed as depicted above. Yet it seems items like *Years stayed in the business* and *Number of full-time employees shows* a fair distribution. However, almost half of the respondents (30 in number) responded as having more than Birr 10 million Capital, in part showing the high capital requirement of the business. While 54% respondents to have between 3 to 6 export destination countries.

Hence, this could imply that destinations are fairly diversified and not concentrated to few counties. Further, some respondents have indicated that they will strive to increase volume of exports while adding more countries as export destination.

4.4. Specific Firm Profile

Overview of specific profile of the respondents is presented in Table 4.6 below.

Table 4.6: Specific firm profile statistics

		Count	Column N %
Business visit in abroad in past 3 yrs	None (0)	37	58.7%
	1 -3 times	14	22.2%
	4 - 6 yrs	6	9.5%
	> 6 times	6	9.5%
Export focus area	Oil Seeds	10	15.9%
	Pulses	1	1.6%
	Spices	1	1.6%
	All	24	38.1%
	2 product types	27	42.9%
Non-major export related business	Trading	2	3.2%
	Import	31	50.0%
	Manufacturing	2	3.2%
	Service	1	1.6%
	2 or more sectors	26	41.9%

Source: Survey (May, 2019)

As shown above 37 respondents (58.7%) reported to have no experience in foreign business travel in the last three years. Yet 14 respondents (22.2%) reported to have between 1 and 3 foreign travel experience.

As a major focus area of this study, respondents were asked to choose from the list their export focus area among oil Seeds, pulses and spices and from the report majority of them, i.e. 38.1% and 42.9% responded as to focus on two or all of the export sectors. While from all exporter 50% responded import as their secondary sector while 41.9% responded as engage in two or more sectors among trading, manufacturing, import and service.

Such results imply considerable size of exporters running their exporting business in conjunction with other trading activities, like trading, manufacturing, import and service sectors.

Presence of corporate website and email Accounts: Responses regarding availability of corporate website and email addresses are presented below.

Table 4.7: Ownership of Corporate Website and Email

Website & email account					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	53	84.1	84.1	84.1
	No	10	15.9	15.9	100.0
	Total	63	100.0	100.0	

Source: Survey (May, 2019)

As can be seen above, of the 63 respondents 53 or 84% of them responded positively for having a corporate website and/or Email account. Yet most simply wrote a free domain email account like @yahoo.com or @gmail.com for a follow up questions after that. Such responses could only lead us to infer that such respondents didn't grasp the intention of the questions. The question was initially designed to know how many of the exporters have a corporate website with its own email address. Such websites are meant to represent these exporters in the virtual world where each of their products and services are listed and updated accordingly.

4.5. Export Marketing Factors (Determinants)

4.5.1. Export market specific characteristics (EMSC)

Table 4.8 presents the items asked to explain the export market characteristics of the exporters.

Table 4.8: Frequency stat of Export market specific characteristics

	Strongly Disagree	Disagree	Partially Agree	Agree	Strongly Agree
	Row N %	Row N %	Row N %	Row N %	Row N %
Built up networks of foreign buyers & agents	7.9%	3.2%	36.5%	30.2%	22.2%
Mainly used foreign buyers/agents in AA to reach/conclude contracts	7.9%	11.1%	30.2%	30.2%	20.6%
Mainly used foreign buyers/agents in foreign markets to reach/conclude contracts	14.3%	15.9%	27.0%	30.2%	12.7%
Understood structure of foreign mkt & how they operate	3.2%	22.2%	20.6%	36.5%	17.5%
Kept track of competitors& their marketing activities found in foreign countries	9.5%	20.6%	31.7%	20.6%	17.5%
Developed list of response mechanisms to counter balance effects of competition	12.7%	36.5%	25.4%	19.0%	6.3%
Used feedbacks from buyers & make assessment of their perception & product preferences	3.2%	11.1%	23.8%	39.7%	22.2%
Actively promote our products (local & international fairs, sending e-mails to possible buyers, etc)	4.8%	9.5%	20.6%	34.9%	30.2%
Manage language & cultural difference with our buyers successfully	1.6%	9.5%	17.5%	36.5%	34.9%
Generally satisfied by our marketing efforts	4.8%	14.3%	38.1%	20.6%	22.2%

Source: Survey Data (2019)

Looking at Export market characteristic dimension, 36.5% of respondents partially agree to a statement of having a *built up networks of foreign buyers and agents*. Whereas 50.8% respondents agree for a statement about using foreign buyer agents in Addis Ababa, while 54% responded in agreement for understanding foreign market structure and operation. On the other hand, a total of 49.2% respondents disagree for a question of having *list of mechanism to counter balance effects of competition*. For statement such as *using feedbacks from buyers & make assessment of their perception & product preferences, actively promoting in local and international fairs, and managing language and cultural differences*, respondents agreed with 61.9%, 65.1% and 71.4% respectively. Further, a general statement about being satisfied by their marketing efforts garnered 38.1% partial agreement.

Table 4.9: Descriptive statistics of EMSC

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Export Market Specific Characteristics	63	1.00	4.80	3.4175	.73584
Valid N (listwise)	63				

Source: Survey Data (2019)

According to Table 4.9, Descriptive statistics of the listed variable, respondent partially agree statements about Export market characteristics with Mean 3.4175 and Standard Deviation of 0.73584 which indicates partial agreement to the statements.

4.5.2. Characteristics of the export product (CEP)

Table 4.10 presents the items asked to explain the export product characteristics of the exporters.

Table 4.10: Frequency statistics of Export product characteristics

	Strongly Disagree	Disagree	Partially Agree	Agree	Strongly Agree
	Row N %	Row N %	Row N %	Row N %	Row N %
Strive to provide quality pdts beyond customers' quality specification, requirements &/or expectations	3.2%	1.6%	22.6%	41.9%	30.6%
Adds new pdts to firm's list of exportable pdt list	9.5%	12.7%	28.6%	27.0%	22.2%
Firm analyzes pdt specification requirement of buyers as part of quality assurance process	1.6%	4.8%	15.9%	25.4%	52.4%
Firm's pdts never been subject of reject, re-negotiation, re-pricing, or other things due to quality issues raised by import	8.1%	8.1%	14.5%	22.6%	46.8%
Firm's pdts enjoy favorable image due to country of origin	4.8%	14.3%	22.2%	27.0%	31.7%
Firm's offer better price than other countries similar pdts	9.5%	17.5%	30.2%	22.2%	20.6%
Usually adapt pdt quality requirement as per importers request	0.0%	7.9%	22.2%	33.3%	36.5%

Source: Survey Data (2019)

According the above table, a dimension of Export product characteristics recorded mostly positive responses for various statements. To this end, statement like *Striving to provide quality products beyond customers' quality specification, requirements &/or expectations, Firm analyzes product specification requirement of buyers, Firm's products never been subject of reject, re-negotiation, re-pricing, or other, Firm's products enjoy favorable image due to country of origin, Usually adapt products quality requirement as per importers request* recoded agreement with 72.5%, 77.8%, 69.4%, 58.7%, and 69.8% respectively.

As one of marking element, pricing has been largely ignored as a response to an open ended question for improving marketing performance. Other similar literatures pointed that improving the quality of a product goes hand in hand with pricing. For reasons to be explained in later sections, such instance pointed shall be associated with exporter's role in determining their product pricing and its effect in improving export performance which is largely missed from the response though many indicated that they are eager to increase their competitiveness both in local and international market with better commitment and offering quality products.

Table 4.11: Descriptive statistics of EPC

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Characteristics of the Export Product	63	1.57	5.00	3.7698	.79119
Valid N (listwise)	63				

Source: Survey Data (2019)

According to Table 4.11, Descriptive statistics of the listed variable, respondent partially agree statements about Export Product characteristics with Mean 3.7698 and Standard Deviation of 0.79119 which indicates partial agreement to the statements.

4.5.3. Presence and use of export marketing strategy (PUEMS)

Table 4.12 presents the items asked to explain the presence and use of export marketing strategy in the exporting firms.

Table 4.12: Frequency statistics for Presence and use of export marketing strategy

	Strongly Disagree	Disagree	Partially Agree	Agree	Strongly Agree
	Row N %	Row N %	Row N %	Row N %	Row N %
Have a written export mkting strategy	14.3%	17.5%	28.6%	23.8%	15.9%
Not have written strategy, but set of activities are clearly communicated to all staffs	7.9%	11.1%	11.1%	39.7%	30.2%
Introduce new exportable pdts to customers taking every opportunity	0.0%	14.3%	19.0%	28.6%	38.1%
Kept profile of a number of customers & distributors	4.8%	7.9%	33.3%	31.7%	22.2%
Target our mkts ahead of budget year	11.1%	22.2%	23.8%	33.3%	9.5%
Designed promotional strategy (to promote company in local & abroad fairs, networking events, etc)	15.9%	22.2%	19.0%	28.6%	14.3%
Firm assists customers' buying decision(samples, field stock visits, other supports)	4.8%	3.2%	15.9%	30.2%	46.0%
Make mkting researches using own techniques	14.3%	12.7%	33.3%	25.4%	14.3%
Firm usually forecasts sales in target mkts	4.8%	11.1%	36.5%	33.3%	14.3%

Source: Survey Data (2019)

Coming to Presence and use of marketing strategy dimension, a statement about availability of a set of activities that are clearly communicated to all staffs (in absence of written Marketing strategy) has been agreed by 69.9% respondents. Besides, 66.7% respondents said they would introduce new exportable products to customers taking every opportunity, while 53.9% agreed to a statement about keeping a profile of customers and their distributors. On the other hand, 33.3% of them partially agreed to a statement about a custom of targeting their market ahead of every budget year.

On the other hand, a statement about the firm's assistance provided to their customers (like providing samples, field stock visits, other supports) has been agreed by 76.2% respondents, whereby only 33.3% respondents partially agreed to a statement about making marketing researches using own techniques. However, statement about forecasting their sales in target markets has got 36.5% and 33.3% for partial agreement and agreement, respectively.

Table 4.13: Descriptive statistics of PMUEMS

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Presence & Use of Export Marketing Strategy	63	1.67	4.67	3.4515	.73483
Valid N (listwise)	63				

Source: Survey Data (2019)

According to Table 4.13, Descriptive statistics of the listed variable, respondent partially agree statements about Export Product characteristics with Mean 3.4515 and Standard Deviation of 0.73483 which indicates partial agreement to the statements.

4.5.4. Firm/ Managerial Characteristics (FMC)

Table 4.11 presents the items asked to explain firm/managerial characteristics of the exporters.

Table 4.14: Descriptive statistics of Firm/ Management Characteristics

	Strongly Disagree	Disagree	Partially Agree	Agree	Strongly Agree
	Row N %	Row N %	Row N %	Row N %	Row N %
Exporting is firm's core business activity	0.0%	9.5%	19.0%	30.2%	41.3%
Own competent & experienced management team	1.6%	4.8%	15.9%	39.7%	38.1%
Exporting aided by staff's export management expertise & experience	3.2%	4.8%	22.2%	34.9%	34.9%
Exchange info with trading partners (reliably)	1.6%	6.3%	20.6%	36.5%	34.9%
Mgt believes in expanding foreign mkt destination	1.6%	3.2%	23.8%	28.6%	42.9%
Mgt is highly motivated to achieve firm's export target	3.2%	3.2%	11.1%	31.7%	50.8%
Set optimal pricing considering buyer's need, overall market price, and suppliers' price	6.3%	4.8%	33.3%	33.3%	22.2%
Exist physical & financial resources for effective export mgt	3.2%	7.9%	15.9%	41.3%	31.7%
Overall, firm's office mgt allows effective communication with buyers	1.6%	6.3%	28.6%	33.3%	30.2%

Source: Survey Data (2019)

Another independent variable is Firm/ Managerial characteristics, which has also scored high in agreement of various statements. In this respect, the above table shows that all statements related with organizational commitment and capacity including management experience and motivation scored over 60% agreement for various statements.

Table 4.15: Descriptive Statistics FMC

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Firm/Managerial Characteristics	63	1.44	5.00	3.9647	.77671
Valid N (listwise)	63				

Source: Survey Data (2019)

According to Table 4.15, on average, the respondents replied to the choice 'agree' as regards to firm/managerial characteristics with Mean 3.9647 and Standard Deviation of 0.77671, which is deviation from the mean.

4.5.5. Institutional Support Related Factors (ISRF)

As explained down below, Institutional support as an independent variable has been divided into three, support from EPOSPEA, Government and other stakeholders (Banks and Chamber of Commerce). Such division is required to pinpoint specific relationship of support required from each category for effective export marketing performance. The statements presented for each stakeholder brought in different results which is needed to interpret according to their own services provided to exporters.

4.5.5.1. Support by EPOSPEA

Table 4.16 presents the items asked to explain the presence and use of export marketing strategy in the exporting firms.

Table 4.16: Frequency stat for Support by EPOSPEA

	Strongly Disagree	Disagree	Partially Agree	Agree	Strongly Agree
	Row N %	Row N %	Row N %	Row N %	Row N %
EPOSPEA voices firm's concerns in Gov't policy corridors	1.6%	4.8%	29.0%	35.5%	29.0%
EPOSPEA provides abroad networking events & up-to-date mkt info	0.0%	6.3%	25.4%	33.3%	34.9%

Source: Survey Data (2019)

The main subject of the study, EPOSPEA, as an association established to with an objective of building the capacity of its members to make them competitive in the international market, has scored well by respondent's view. In line with this, 64.5% agreed to a statement regarding EPOSPEA's role in voicing their concern in the government policy corridors, while 68.2% respondents agreed that to a statement regarding receiving abroad networking for events and up-to-date market information from EPOSPEA. And such agreement could be taken as a testament for services rendered by the association.

4.5.5.2. Support by the Government

Table 4.17 presents the items used to assess the support the exporters' get from government.

Table 4.17: Frequency statistics for Support by Government

	Strongly Disagree	Disagree	Partially Agree	Agree	Strongly Agree
	Row N %	Row N %	Row N %	Row N %	Row N %
Gov't supports the sector giving priorities& recognition to the sector	6.3%	20.6%	31.7%	23.8%	17.5%
Gov't supports the sector by involving firms in policy consultation & by easing bureaucracy	6.3%	12.7%	39.7%	34.9%	6.3%
Ministry of Agri's service of non-GMO certificates delivery is free & non-bureaucratic	6.5%	25.8%	29.0%	29.0%	9.7%
Gov't assists in easing trade barriers in destination countries	14.3%	28.6%	33.3%	19.0%	4.8%
Gov't informs various bi-lateral & multilateral trade opportunities (like AGOA of USA or EBA of EU)	12.7%	23.8%	38.1%	17.5%	7.9%

Source: Survey Data (2019)

Government support in promoting the export sector is an important factor. In this respect, the above table shows that 39.7% has partially agreed for a statement about participating in policy consultation and easing of bureaucracy, while 41.2% of them agreed for the same statement. Continuing on the analysis, Government's assistance in easing trade barriers in export destination countries and its role in disclosing opportunities coming from various bilateral and multilateral agreements has been agreed by close to a quarter (23.8% and 25.4%) respondents and partially agreed by 33.3% and 38.1% respondents, respectively.

Generally Government's assistance in easing trade barriers in export destination countries scored the highest 42.9% disagreement while the remaining statements scored less. Statements regarding Government supports in giving priorities& recognition to the sector, involving firms in policy consultation & easing bureaucracy, informing various bi-lateral & multilateral trade opportunities to exporters and Ministry of Agricultural service of non-GMO certificates generally scored over 66% for partial agreement and agreement categories.

4.5.5.3. Support by other stakeholder

Table 4.18 presents the items used to assess the support the exporters' get from other stakeholders which are banks and chamber of commerce.

Table 4.18: Frequency statistics for Support by other stakeholders

	Strongly Disagree	Disagree	Partially Agree	Agree	Strongly Agree
	Row N %	Row N %	Row N %	Row N %	Row N %
Firm's enjoy prioritized & low interest loan from bank	1.6%	14.3%	27.0%	36.5%	20.6%
Chamber of commerce creates networking events &provides up-to-date mkt info	6.3%	17.5%	38.1%	25.4%	12.7%

Source: Survey Data (2019)

Due to international competitiveness and foreign currency generation effect, Export sector is given various trade incentives. In this respect, banks are providing finance with very low interest rates and prioritized access to finance as per the direction given by National Bank of Ethiopia. In this respect 57.1% of respondents agreed to such a statement. However, the role of Chamber of commerce in creating networking events & providing up-to-date market information has only been partially agreed by 38.1% and same result scored for agreement, while same role of EPOSPEA's resulted 68.2% agreement.

Yet, it is possible to associate a response given by 58.7% respondents as having no experience in foreign business travel in the last three years with EPOSPEA and Chamber of Commerce role in facilitating foreign business travels for business to business (B2B), Business to Government (B2G) and Business to Customer (B2C) to their members and business community at large.

In one hand the results shows that the satisfaction of exporters in such institutions in business networking is a result of events that are prepared here in Ethiopia or various market information communicated through email.

Table 4.19: Descriptive Statistics of IRSF

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Institutional Support Related Factors	63	2.11	5.00	3.3102	.58581
Valid N (listwise)	63				

Source: Survey Data (2019)

According to Table 4.19, Descriptive statistics of the listed variable, respondent partially agree about Institutional Support related factor's statement with Mean 3.3102 and Standard Deviation of 0.58581 which indicates partial agreement to the statements.

4.6. Export Marketing Performance

Table 4.20 presents the items included to assess the export marketing performance, which are used for the grouped dependent variable.

Table 4.20: Frequency statistics of Export Marketing Performance

	Strongly Disagree	Disagree	Partially Agree	Agree	Strongly Agree
	Row N %	Row N %	Row N %	Row N %	Row N %
Exporting has strengthened the firm's strategic position	0.0%	7.9%	42.9%	28.6%	20.6%
Exporting has significantly increased the firm's international mkt share	1.6%	14.3%	38.1%	22.2%	23.8%
Overall, firm' export mktingperformance has resulted in business growth	1.6%	9.5%	28.6%	36.5%	23.8%
Firm's exports have achieved rapid sales growth	8.2%	27.9%	18.0%	19.7%	26.2%
Firm's export venture has fully met expectation	11.1%	15.9%	38.1%	19.0%	15.9%

Source: Survey Data (2019)

As can be deduced from literature review part, Export marketing performance can be measured by financial indicators (like profitability, sales or market share), strategic measures (like growth of the business) and attitudinal measures. To this end, various eight statements were included in the questionnaire representing each of marketing performance measurement dimensions.

Further, question number 1, 6, and 8 were excluded from the analysis due to lots of missing responses (due to questionnaire printing issues) and for being a question lacking clarity in measuring specifically the export wing of the firms under consideration. Due to mentioned data completeness issue the overall integrity of the questions in relation to measuring the specific export marketing performance and analysis results has been improved.

Continue on the discussion, the above table shows that statements presented regarding strategic export performance resulted a 42.9%, and 38.1% partially agreement and 60.3% agreement for questions relating to achieving strengthened firm position, increased international market share and overall business growth, respectively. On the other hand, a statement regarding achieving financial performance in terms of rapid sales growth has only resulted 45.9% agreement while also resulting 36.1% disagreement. Finally, a question about attitudinal measurement of export performance has resulted 38.1% partial agreement in having the satisfaction or achieving the expectation required from engaging in export sector.

Table 4.21: Descriptive Statistics of EMP

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Export Marketing Performance	63	1.60	5.00	3.4532	.85085
Valid N (listwise)	63				

According to Table 4.21, Descriptive statistics of the listed variable, respondent partially agree about Institutional support related factor's statement with Mean 3.4532 and Standard Deviation of 0.58581 which indicates partial agreement to the statements.

4.7. Correlation

The correlation between dependent and independent variables along with their relationships was analyzed using Statistical Package for Social Sciences (SPSS). As depicted below Pearson Correlation analysis is used to show the strength of relationship among the variables. Pearson correlation analysis was used to provide evidence of convergent validity and Pearson correlations coefficients reveal magnitude and direction of relationships (either positive or negative) and the intensity of the relationship (-1.0 + 1.0). Correlations are perhaps the most basic and most useful measure of associations between two and more variables. (Marczyk, Dematteo and Festinger, 2005).

As a guideline of correlations of 0.1 to 0.3 are considered small, correlations of 0.3 to 0.7 are considered moderate, correlations of 0.7 to 0.9 are considered large and correlations of 0.9 to 1.00 are considered very large (Marczyk, Dematteo and Festinger, 2005). As per the table below, the coefficients show that all independent variables were positively related with dependent variable (Export Marketing Performance) within the range of 0.350 – 0.463 and all are significant at $p<0.01$ level. Though the figures show that there is appositive relation between independent and dependent variables, the strength of it is found to be moderate for all independent variables.

As the results indicated in the Table 4.17 the independent variable are significantly and positively correlated with dependent variable: Export market specific characteristics ($r=0.614$, $p<005$), Characteristics of export product ($r=.433$, $p<.000$), Presence and use of marketing strategy ($r=463$, $p<.001$), Firm/ managerial characteristics ($r=.424$, $p<.001$) and Institutional support related support factor ($r=.371$, $p<.003$).

Hence, as the table also shows correlation between independent variables and dependent variable is generally weak.

Table 4.22: Correlation between the independent variable and the dependent variable.

Correlations							
		Export Market Specific Characteristics	Characteristics of the Export Product	Presence & Use of Export Marketing Strategy	Firm/Managerial Characteristics	Institutional Support Related Factors	Export Marketing Performance
Export Market Specific Characteristics	Pearson Correlation	1	.512**	.629**	.718**	.087	.350**
	Sig. (2-tailed)		.000	.000	.000	.497	.005
	N	63	63	63	63	63	63
Characteristics of the Export Product	Pearson Correlation	.512**	1	.634**	.723**	.253*	.433**
	Sig. (2-tailed)	.000		.000	.000	.046	.000
	N	63	63	63	63	63	63
Presence & Use of Export Marketing Strategy	Pearson Correlation	.629**	.634**	1	.742**	.172	.463**
	Sig. (2-tailed)	.000	.000		.000	.177	.000
	N	63	63	63	63	63	63
Firm/Managerial Characteristics	Pearson Correlation	.718**	.723**	.742**	1	.193	.424**
	Sig. (2-tailed)	.000	.000	.000		.129	.001
	N	63	63	63	63	63	63
Institutional Support Related Factors	Pearson Correlation	.087	.253*	.172	.193	1	.371**
	Sig. (2-tailed)	.497	.046	.177	.129		.003
	N	63	63	63	63	63	63
Export Marketing Performance	Pearson Correlation	.350**	.433**	.463**	.424**	.371**	1
	Sig. (2-tailed)	.005	.000	.000	.001	.003	
	N	63	63	63	63	63	63

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

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

Source: Survey Data (2019)

4.8. Multiple Regression

Multiple regression is a correlation between the observed values of Y and the values of Y predicted by multiple regression models. Therefore, large values of the multiple regression represent a larger correlation between the predicted and observed values of the outcome. Adjusted R square was used to measure the percentage of variance in the dependent variable explained by independent variable. From multiple regression equation, the standard regression coefficient (beta weight) was determined to compare the effect of each independent variable had on the variability of the overall export marketing performance.

The model summary table shows the strength of relationship between the independent and the dependent variable. Based on Table 4.22 model summary result, when overall export marketing performance was regressed on overall five variables, the independent variables, the independent variables contribute to statistically significant ($p<.01$) between the dependent variable.

The coefficient of determination R square is a measure of how good a prediction of the dependent variable we can make by knowing the independent variable.

Table 4.23: Model summary

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.567[a]	.322	.262	.73088	2.000
a. Predictors: (Constant), Institutional Support Related Factors, Export Market Specific Characteristics, Characteristics of the Export Product, Presence & Use of Export Marketing Strategy, Firm/Managerial Characteristics					
b. Dependent Variable: Export Marketing Performance					

Source: Survey result (May,2019)

The above table shows summary of the model. In this regard, the model has R square value of 0.322. This indicates that 32.20% of the variation in Export marketing performance is explained by explanatory variables (Institutional support related factors, Export market specific characteristics, Characteristics of the export product, Presence & use of export marketing strategy, Firm/Managerial characteristics). To check for serial correlation among the independent variables in classical linear model, the study used Durbin-Watson estimation. The result from Durbin Watson estimation shows a value of 2, which means that the explanatory variables has less Serial Correlation among the explanatory variables and independent variables are exogenous. This helps the regression estimation not to make biased estimation based on spurious regression.

Table 4.24: ANOVA

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.436	5	2.887	5.405	.000[b]
	Residual	30.448	57	.534		
	Total	44.884	62			
a. Dependent Variable: Export Marketing Performance						
b. Predictors: (Constant), Institutional Support Related Factors, Export Market Specific Characteristics, Characteristics of the Export Product, Presence & Use of Export Marketing Strategy, Firm/Managerial Characteristics						

Source: Survey result (May 2019)

The ANOVA table reports a significant F statistic (5.405) and sig. value 0.000, indicating that using the model is better than guessing the mean. Based on ANOVA estimation result, all the explanatory variables are jointly significant since p-value is less than 0.005. As a result, all the explanatory variables included in the model can *jointly* explain variations in Export marketing performance.

Table 4.25: Coefficients for the Multiple Regression

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.105	.681		.154	.878		
	Export Market Specific Characteristics	.086	.186	.074	.460	.647	.459	2.179
	Characteristics of the Export Product	.158	.176	.147	.896	.374	.443	2.259
	Presence & Use of Export Marketing Strategy	.307	.197	.265	1.554	.126	.410	2.441
	Firm/Managerial Characteristics	.015	.230	.014	.067	.947	.271	3.691
	Institutional Support Related Factors	.405	.164	.279	2.464	.017	.930	1.075
a. Dependent Variable: Export Marketing Performance								

Source: Survey result (May 2019)

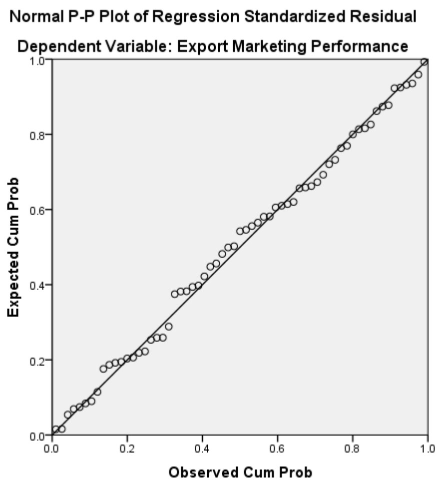
From the coefficients table, the Variance Inflation Factor (VIF) also results less than 5 for all the predictors. According to Wooldridge (2012), if the value of VIF is less than 5, the data among the explanatory variables is considered to have low correlation among each other. The existence of high correlation among explanatory variables makes the regression estimation to be biased and the result tends to be spurious, this ultimately leads to erroneous conclusion. Therefore, in this study (of this model) all the explanatory variables have VIF value of less than, this confirms that the data set is not correlated.

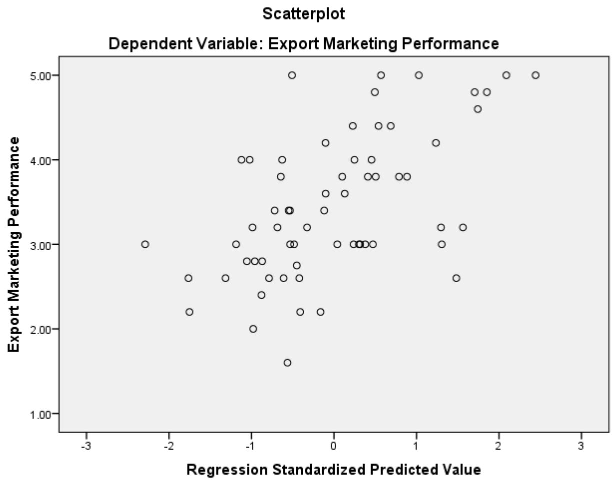
The coefficients table reveals the contribution of each independent variable to the multiple linear regression model and its statistical significance. From these results it is possible to see that *Institutional Support Related Factors* has significant value of .017 (p-value = 0.000 < 0.01), in which only this explanatory variable adds significant contribution to the model prediction. All the rest predictors, though they reveal a positive relationship, do not have significant effect on the export market performance of the subject firms.

The coefficients of standardized estimation result indicate that, out of the five independent variables considered in the model, *Institutional Support Related Factors* has the highest beta coefficient, which is (β=.279), this confirms that it has higher level of sensitivity to the subject firms' export market performance.

Here it important to single out institutional support factor from the other determinants. It is a single important factor that connects the dots in the analysis. The fact is the economy struggles to earn adequate foreign currency to finance imports of goods and services from abroad, the scarcity led importers to resort to unconventional means to facilitate their trade. It is these institutions that promote exporters to engage in export business by providing lots of incentives to stay in the business, and indirectly pushing exporters to engage into import and other side businesses that require foreign currency to be used from earned foreign currency of export business. This result is also confirmed by the interview responses obtained from both the primary respondent groups (the exporters' response for the open-ended items) and other respondent groups who took part in the interview or qualitative analysis.

Fig 4.1: Normality plot of regression standardized residual and Linearity scatter plot of regression standardized residual

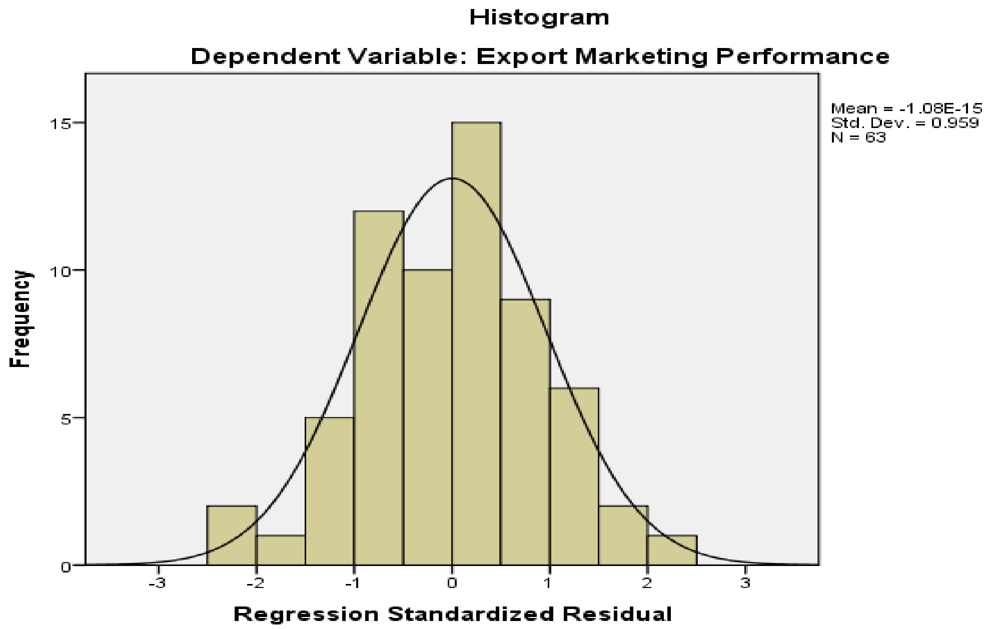




Source: Survey result (May, 2019)

The normal curve and the scatter plot of the model do indicate as there is normality in data distribution and absence of multi-collinearly problems in the model.

Figure 4.2: Histogram plot for regression standardized residual



Source: Survey result (May, 2019)

4.9. Simple Linear Regression

Regression with only one dependent and one independent variable normally requires a minimum of 30 observations. Moreover, the number of independent variables in the equation should be limited by two factors. First, the independent variables should be included in the equation only if they are based on the researcher's theory about what factors influence the dependent variable. Second, variables that do not contribute very much to explaining the variance in the dependent variable (i.e., to the total R^2), should be eliminated.

Yet, in a linear regression we are testing if there is a relationship between independent variable and the dependent variable, while in multiple regressions we are testing the strength of that relationship once all the other relationships are taken into account, hence its result is given more weight than the former test.

As can be referred from the conceptual framework (Figure 2.1), though the study is primarily interested in evaluating the total effect of the five independent variables on the dependent variable using multiple regression, tests of simple regression for the five independent variables are also made to identify the effect of each independent variable on the dependent variable. The multiple regression is preferred to the simple regression because the variables found under each of the independent variable are not good enough to solely predict their effect on export performance, which the later (DV) is affected by a blend of other factors.

Table 4.26: Simple regression for IVs and DV (EMP)

Variable	a. Dependent Variable: Export Marketing Performance	Model Summary			ANOVA Results		Coefficient	
		R^2	R^2 Change	Durbin-Watson	F	Sig.	Beta	Sig.
Independent Variables	Export Market Specific Characteristics	.123	.123	1.770	F (1,61)=8.538	.005	.350	.005
	Characteristics of the Export Product	.188	.188	2.037	F (1,61)=14.115	.000	.433	.000
	Presence & Use of Export Marketing Strategy	.215	.215	2.029	F (1,61)=16.660	.000	.463	.000
	Firm/Managerial Characteristics	.180	.180	2.123	F (1,61)=13.372	.001	.424	.001
	Institutional Support Related Factors	.137	.137	1.624	F (1,61)=9.717	.003	.371	.003

Source: Survey result (May, 2019)

As can be referred from the above partial simple regression summary table (see simple linear regression results for each independent vs dependent variable in Appendix 4.), the simple regressions made for all the five independent variables have shown significant effects on firms' export marketing performance ($p<.005$). The simple linear regression made for each predictor vs the dependent variable have the following results: Export market characteristics [F (1, 61) = 8.538, p=.000<.005 and β=.350]; Characteristics of the export product [F (1, 61) = 14.115, p=.000<.000 and β=.433]; Presence & use of export marketing strategy [F (1, 61) = 16.660, p=.000<.000 and β=..463]; Firm/Managerial characteristics [F (1, 61) = 13.372, p=.000<.000 and β=.424] and Institutional support related factors [F (1, 61) = 9.717, p=.000<.003 and β=.371].

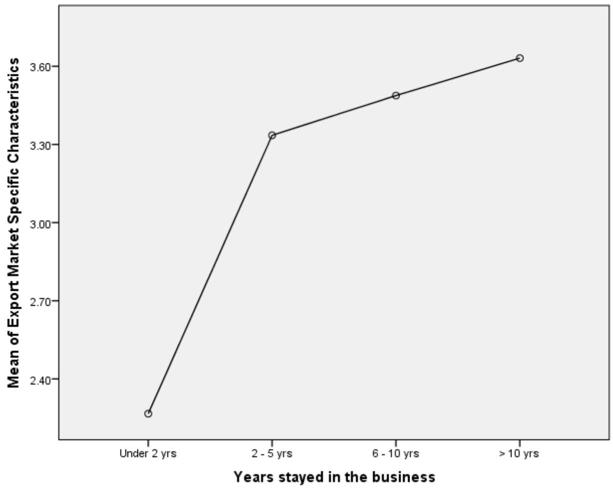
4.10. Analysis of Variance (ANOVA)

The ANOVA discussion is presented in one section for sake of easy understanding of the mean differences of selected group variable responses altogether. Hence, analyses of variance are made for the following grouped dependent variables and in terms of four selected relevant factors: exporters' number of field visits made in overseas markets, years stayed in the business, number of export destinations and firm's size of capital.

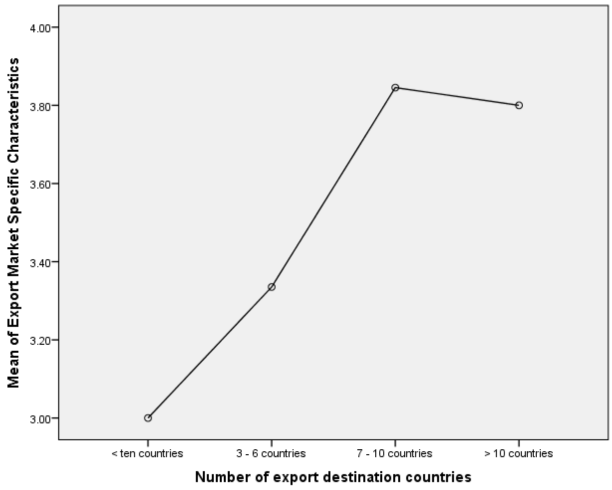
1) Export market specific characteristics
2) Characteristics of the export product
3) Presence & use of export marketing strategy
4) Firm/Managerial characteristics
5) Institutional support related factors
6) Export marketing performance

Though the analyses of variance are made for the above grouped variables, this section presents only those variables which have *significant* mean differences in terms of these factors: exporters' number of field visits made in overseas markets, years stayed in the business, number of export destinations and firm's size of capital.

Differences in export market specific characteristics: A one-way ANOVA is conducted on Exporters' marketing specific characteristics variable as compared by an ANOVA factor—number of years the exporters' stayed in the business. There is a significant mean variation at F (3, 59) = 3.408, p = 0.023. Levene's test is insignificant at F (3, 59) = 1.586, p = .202. The mean plot on the right clearly displays the mean variation on the export market specific characteristics variable between those exporters who stayed in the business for less than 2 years and those stayed for more than 10 years.



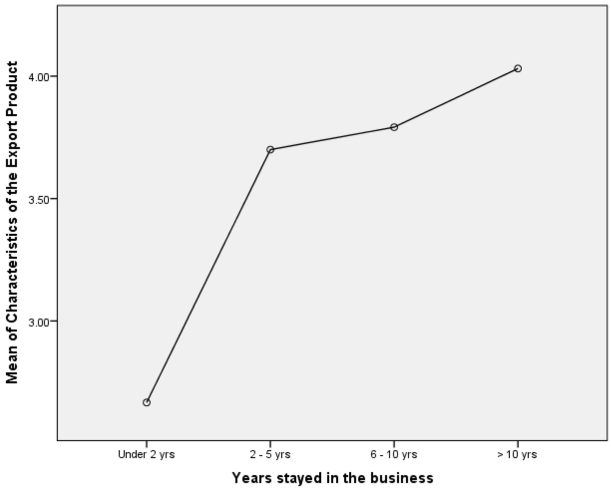
For same variable (Export market-specific characteristic), variance comparison also reveals there is significant mean difference among the respondents/exporters when compared by exporters' number of market destinations. There is a significant mean variation at F (3, 59) = 3.593, p = 0.019. Levene's test is insignificant at F (3, 59) = 2.232, p = 0.094. The mean plot on the right clearly displays the mean variation on the Export market specific characteristics variable between those exporters who stayed in the business for less than 2 years and those stayed for more than 10 years



There are no significant mean differences on the Exporters' market specific characteristics in terms of capital and number of overseas visit/s the exporters' had made. The former factor (i.e. exporter own equity/ capital) registered insignificance mean difference on the variable could be associated with the financing structure of exporting business, which is highly dependent on financial institution's financing which again based on presence of foreign buyer/ market. On the other hand, the insignificance difference that was registered on the latter factor (i.e., visits made) could indicate that such visits were not primarily intended to increase market performance of the firms and/or were not effective in terms of meeting the purpose of export marketing.

Differences in export product characteristics: A one-way ANOVA is conducted on Export product characteristics variable as compared by an ANOVA factor—number of years the exporters' stayed in the business. There is a significant mean variation at F (3, 59) = 2.811, p = 0.047. Levene's test is insignificant at F (3, 59) = 2.232, p = 0.094.

The mean plot on the right clearly displays the mean variation on the Characteristics of the export product variable between those exporters who stayed in the business for less than 2 years and those stayed for more than 10 years.



Variance analysis for export market performance: Finally, analyses of variance is also made for the grouped dependent variable (Export marketing performance) in terms of the four relevant factors: exporters' number of field visits made in overseas markets, years stayed in the business, number of export destinations and firm's size of capital. No significant mean variations (ANOVA p>.005) are observed on the ***export marketing performance*** of the exporters in terms of the four factors: exporters' number of field visits made in overseas markets (sig=.240), years stayed in the business (sig=.990), number of export destinations (sig=.116), and firm's size of capital (sig=.468).

4.11. Hypothesis Testing

The following table presents the significance of the export marketing determinants as explained by the multiple regression analysis.

Table 4.27: Hypothesis

Hypothesis	Result	Reason
H1: Export market specific characteristics have effect on the export marketing performance of EPOSPEA members.	**H1: Rejected**	β=.0.074, P>0.05
H1: Characteristics of the export product have effect on the export marketing performance of EPOSPEA members.	**H1: Rejected**	β=.0.147, P>0.05
H1: Presence and use of export marketing strategy in the exporting firms have effect on the export marketing performance of EPOSPEA members.	**H1: Rejected**	β=.0.265, P>0.05
H1: Firm/ Managerial characteristics and owner's export motivation have effect on the export marketing performance of the exporting firms.	**H1: Rejected**	β=.0.14, P>0.05
H1: Institutional support related factors have significant effect on the export marketing performance of EPOSPEA members.	**H1: Supported**	β=0.279, P<0.05

Source: Survey (May, 2019)

According to Table 4.27, the regression standardized coefficients for the five independent variables, i.e. Export market specific characteristics, Characteristics of the export product, Presence & use of export marketing strategy, Firm/Managerial characteristics and Institutional support related factors are 0.0.074, 0.147,0.265,0.14 and 0.279, respectively. Their significance levels are 0.647, 0.347, 0.126, 0.947 and 0.17 respectively. Of this only Institutional support related factorssignificantly affect the dependent variable (Export marketing performance) as the p value is less than 0.05 the remaining three factors i.e Export market specific characteristics, Characteristics of the export product, Presence & use of export marketing strategy, and Firm/Managerial characteristics has no significant effect on the dependent variable, since their p value is greater than 0.05.

4.12. Interview Responses and triangulation

All the respondents involved in the interview group underlined the importance of Export sector for the economy and reiterated various policies, directives, regulations and activities that are being enforced and followed up by the respective stakeholders.

Ethiopian Chamber of Commerce and Sectoral Association (ECCSA) which is represented by its President and Director, Trade and Investment Promotion Directorate listed down various activities that are designed to help the private sector in general and manufacturers and exporters in particular. To this end ECCSA providing main services like preparing and facilitating networking events and trade missions (B2B, B2G and B2C) both locally and in foreign countries in collaboration with other stakeholders, engage in advocacy work representing the private sector issues to the government and providing dispute settlement service. Yet the chamber admitted that the export sector is challenged by many problems and that they are working hard in figuring the exact problem out and communicating same to government corridor to initiate policy changes.

Both on the interview made with the researcher and on the interview he made with local television program (ኑሮ እና ቢዝነስ, 2018),the president of ECCSA emphasized the infestation of export sector with importers mainly for the purpose of getting foreign currency out of the export business which would help them aid their import businesses, which in turn was highly limited by the availability of forex. As the economy struggles to earn adequate foreign currency to finance imports of goods and services from abroad, the scarcity led importers to resort to unconventional means to facilitate their trade.

National Bank of Ethiopia (NBE) provides policies and directives to manage the scare foreign currency the economy earns in a sustainable way for which it has issued various directives to this effect including its latest issue, i.e. Directive FXD/45/2016, Transparency in Foreign Currency

Allocation and Foreign Exchange Management. Such directive instructs banks to avail foreign currency to importers without any discrimination using First Come, First Served basis.

On the other hand, another NBE directive for instance Directive FXD/48/2017 Amendment for Retention and Utilization of Export Earnings and Inward Remittance, entitles banks to appropriate 30%of export foreign exchange earnings to the exporter's use of import of goods that are related to their export activity. In line with NBE directive, commercial banks to entice their export clients to use 30% (which is to some cases more than that amount) the foreign currency their own use including for import without going the queue process which is mandatory for every other importer. This is a main reason for so many traders to enter the export business so that they could use part of their own foreign currency for import purpose. As a main driver of export has become the mere generation of foreign currency, other marketing factors like pricing, market knowledge, marketing strategy, managerial expertise and firm resource strength fail to have impact on the overall performance of export.

Selected private bank officials interviewed for this paper said that many traders who have been exporting various commodities for consecutive left the business to new comers whose main interest is securing the required foreign currency for their other businesses of import and manufacturing. Their quest to secure good prices from their foreign buyers fail to bring the required result as there would be other exporters who would be willing to export the same product for a lesser price. Further, banks to some extent admit that in one way or another treating exporters request for foreign currency for their import line of business as the same as importers without export line of business is too difficult, hence forcing banks to do banking with exporters having import line of business. An official from the Ministry of Trade confirmed that the number of traders requesting an export trade license has risen in folds in the last couple of years most probable due to incentives of the sector.

Director, Oil seed, pulses and marketing Directorate at the Ministry of Trade gave the same assessment that goes along with the officials of ECCSA and Banks and yet he has pointed out the following regarding the export sector in general;

- His ministry is desirous in solving the export sector recent down turn, and has been pushing various reforms to various important export fronts, namely coffee, textile and garment, horticulture and floriculture, minerals, oilseeds and others.
- Particularly with regards to commodity exports, they have set up team to come up with policy recommendation to change import related export proliferation.
- As the sector is sensitive to withstand a hard policy shift, the government is handling the case as a delicate important matter.

- The ministry has suspended various traders' licenses after a case is presented by various law enforcement bodies, like National Bank of Ethiopia and Ministry of Revenue that the trader trespassed various regulations like selling exportable product to local market, defaulting on the foreign contract without justifiable cause, etc.
- The ministry in its own right has been preparing trade missions abroad to create networking events with our country product buyers, participating in various international expos and exhibiting Ethiopian products, and helping various local and international promotional companies in preparing exhibitions, forums, other platforms to create business networking events.
- The ministry is collaborating with other government bodies to come up with a solution with this long standing issue of improving export performance of the country.

From this we can deduce that Institutions involved in the export promotion of the country are performing their functions, whereas economic factors that are beyond the control of the firms are pushing such firms to resort to unconventional means to promote their performance. Basically, factors that are discussed in various literatures as having an effect in export performance of a given firm are grouped mainly into four categories. Such factors are grouped mainly as; ***firm characteristics*** (size, managerial commitment, managerial perceptions), ***firm competences*** (technology, market knowledge, market planning, export policy, control systems, quality control, communication skills), ***export strategy*** (market selection, use of intermediates, product mix, product development, promotion, pricing), and ***external environment*** (Carneiro J, *et.al*, 2011)**.**

Yet factors regarded as having an effect on the export performance, like firm competence, product and market knowledge, presence and use of marketing strategy were not mentioned as precursor by all interviewers.

Further, from the analysis we can understand that the scarcity of foreign currency in the overall economic space pushed importers to enter into export business whereby other existing exporters are pushed out of business. In the same token, the fact that exporting is one of the main streams of foreign exchange earners, exporters use existing preferential treatment by various stakeholders to excel in other related businesses.

Possible reasons provided for the multiple regression result (Qualitative Data) could be associated with extant facts on the ground, which are;

- Over 90% of the exporters are also involved either in importing business or other side businesses (i.e., manufacturing, trading & service sectors)

- None of the subject firms ***solely*** engaged in export business, which otherwise would be their major strategic involvement
- Firms get better support from institutions in different forms, for instance,
    - EPOSPEA, Chamber & MoT support them in export promotion
    - NBE provides privilege to retain 30% of their Forex earning
    - Banks give cheap loan & priority access to finance their export business
    - Overall, Government promotes export by different incentive schemes & services

Thus, the overall foreign currency scarcity put the exporters to engage in this business to support their importing & other businesses in one or another way, whereby, the exporters use this preferential treatment to tactically excel in other related businesses. Put differently, the exporters engage in the exporting business whether its performance significantly affect their specific export market or not, so that the common conventional factors were given less weight in increasing their EMP. This in turn resulted the conventional export market determinants to show lesser effect on the EMP of studied firms (unlike those determinants reported by different empirical studies)

CHAPTER FIVE

5. SUMMARY, CONCLUSION AND RECOMMENDATION

5.1.Summary

The main objective of the study was to analyze the internal and external factors (i.e., export marketing performance determinants) that influence export marketing performance of Ethiopian exporters in the oil seeds, pulses and spices market. In line with this objective, the study examined five prominent factors (i.e., Export market specific characteristics, Characteristics of the export product, Presence & use of export marketing strategy, Firm/Managerial characteristics and Institutional support related factors), which has group attributes on the dependent variable (EMP). The study used both quantitative and qualitative data to determine which factor has the dominant influence on the export marketing performance of the subject firms.

In order to answer the research question, therefore, all active members of Ethiopian Pulses, Oil seeds, and Spices Producers and Exporters Association were included in the study. Of all the distributed 85 questionnaires, 63 respondents replied the questionnaires which indicate an overall high response rate. Of the entire respondents who/which were engaged in exporting, 81% of them export either two or more of the selected products (i.e., Pulses, oil seeds, and spices). Results clearly indicate as the subject firms were engaged not in just exporting business. The majority of the exporters (91.9%) were also engaged in import businesses and/or other sectors, like trading, manufacturing, and service. Furthermore, more than half (58.7%) of them had not made any foreign visit in past three years.

Below are summarized the major findings that are related to the export marketing determinants and their associated effects on the firms' export marketing performance. It is better to start the descriptive results and ANOVA.

Firm/ Management specific factors–Descriptive statistic results indicate as over 60% of the exporters either 'agreed' or 'strongly agreed' that as they had organizational commitment and capacity including management experience and motivation to handle export activities.

Export market characteristics -Considerable agreement responses (i.e., agree & strongly agree) were provided on issues that ask their agreements about their understanding of foreign market operation and structure, use of foreign buyer agents found in Addis Ababa, and use of feedback from buyers. They also believed that they had no problems in managing cultural and language differences during making business.

Product specific factors– Regarding product development, quality specification, competitive pricing, adaptation of product quality requirement and other product-related issues, over 60% of the respondents revealed (i.e., either agreed or strongly agreed) as they were comfortable in handling the issues.

Export marketing strategy– Tesfom& Lutz (2006) recommended the importance of a formally prepared marketing strategy for export marketing performance. Despite this fact, only 40% of the exporting firms confirmed that they had a formally written marketing strategy. Meanwhile, most of the firms did not conduct marketing research and sales forecasting for their target markets as needed.

Institutional support related factors: For ease of analysis, export related institutions were divided between EPOSPEA, Government and other (banks and chamber) institutions. In line with this, EPOSPEA's role in advocating their concerns on government policy issues, in providing networking services and in providing up-to-date market information to its members was given recognition by the exporters. On the other side, exporters had moderate degree of satisfaction on Government's assistance in easing trade barriers in export destinations. Whereas, Government support services in giving priorities and recognition to the sector, in involving the firms in policy consultation & easing bureaucracy, in informing the available bi-lateral & multilateral trade opportunities and in getting general services from the Ministry of Agriculture. The exporters generally witnessed that they had received better export facilitation serviced by their member association (EPOSPEA) than the services they get from ECCSA. They were also happy by their bank's support specifically in getting priority services and cheap loans.

Export marketing performance has been analyzed from strategic achievement, financial performance and overall satisfaction dimensions. In this regard, more than half (60%) of the subject firms witnessed the contribution of their export marketing performance in aiding their business growth. Whereas only close to 46% of the respondent agreed that their export has achieved rapid sales growth. Regarding the attitudinal aspect of export marketing performance, only 35% of the respondents revealed their satisfaction.

Correlation results of the five independent variables with the dependent variable (EMP) results a positive Pearson correlation $p>.05$ while the magnitude of relational strength is moderate.

ANOVA results: One-way ANOVA are also made for the five independent grouped variables and the dependent group variables using the following factors, i.e., exporters' number of field visits made in overseas markets, years stayed in the business, number of export destinations and firm's size of capital. Mean variations for the factor 'years stayed in business' is observed only on Export market specific characteristics and Export product characteristics. Besides, the analysis made using the factor 'number of export market destination' has resulted mean variation among the firms only on the variable 'Export market characteristics'.

Multiple regression results: It is important to recall here that the conceptual framework shown in the end of Chapter two is used to make the multiple regression analysis and as the main hypothesis testing tool.

Overall, the multiple regression made for the five independent variables (predictors) and the dependent variable (EMP) has resulted an acceptable model [F statistic (5.405) and sig. value 0.000]. The coefficients of standardized estimation result indicate that, out of the five independent variables considered in the model, *Institutional support related factors* has the highest beta coefficient, which is (β=.279), this confirms that it has higher level of sensitivity to the subject firms' Export market performance.

Hypothesis test result: *Since the concern of this study is on testing the multiple effects of export determinants on the dependent variable (EMP), except the Institutional support related factors, the other determinants shall not be supported.*

5.2. Conclusion

As the main model, multiple regression result reports, of all the five determinants, only Institutional support related factor had a **significant** effect on Export marketing performance while the remaining variables, Export market specific characteristics, Characteristics of the export product, Presence & use of export marketing strategy, and Firm/Managerial characteristics had no significant effect on exporters' EMP.

From the empirical results obtained through questionnaire, interview and also policy documents, the five export marketing determinants that are discussed in most empirical studies (literature) seemed to be very contextual when they are considered in Ethiopian export market setting. As can be seen from Table 4.6, none of the subject firms ***solely*** engaged in export business. They were engaged in import business and/or other businesses which could be in trading, manufacturing and service sectors. This implies that the subject firms in one or another way had to engage in the exporting business in order to supplement their importing business and other businesses through the forex earning they obtain out of their export business engagements.

In other words, exporters are satisfied by the cheap loans and priority treatment they get from banks, high level government attention and recognition, and use supports from stakeholders like EPOSPEA and ECCSA to diversify their adjacent business for the purpose of securing the foreign currency which would also mean supporting other forex requiring business like imports, manufacturing and services. Put differently, from the detail explanations given for the Institutional support related factors, it can be concluded that export business was not taken as the direct and major line of business on which firms business growth was relied on. Shortly, this determinant factor has impacted the EMP of the firms. This further indicates the export marketing performance of the country on the sector which otherwise might also be affected by any other determinants that were explained in most literature—managerial competencies (Cavusgil, 1984), firm capacity (Zou, Fang, and Zhao, 2003), product characteristics ((Sisay, 2018), foreign market characteristics, (Julain, 2003), and marketing strategy (Tesfom & Lutz, 2006) do have an effect on the export marketing performance of a firm.

Related to the above realities, the exporters were found to be price takers from foreign buyers being even they realize the prices expose them for loss. This in turn will make the sector and the country at large to become less competitive in the international market.

Similarly, the above facts could be taken as reasons for not finding significant response variations on most of the five determinants and the dependent variable when factor mean comparisons were made in terms of the possible factors such as firm size of capital, years stayed in the business, number of foreign visits made and number of export destinations. This result is even similar for the ANOVA run for the specific item variables.

5.3. Recommendation

- The main regulatory body, Ministry of Trade, should root out irregular trade practices that forced out most of conventional factors from having a significant effect on the export marketing performance of exporters in collaboration with other stakeholders. The reported study being carried by the Ministry as part of the overall of social, economical, and political change of the country should address the issue in detail.
- National Bank of Ethiopia in its part shall balance its objective of promoting export by providing various incentives and its duty of managing foreign currency of the country in transparent manner. Other export targeted monetary and fiscal incentives that can be controlled and that can have direct promotional impact on pulses, oil seeds and spices export should be devised in order to trigger the exporters focus on their exporting.

- Though the results show that respondents were satisfied by EPOSPEA and ECCSA market development efforts, the two institutions shall work together or separately in finding markets and facilitating market directed visits and researches to the exporters so that the exporters will be in a better position to find better prices and markets, for instance. This will help the infant exporters resolve their internal capacity related problems at least in the short run.
- Finally, the study has mainly focused on examining the determinants of export marketing performance. Nonetheless, the findings should be interpreted carefully; as there are a number of drawbacks which have an effect on export marketing performance of the respondents. Further research may elaborate the identified factors, most importantly, a deep investigation can be made on the institutional support related factors that has significantly had affected the EMP of the firms. Such institution support related issues can be even investigated on those exporters operating in other sectors.

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APPENDIX

Appendix 1: Questionnaire

ADDIS ABABA UNIVERSITY
SCHOOL OF COMMERCE
OFFICE OF GRADUATE STUDIES
MA-MARKETING MANAGEMENT

Research Questionnaire:

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Questionnaire Code				
Organization Code				
Issuance Date				
Return date				

Dear Prospective Participant*,*

The survey you have received is interested in studying ***Determinants of Export Marketing Performance; The Case of Oil seeds, Pulses and Spices exporters***.

By completing this survey, you agree that the information you provide may be used for research purposes only.

General Instructions to Respond the Questionnaire:

Please carefully read the following notes for proper understanding of the items/questions of this data collection instrument.

- The data obtained from this survey will be treated with the proper respect; the provided answers will be used anonymously!
- With regard to various statements made to assess the influence of specific factors on export marketing performance, please circle the number that accurately reflects your firm's present conditions.

Should you require any further information, want feedback on the study or need to contact the researcher about any aspect of this study, please contact me using the following address—*(*Mobile No. +251-911653509; Email addisworldwide@gmail.com; P.O.Box 25388 Code 1000).

Thank you for sacrificing your precious time in advance!

INTRODUCTION

Export marketing performance is said to be affected positively or negatively by various factors and the success of every firm depends on its understanding such effects and possible remedial action.

PART I RESPONDENT PROFILE

1. Job Position:

General Manager ☐ Export (Marketing) Manager ☐ xpert in Export Department ☐

Other ☐

2. Sex: Male ☐ Female ☐

3. Your highest level of formal education?

Certificate ☐ Diploma D☐e Maste☐bove ☐ ☐

4. Please choose your closer field of study from the table:

Business Area ☐ Agriculture ☐ Engineering ☐ Other ☐

5. How often do you travel abroad for business purpose in the last three years?

None ☐ Between 1-3 times ☐ Between 3-6 times ☐ lore than 6 times ☐

PART II FIRM'S PROFILE

1. Please tick on your export focus area:

Oil Seeds ☐ PulsesS☐ All ☐ ☐

2. On what ***other related*** or ***non-related business*** area(S) you are engaged in? (You may select more than one)

Trading ☐ Import ☐ Manufacturing ☐ ervice ☐

3. Years stayed in the business:

Under 2 Years ☐ Between 2–5 years ☐ Between 6–10 years ☐ Over 10 years ☐

4. Capital in Birr:

Under 1Milliom ☐ Between 1 and 5 Million ☐ Between 5 and 10 ☐ Over 10 million ☐

5. What is the number of full employees of the business?

Between 1-3 staffs ☐ Between 4-10 ☐ Between 11-50 ☐ More than 50 staffs ☐

6. Export Destination in number of Countries

Between 1-3Be☐en 4-6 Between7-1☐ore than 10 co☐ries ☐

7. Does your company have official corporate website and email address for export communication?

Yes ☐ No ☐ - If 'yes' please state them here: ___________________________

Part III: Issues regarding your export marketing

I. **Export market specific characteristics (EMSC)**		Strongly disagree	Disagree	Partially Agree	Agree	Strongly agree
1	We have built up networks of foreign buyers and agents	1	2	3	4	5
2	We use mainly foreign buyer agents found in Addis Ababa to reach or conclude contracts.	1	2	3	4	5
3	We use mainly foreign buyer agents found in foreign markets to reach or conclude contracts.	1	2	3	4	5
4	We understand the structure of the foreign market and how they operate	1	2	3	4	5
5	Our firm keeps track of our competitors found in other foreign countries and their marketing activities	1	2	3	4	5
6	We have developed a list of response mechanisms to counter balance effects of competition					
7	We use feedbacks from our buyers and make assessment regarding their perception and buyer preferences of our export products.	1	2	3	4	5
8	We actively promote our products by participating in local and international fairs, sending e-mails to possible buyers, etc.	1	2	3	4	5
9	Language and cultural difference with our buyers has been managed successfully.	1	2	3	4	5
10	Overall, we are satisfied by our marketing efforts					
II. **Characteristics of the export product (CEP)**		Strongly disagree	Disagree	Partially Agree	Agree	Strongly agree
1	We always strive to provide quality products beyond the quality specification, requirements and/or expectations of our customers.	1	2	3	4	5
2	We have been adding new products to our list of exportable product list.	1	2	3	4	5
3	We analyze the product specification requirement of					

	buyers as part of quality assurance process.					
4	Our products have never been a subject of reject, re-negotiation, re-pricing, or other things due to quality issues raised by import.	1	2	3	4	5
5	Our products enjoy favorable image due to country of origin.	1	2	3	4	5
6	Our products command better price than other countries similar products.	1	2	3	4	5
7	We usually adapt product quality requirement as per importers request	1	2	3	4	5

	III. **Presence and use of export marketing strategy (PUEMS)**	**Strongly disagree**	**Disagree**	**Partially Agree**	**Agree**	**Strongly agree**
1	We do have a written export marketing strategy	1	2	3	4	5
2	We don't have written strategy, yet there are set of activities that are clearly communicated to all staffs	1	2	3	4	5
3	We introduce new exportable products to our customers in every opportunity we get					
4	We do have a number of customers and distributors whose profiles are kept	1	2	3	4	5
5	We target our markets ahead of budget year	1	2	3	4	5
6	We do have a Promotional Strategy by which we base ourselves for promoting our company in local and abroad fairs, networking events, etc	1	2	3	4	5
7	Customers are provided with samples, field stock visits, other supports to help them in their buying decision	1	2	3	4	5
8	We have a practice of doing marketing researches using our own techniques and information search in developing our marketing plans/strategies					
9	We usually forecast our sales in our target markets					

	IV. **Firm/ Managerial Characteristics (FMC)**	**Strongly disagree**	**Disagree**	**Partially Agree**	**Agree**	**Strongly agree**
1	Exporting is our core business activity and every process and activity of the firm revolves around it.	1	2	3	4	5
2	We have competent and experienced management team.	1	2	3	4	5
3	Our exporting activities efficiency and marketing success are largely aided by our staff's export management expertise and experience.	1	2	3	4	5
4	Information exchange between our trading partners and us is reliable.	1	2	3	4	5
5	The management believes in expanding the foreign market destination.	1	2	3	4	5
6	The management is highly motivated to achieve its export target.	1	2	3	4	5
7	Our company has the physical and financial resources	1	2	3	4	5

	needed for effective export management					
8	Overall, our office management allows us to have effective communication with our buyers of our products					
	V. **Institutional Support Related Factors (ISRF)**	**Strongly disagree**	**Disagree**	**Partially Agree**	**Agree**	**Strongly agree**
	Support by EPOSPEA					
1	EPOSPEA voices our concerns in the government policy corridors	1	2	3	4	5
2	EPOSPEA provides us with abroad networking events and up-to-date market information	1	2	3	4	5
	Support by the Government					
3	Government supports the sector by giving us priorities in the economy and giving recognition for our achievement					
4	Government supports the sector by involving us in policy consultation, providing easy bureaucracy					
5	Ministry of Agriculture's service of Non-GMO certificates delivery is trouble free and non-bureaucratic	1	2	3	4	5
6	Various trade barriers we face in foreign countries are given due attention by the Government	1	2	3	4	5
7	Government makes us aware of various bi-lateral and multilateral trade opportunities, like AGOA of USA or EBA or European Union	1	2	3	4	5
	Support by other stakeholder					
8	We enjoy prioritized and low interest loan from bank					
9	Chamber of commerce provides us with abroad networking events and up-to-date market information					

Part IV : Export Marketing Performance

The intention of this section is to obtain your opinion, feeling, and beliefs of your export marketing performance;

	I. Strategic Export Performance (SEP)	**Strongly disagree**	**Disagree**	**Partially Agree**	**Agree**	**Strongly agree**
1	Our exporting has improved the firm's international competiveness	1	2	3	4	5
2	Our exporting has strengthened the firm's strategic position.	1	2	3	4	5
3	Our exporting has significantly increased the firm's international market share.	1	2	3	4	5
4	Overall, our export marketing performance has resulted in our business or firm growth					

	II. Financial Export Performance (FEP)	Strongly disagree	Disagree	Partially Agree	Agree	Strongly agree
		1	2	3	4	5
1	The firm's exports have achieved rapid sales growth.	1	2	3	4	5
2	Overall, our exporting has increased the profitability of our firm					
	III. Management Satisfaction(MS)	**Strongly disagree**	**Disagree**	**Partially Agree**	**Agree**	**Strongly agree**
1	Our export venture has fully met our expectation.	1	2	3	4	5
2	Overall the firm's export venture has been successful.					

How does your company intend to improve its export performance in next 3-5 years?

____
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Thank you very much!!
January2019

Appendix 2: Reliability test for individual items

Appendix
Individual Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Built up networks of foreign buyers & agents	183.19	731.203	.575	.938
Mainly used foreign buyers/agents in AA to reach/conclude contracts	183.21	761.217	.092	.941
Mainly used foreign buyers/agents in foreign mkts to reach/conclude contracts	183.49	744.780	.315	.940
Understood structure of foreign mkt& how they operate	183.19	736.488	.508	.939
Kept track of competitors& their mkting activities found in foreign countries	183.60	727.197	.576	.938
Developed list of response mechanisms to counter balance effects of competition	183.88	736.772	.491	.939
Used feedbacks from buyers & make assessment of their perception&pdtpreferences	182.95	750.093	.354	.940
Actively promote our pdts(local & international fairs, sending e-mails to possible buyers, etc)	182.86	738.504	.521	.939
Manage language & cultural difference with our buyers successfully	182.67	739.415	.535	.939
Generally satisfied by our mkting efforts	183.21	731.931	.586	.938
Strive to provide quality pdts beyond customers' quality specification, requirements &/or expectations	182.70	739.645	.523	.939
Adds new pdts to firm's list of exportable pdt list	183.19	729.393	.617	.938
Firm analyzespdt specification requirement of buyers as part of quality assurance process	182.30	739.978	.593	.939
Firm's pdts never been subject of reject, re-negotiation, re-pricing, or other things due to quality issues raised by import	182.63	762.096	.072	.942
Firm's pdts enjoy favorable image due to country of origin	182.86	727.075	.645	.938
Firm's offer better price than other countries similar pdts	183.37	736.192	.481	.939
Usually adapt pdt quality requirement as per importers request	182.72	730.158	.682	.938
Have a written export mkting strategy	183.44	723.872	.594	.938
Not have written strategy, but set of activities are clearly communicated to all staffs	182.93	748.733	.267	.941
Introduce new exportable pdts to customers taking every opportunity	182.74	739.528	.500	.939
Kept profile of a number of customers & distributors	183.09	730.944	.632	.938
Target our mkts ahead of budget year	183.60	740.292	.408	.940
Designed promotional strategy (to promote company in local & abroad fairs, networking events, etc)	183.63	726.668	.553	.939
Firm assists customers' buying decision(samples, field stock visits, other	182.47	738.731	.540	.939

supports)				
Makemkting researches using own techniques	183.53	727.826	.594	.938
Firm usually forecasts sales in target mkts	183.44	737.157	.513	.939
Exporting is firm's core business activity	182.56	729.491	.727	.938
Own competent & experienced management team	182.49	732.875	.772	.938
Exporting aided by staff's export management expertise & experience	182.60	732.769	.678	.938
Exchange info with trading partners (reliably)	182.53	740.731	.586	.939
Mgt believes in expanding foreign mkt destination	182.44	736.014	.686	.938
Mgt is highly motivated to achieve firm's export target	182.26	742.957	.588	.939
Set optimal pricing considering buyer's need, overall market price, and suppliers' price	183.05	728.093	.687	.938
Exist physical & financial resources for effective export mgt	182.51	741.303	.566	.939
Overall, firm's office mgt allows effective communication with buyers	182.67	739.272	.570	.939
EPOSPEA voices firm's concerns in Gov't policy corridors	182.70	760.121	.145	.941
EPOSPEA provides abroad networking events & up-to-date mkt info	182.67	765.701	.028	.941
Gov't supports the sector giving priorities& recognition to the sector	183.35	746.709	.294	.940
Gov't supports the sector by involving firms in policy consultation & by easing bureaucracy	183.47	741.350	.453	.939
Ministry of Agri's service of non-GMO certificates delivery is free & non-bureaucratic	183.40	739.959	.459	.939
Gov't assists in easing trade barriers in destination countries	183.86	746.075	.354	.940
Gov't informs various bi-lateral & multilateral trade opportunities (like AGOA of USA or EBA or EU)	183.77	755.516	.194	.941
Firm's enjoy prioritized & low interest loan from bank	182.95	753.903	.258	.940
Chamber of commerce creates networking events &provides up-to-date mkt info	183.42	751.154	.250	.941
Exporting has improved the firm's international competiveness	183.16	736.378	.499	.939
Exporting has strengthened the firm's strategic position	183.07	736.971	.598	.938
Exporting has significantly increased the firm's international mkt share	183.26	740.147	.437	.939
Overall, firm' export mktingperformance has resulted in business growth	183.02	738.976	.481	.939
Firm's exports have achieved rapid growth	183.28	732.492	.469	.939
Overall, exporting has increased the profitability of the firm	183.93	734.066	.453	.939
Firm's export venture has fully met expectation	183.49	741.542	.382	.940
Overall, firm's export venture has been successful	183.58	738.678	.423	.939

Appendix 3: Variance tables

a) Variance in terms of Exporter's number of foreign visits

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Export Market Specific Characteristics	Between Groups	2.279	3	.760	1.432	.242
	Within Groups	31.292	59	.530		
	Total	33.571	62			
Characteristics of the Export Product	Between Groups	.865	3	.288	.448	.720
	Within Groups	37.946	59	.643		
	Total	38.811	62			
Presence & Use of Export Marketing Strategy	Between Groups	2.384	3	.795	1.508	.222
	Within Groups	31.095	59	.527		
	Total	33.478	62			
Firm/Managerial Characteristics	Between Groups	1.571	3	.524	.862	.466
	Within Groups	35.833	59	.607		
	Total	37.403	62			
Institutional Support Related Factors	Between Groups	.317	3	.106	.298	.827
	Within Groups	20.959	59	.355		
	Total	21.277	62			
Export Marketing Performance	Between Groups	3.064	3	1.021	1.441	.240
	Within Groups	41.821	59	.709		
	Total	44.884	62			

b) Variance table in terms of number of years stayed in business

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Export Market Specific Characteristics	Between Groups	4.958	3	1.653	3.408	.023
	Within Groups	28.613	59	.485		
	Total	33.571	62			
Characteristics of the Export Product	Between Groups	4.853	3	1.618	2.811	.047
	Within Groups	33.957	59	.576		
	Total	38.811	62			
Presence & Use of Export Marketing Strategy	Between Groups	.646	3	.215	.387	.763
	Within Groups	32.832	59	.556		
	Total	33.478	62			
Firm/Managerial Characteristics	Between Groups	4.513	3	1.504	2.699	.054
	Within Groups	32.890	59	.557		
	Total	37.403	62			
Institutional Support Related Factors	Between Groups	.090	3	.030	.084	.969
	Within Groups	21.186	59	.359		
	Total	21.277	62			
Export Marketing Performance	Between Groups	.088	3	.029	.039	.990
	Within Groups	44.796	59	.759		
	Total	44.884	62			

Source: Survey result (May, 2019)

Descriptives statistics for Export market specific characteristics interms of number of years stayed in business

Descriptives

Export Market Specific Characteristics

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Under 2 yrs	3	2.2667	1.35769	.78387	-1.1060	5.6394	1.00	3.70
2 - 5 yrs	20	3.3350	.71102	.15899	3.0022	3.6678	2.20	4.50
6 - 10 yrs	24	3.4875	.57658	.11769	3.2440	3.7310	2.40	4.80
> 10 yrs	16	3.6313	.71528	.17882	3.2501	4.0124	2.20	4.70
Total	63	3.4175	.73584	.09271	3.2321	3.6028	1.00	4.80

Source: Survey result (May, 2019)

Test of homogeneity of variable

Test of Homogeneity of Variances

Export Market Specific Characteristics

Levene Statistic	df1	df2	Sig.
1.586	3	59	.202

Source: Survey result (May, 2019)

Table 4.32: Variance Analysis interms of number of years stayed in business

ANOVA

Export Market Specific Characteristics

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.958	3	1.653	3.408	.023
Within Groups	28.613	59	.485		
Total	33.571	62			

Source: Survey result (May, 2019)

Descriptives statistics for Characteristics of export product interms of number of years stayed in business

Descriptives

Characteristics of the Export Product

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Under 2 yrs	3	2.6667	1.07222	.61905	.0031	5.3302	1.57	3.71
2 - 5 yrs	20	3.7000	.73562	.16449	3.3557	4.0443	2.57	5.00
6 - 10 yrs	24	3.7917	.75237	.15358	3.4740	4.1094	2.00	4.86
> 10 yrs	16	4.0313	.74641	.18660	3.6335	4.4290	2.86	5.00
Total	63	3.7698	.79119	.09968	3.5706	3.9691	1.57	5.00

Source: Survey result (May, 2019)

Test of homogeneity of variable

Test of Homogeneity of Variances

Characteristics of the Export Product

Levene Statistic	df1	df2	Sig.
.176	3	59	.912

Source: Survey result (May, 2019)

Variance Analysis interms of number of years stayed in business

ANOVA

Characteristics of the Export Product

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.853	3	1.618	2.811	.047
Within Groups	33.957	59	.576		
Total	38.811	62			

Source: Survey result (May, 2019)

c) Variance analysis in terms of size of the capital

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Export Market Specific Characteristics	Between Groups	3.708	3	1.236	2.442	.073
	Within Groups	29.863	59	.506		
	Total	33.571	62			
Characteristics of the Export Product	Between Groups	.198	3	.066	.101	.959
	Within Groups	38.613	59	.654		
	Total	38.811	62			
Presence & Use of Export Marketing Strategy	Between Groups	.179	3	.060	.106	.956
	Within Groups	33.299	59	.564		
	Total	33.478	62			
Firm/Managerial Characteristics	Between Groups	.213	3	.071	.112	.953
	Within Groups	37.191	59	.630		
	Total	37.403	62			
Institutional Support Related Factors	Between Groups	.360	3	.120	.339	.797
	Within Groups	20.916	59	.355		
	Total	21.277	62			
Export Marketing Performance	Between Groups	1.876	3	.625	.858	.468
	Within Groups	43.008	59	.729		
	Total	44.884	62			

Source: Survey result (May, 2019)

d) Variance analysis in terms of number of export destination markets

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Export Market Specific Characteristics	Between Groups	5.186	3	1.729	3.593	.019
	Within Groups	28.385	59	.481		
	Total	33.571	62			
Characteristics of the Export Product	Between Groups	1.766	3	.589	.937	.428
	Within Groups	37.045	59	.628		
	Total	38.811	62			
Presence & Use of Export Marketing Strategy	Between Groups	3.839	3	1.280	2.547	.064
	Within Groups	29.639	59	.502		
	Total	33.478	62			
Firm/Managerial Characteristics	Between Groups	4.180	3	1.393	2.475	.070
	Within Groups	33.223	59	.563		
	Total	37.403	62			
Institutional Support Related Factors	Between Groups	.537	3	.179	.509	.677
	Within Groups	20.740	59	.352		
	Total	21.277	62			
Export Marketing Performance	Between Groups	4.240	3	1.413	2.052	.116
	Within Groups	40.644	59	.689		
	Total	44.884	62			

Source: Survey result (May, 2019)

Descriptives statistics for Export market specific characteristics interms of number of export destination

Descriptives

Export Market Specific Characteristics

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
< ten countries	11	3.0000	1.01489	.30600	2.3182	3.6818	1.00	4.70
3 - 6 countries	34	3.3353	.65684	.11265	3.1061	3.5645	2.20	4.80
7 - 10 countries	11	3.8455	.37514	.11311	3.5934	4.0975	3.40	4.50
> 10 countries	7	3.8000	.63770	.24103	3.2102	4.3898	2.50	4.40
Total	63	3.4175	.73584	.09271	3.2321	3.6028	1.00	4.80

Source: Survey result (May, 2019)

Test of homogeneity of variable

Test of Homogeneity of Variances

Export Market Specific Characteristics

Levene Statistic	df1	df2	Sig.
2.232	3	59	.094

Source: Survey result (May, 2019)

Variance Analysis in terms of number of export destination

ANOVA

Export Market Specific Characteristics

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.186	3	1.729	3.593	.019
Within Groups	28.385	59	.481		
Total	33.571	62			

Source: Survey result (May, 2019)

Appendix 4: Results of Simple Liner Regression

Simple linear regression (Export Marketing Performance vs. Export Market Specific Characteristics)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.511	1	5.511	8.538	.005[b]
	Residual	39.374	61	.645		
	Total	44.884	62			

a. Dependent Variable: Export Marketing Performance
b. Predictors: (Constant), Export Market Specific Characteristics

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.069	.485		4.269	.000
	Export Market Specific Characteristics	.405	.139	.350	2.922	.005

a. Dependent Variable: Export Marketing Performance

Simple linear regression (Export Marketing Performance vs. Characteristics of Export Product)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.434	1	8.434	14.115	.000[b]
	Residual	36.450	61	.598		
	Total	44.884	62			

a. Dependent Variable: Export Marketing Performance
b. Predictors: (Constant), Characteristics of the Export Product

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.696	.478		3.549	.001
	Characteristics of the Export Product	.466	.124	.433	3.757	.000

a. Dependent Variable: Export Marketing Performance

Simple linear regression (Export Marketing Performance vs. Presence & Use of Export Market Strategy)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.629	1	9.629	16.660	.000[b]
	Residual	35.256	61	.578		
	Total	44.884	62			

a. Dependent Variable: Export Marketing Performance
b. Predictors: (Constant), Presence & Use of Export Marketing Strategy

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.602	.464		3.457	.001
	Presence & Use of Export Marketing Strategy	.536	.131	.463	4.082	.000

a. Dependent Variable: Export Marketing Performance

Simple linear regression (Export Marketing Performance vs. Firm/managerial Characteristics)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.070	1	8.070	13.372	.001[b]
	Residual	36.814	61	.604		
	Total	44.884	62			

a. Dependent Variable: Export Marketing Performance

b. Predictors: (Constant), Firm/Managerial Characteristics

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.612	.513		3.141	.003
	Firm/Managerial Characteristics	.464	.127	.424	3.657	.001

a. Dependent Variable: Export Marketing Performance

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.671	.580		2.879	.005
	Institutional Support Related Factors	.538	.173	.371	3.117	.003

a. Dependent Variable: Export Marketing Performance

Appendix 5: Export performance of Oil Seeds, Pulses and Spices

1. Oilseeds Performance by Type for 2012-2018 GC (Hamle - Sene)

Volume in Tons and Value in '000 USD

Sr. No.	Type	2012/13		2013/14		2014/15		2015/16		2016/17		2017/18		Five Years Average	
		Volume	Fob Value	Volume	Fob Value	Volume	Fob Value	Volume	Fob Value	Volume	Fob Value	Volume	Fob Value	Volume	Fob Value
1	Sesame seeds	222,705	390,625	270,234	619,033	292,298	482,812	393,968	431,709	280,473	307,512	309,548.35	394,512.87	*294,870.94*	*437,700.69*
2	Niger Seed	29,782	23,640	16,630	12,510	15,402	14,352	29,675	33,118	27,925	28,181	28,129.85	20,628.58	*24,590.52*	*22,071.64*
3	Ground Nut	12,609	14,335	592	581	124	124	79	81	515	432	115.88	115.88	*2,339.10*	*2,611.45*
4	Castor Seed	8,343	6,030	8,240	6,343	7,272	5,658	8,872	5,906	9,843	7,113	3,059.50	2,267.04	*7,604.87*	*5,552.99*
5	Pumpkin Seed	461	855	613	1,450	260	853	316	1,294	295	859	252.14	596.10	*366.21*	*984.46*
6	Rape Seed	2,309	1,200	1,052	344	1	1	24	22	4,288	693	1,038.51	213.63	*1,452.03*	*412.40*
7	Sunflower seeds	434	295	204	126	6	8	-	-	2	3	9.92	9.63	*109.34*	*73.62*
8	Linseed	3,729	2,588	3,340	2,360	7	4	10	8	412	497	5.37	4.60	*1,250.56*	*910.29*
9	Others	-	-	-	-	80	132	114	105	0	3	0.12	0.45	*32.39*	*40.12*
	Grand Total	***280,371***	***439,570***	***300,905***	***642,747***	***315,450***	***503,944***	***433,057***	***472,243***	***323,753***	***345,293***	***342,159.63***	***418,348.79***	***332,615.96***	***470,357.66***

Source: EPOSPEA

2. Pulses Performance by Type for 2012-2018 GC (Hamle - Sene)

Volume in Tons and Value in '000 USD

0Sr. No.	Type	2012/13		2013/14		2014/15		2015/16		2016/17		2017/18		Five Years Average	
		Volume	Fob Value	Volume	Fob Value	Volume	Fob Value	Volume	Fob Value	Volume	Fob Value	Volume	Fob Value	Volume	Fob Value
1	Haricot Bean	183,458	122,626	102,394	70,187	151,639	98,793	143,345	77,478	139,167	76,307	111,139.71	57,796.09	*129,537*	*76,112*
2	Horse Bean	35,981	21,746	38,985	20,629	38,552	18,945	37,613	26,612	10,828	5,933	22,156.67	11,351.87	*29,627*	*16,694*
3	Chick Peas	73,953	48,193	46,338	25,681	47,461	23,812	49,908	40,988	76,692	75,166	48,967.17	40,938.38	*53,873*	*41,317*
4	Green Mung Beans	17,396	16,712	22,737	27,534	22,719	27,821	28,174	32,876	68,818	68,836	76,281.30	61,967.42	*43,746*	*43,807*
5	Lupin	6,394	1,834	4,808	1,375	5,671	1,742	3,555	1,150	7,979	2,766	4,622.00	1,559.41	*5,327*	*1,719*
6	Vetch	5,924	3,049	12,545	4,964	6,243	2,535	750	412	720	384	360.00	176.09	*4,124*	*1,694*
7	Soya beans	34,411	19,183	35,606	19,988	27,475	13,296	67,325	28,179	47,837	20,784	109,716.62	49,852.40	*57,592*	*26,420*
8	Others	1	4	30,604	19,089	92	68	-	-	-	-	-	-	*10,232*	*6,386*
9	White Pea Beans	-	-	59,628	61,574	41,631	33,181	45,489	24,951	41,241	30,050	29,459.45	21,358.95	*43,490*	*34,223*
	Grand Total	***357,518***	***233,346***	***353,645***	***251,021***	***341,483***	***220,193***	***376,159***	***232,647***	***393,282***	***280,226***	***402,702.93***	***245,000.62***	***373,454***	***245,817***

Source: EPOSPEA