

**EFFECT OF SUSTAINABLE MARKETING ON EXPORT PERFORMANCE:
ASSESSMENT ON ETHIOPIAN GARMENT INDUSTRY**

**By
Rahel Nigusse**



**A Research Paper Submitted to
Post Graduate Program**

**Presented in Partial Fulfillment of the Requirements for Master's of
Arts Degree in Marketing Management**

Advisor:-Mesfin Workineh (PhD)

**Addis Ababa University School of Commerce
Addis Ababa, Ethiopia
June, 2020**

**EFFECT OF SUSTAINABLE MARKETING ON EXPORT PERFORMANCE:
ASSESSMENT ON ETHIOPIAN GARMENT INDUSTRY**

BY:- RAHEL NIGUSSE

ADVISOR:- MESFIN WORKINEH (PHD)

**Research Paper Submitted to Post Graduate Program
Presented in Partial Fulfillment of the Requirements For Master's of Arts
Degree in Marketing Management**

**Addis Ababa University School of Commerce
Addis Ababa, Ethiopia
June, 2020**

Statement of Declaration

I, Rahel Nigusse Shiferaw, hereby declare that the thesis entitled **The Effect of Sustainable Marketing on Export Performance; Assessment on the Ethiopian Garment Industry** is the outcome of my own fruitful effort and study. I kindly confirm that the research has not been submitted either in part or in full to any other higher learning institution for earning any degree. I further confirm that all sources of materials used for the study has been duly acknowledged. This research paper was undertaken for the partial fulfilment of the degree of Master of Arts in Marketing Management.

Declared by:

Name: Rahel Nigusse Shiferaw

Signature: _____

Statement of Certification

This is to kindly certify that **Rahel Nigusse Shiferaw** has carried out her research work on the topic entitled **The Effect of Sustainable Marketing on export performance, Assessment on the Ethiopian Garment Industry**. The research is her own original work and is suitable for submission for the award of Master's Degree in Marketing Management.

Advisor: Mesfin Workineh (PhD)

June 2020

Addis Ababa, Ethiopia

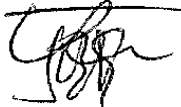
Approval Sheet
Addis Ababa University
School of Commerce
Graduate Studies
Marketing Management Program Unit

Name: - Rahel Nigusse Shiferaw

Degree: -Master of Arts in Marketing Management

Thesis title: - The Effect of Sustainable Marketing on Export performance,
Assessment on the Ethiopian Garment Industry

Approved by Board of Examiners

<u>Dr. Mesfin Workineh</u>	_____
Advisor	Signature
<u>Dr. Andinet Worku</u>	_____
Internal Examiner	Signature
<u>Dr. Yohanes Workaferahu</u>	 _____
External Examiner	Signature

Acknowledgment

First and foremost I would like to thank and glorify the almighty God for giving me all the necessary strengths and supports that I needed to finish this battle. I would not be here and be able to accomplish all my life goals without having the immeasurable support of the great almighty God. He has always been there for me throughout my whole journey.

This research work would not be possible without the guidance, comments and supports from my advisor, internal examiner, external examiner and friends. I wish to register my deepest appreciation to all those who assisted me in one way or the other for the success of this research paper. Foremost in lending his assistance was my advisor, Dr. Mesfin Workineh. He involved in my research work starting from the selection of the topic and constructively criticized my earlier drafts, offered me invaluable suggestions and guidance. I also would like to express my sincere thanks to my internal examiner Dr. Mulugeta Gebremedhin and Dr Andinet Worku and external examiner Dr Yohannes for their valuable comments. At last, I would like to express my deepest gratitude to my friend Sinte for his valuable suggestions and comments throughout the research work.

Even though, the people mentioned above helped me in the preparation of this paper, they cannot be blamed for any mistakes or omissions: such are entirely my responsibility.

Rahel Nigusse

Abstract

The objective of this study was to examine the effect of sustainable marketing on export performance of garment companies in Addis Ababa city. To achieve these objectives a conceptual model was formulated by reviewing previous related literatures, hypotheses were developed and was tested. A quantitative research design and explanatory research approaches were used. Primary data was collected using a five-point Likert scale. The study has 80.9% response rate. Statistical Package for the Social Sciences (SPSS) version 20 was used to analyze the collected data using descriptive, correlation and regression analysis.

Relatively a high level of agreement was observed on economic sustainable marketing with a mean score of 3.6121. Correlation between the environmental, social, economic sustainable marketing and export performance indicates a degree of less multi-collinearity. Three assumption tests were checked before regression analysis was undertaken. These are Normality, Linearity and Multi-collinearity. It was found that there is a reasonable normal distribution and linearity on the collected data and less multi-collinearity between the variables. The variation explained by the regression of all the predictor variables on export performance is 79.1%. There is a relatively good fit between the model and data. According to the main findings, social sustainable marketing and economic sustainable marketing have a positive and significant effect on export performance. Even though environmental sustainable marketing has positive relation with export performance, its effect was not statistically significant.

Therefore, garment exporter companies could benefit from considering sustainable marketing practices for improving their export performance.

Key words: *Sustainable marketing, Export, Export Performance, Garment,*

Table of Contents

Contents	Page
Acknowledgment	v
Abstract	vi
Acronyms	x
List of Figures	xi
List of Tables	xii
CHAPTER ONE	1
1. Introduction	1
1.1. Background of the Study	1
1.2. Background of the Industry	3
1.3. Statement of the Problem	4
1.4. Research Questions	6
1.4.1. Main Research Questions	6
1.4.2. Sub Research Questions	6
1.5. Objective of the study	7
1.5.1. General Objective of the study	7
1.5.2. Specific Objective of the Study	7
1.6. Scope of the Study	7
1.7. Significance of the Study	8
1.8. Limitation of the Study	8
1.9. Definition of Terms	9
1.10. Organization of the Study	9
CHAPTER TWO	11
Review of Related Literature	11
2. Theoretical Review	11
2.1. Sustainable Marketing	11
2.2. Dimensions of sustainable marketing	14
2.2.1. Environmental Sustainable Marketing	14
2.2.1.1. Green Sustainable Marketing Strategy	15
2.2.2. Social Sustainable Marketing	17

2.2.3. Economic Sustainable Marketing.....	18
2.3. Sustainable Marketing Principles	19
2.3.1. Consumer-Oriented Marketing.....	19
2.3.2. Customer-Value Marketing.....	19
2.3.3. Innovative Marketing	20
2.3.4. Sense-of-Mission Marketing	20
2.4 Marketing Concept and Sustainable Marketing.....	20
2.4.1 Company’s Perspective towards Sustainable Marketing.....	21
2.4.2 Framework of Companies Adopting Sustainability	22
2.5 The Diversified Contribution of Sustainable Marketing	24
2.5.1 Sustainable Marketing and Demand.....	24
2.5.2 Sustainable Marketing and Sustainable Products.....	24
2.5.3 Sustainable Marketing Designs and Uses Customized Credible Communication.....	25
2.5.4 Sustainable Marketing Helps a Multi-Channel Distribution Network.....	27
2.6 Export Performance	28
2.7 Empirical Review.....	29
2.8 Conceptual Framework and Research Hypothesis	31
2.8.1 Conceptual framework	31
2.8.2 Research Hypothesis.....	32
CHAPTER THREE	33
Research Methodology	33
3.1. Description of the Study Area.....	33
3.2. Research Approach	33
3.3. Research Design.....	34
3.3.1 Population.....	34
3.3.2 Sampling Method	34
3.4. Sample Size and Sampling Technique.....	35
3.5. Data sources and Types	35
3.6. Data Collection Procedures.....	35
3.7. Data Analysis	36
3.8. Reliability and Validity.....	36

3.9. Ethical Consideration.....	37
CHAPTER FOUR.....	38
4. Data presentation, Analysis and Interpretation.....	38
4.1. Introduction.....	38
4.2. Reliability Test.....	38
4.3. Demographic Characteristics.....	39
4.4. Descriptive Analysis of the Variables.....	41
4.4.1. Descriptive Analysis of Environmental Sustainable Marketing.....	41
4.4.2. Descriptive Analysis of Social Sustainable Marketing.....	43
4.4.3. Descriptive Analysis of Economic Sustainable Marketing.....	45
4.4.4. Descriptive Analysis of Export Performance.....	47
4.5. Inferential Analysis.....	49
4.5.1. Pearson Correlation Analysis.....	49
4.5.2. Assumption Testing for Multiple Regressions.....	50
4.5.2.1. Normal Distribution.....	50
4.5.2.2. Linearity.....	52
4.5.2.3. Multi-Collinearity.....	53
4.5.3. Multiple Regression Analysis.....	55
4.5.4. Analysis of Variance.....	57
4.6. Discussion of Findings.....	58
CHAPTER FIVE.....	62
5. Summary, Conclusion and Recommendation.....	62
5.1. Summary of the Findings.....	62
5.2. Conclusion.....	64
5.3. Recommendation.....	66
5.4. Implications for Future Research.....	68
Reference.....	69
APPENDIX - 1: -.....	73
Survey Questionnaire.....	73

Acronyms

AGOA-	African Growth and Opportunity Act
CAGR-	Compound Annual Growth Rate
COMESA-	Common Market for Eastern and Southern Africa
ECPGEA-	Ethiopian Cotton Producers, Ginners and Exporters Association,
ETAPA-	Ethiopian Textile and Apparel Professional Association,
ETGAMA-	Ethiopian Textile and Garment Manufacturers Association
EFDA-	Ethiopian Fashion Designers Association
EU -	European Union
EBA-	Everything but Arms
ETIDI-	Ethiopian Textile Industry Development Institute
FDI -	Foreign direct investment
FTA-Free	Trade Agreements
GSP-	General System of preferences
GTP-	Growth and Transformation Plan
NBE-	National Bank of Ethiopia
PASDEP-	Plan for Accelerated and Sustained Development to End Poverty
SER-	Socio-environmental responsibility
US-	United States

List of Figures

	Page
Figure 1, Sustainable Marketing	12
Figure 2, Green Marketing strategy	16
Figure 3, (Belz & Peattie 2009,18) towards sustainable marketing	21
Figure 4, Company's perspective towards sustainable Marketing	22
Figure 5, Framework of companies adopting sustainability	23
Figure 6, Conceptual Framework of Variables developed for this study.	32
Figure 7, Normality plot of regression standardized residual.....	52
Figure 8, Scatter plot for regression standardized residual.....	53

List of Tables

	Page
Table 1, Reliability test of the variables under study (Cronbach's Alpha).....	39
Table 2, Demographic Characteristics	40
Table 3, Likert scale and percentile statistics of environmental sustainable marketing	42
Table 4, Skewness, Kurtosis, Mean & Std dev statistics of environmental sustainable marketing	42
Table 5, Likert scale and percentile statistics of social sustainable marketing.....	44
Table 6, Skewness, Kurtosis, Mean & Std dev statistics of social sustainable marketing	44
Table 7, Likert scale and percentile statistics of Economic sustainable marketing.....	46
Table 1, Likert scale and percentile statistics of Economic sustainable marketing.....	46
Table 9, Likert scale and percentile statistics of Export Performance.....	48
Table 10, Skewness, Kurtosis, Mean & Std dev statistics of Export Performance	48
Table 11, Pearson Correlation Analysis.....	49
Table 12, Normal Distribution.....	51
Table 13, Multi Collinearity problem test of VIF and Tolerance	54
Table 14, Model Summary	55
Table 15, Regression Analysis of Independent and Dependent Variable.....	56
Table 16, ANOVA	57
Table 17, Summary of the overall outcome of the research hypothesis	61

CHAPTER ONE

1. Introduction

In this chapter the background of the study along with the background of the Ethiopian garment industry is presented in addition to the statement of the problem that initiated for undertaking this research, general and specific objectives, research questions, limitation, significance, scope, definition of terms, finally organization of the research paper are discussed as follows.

1.1. Background of the Study

Sustainable marketing is considered as management conception, which attends to the environmental and social demands and eventually turns them into competitive advantages by delivering customers value and satisfaction. Within the vision of three bottom lines of sustainability, sustainable marketing could also be defined as building and maintaining sustainable and profitable relationships with the customers, the social environment and a well as the natural environment (Belz & Karstens, 2010). In addition, a wide vision on sustainable marketing considers it as being the adoption of sustainable business practices that create better businesses, better relationships and a better world (Anderson, 2012). All the above stated points of view suggest that sustainable marketing is far more than green marketing because it is one of the guiding principles of sustainability.

Designing of a sustainable marketing in developing countries is one of the main business challenges. How to innovate in a sustainable way and expand the competitiveness in global markets, meeting the requirements of such market? Under such circumstances, environmental changes have created new requirements and conditions for the industrial activity, so that the adoption of sustainable business strategies aiming at the reduction of socio-environmental impacts of products and processes represents a competitive edge for the companies. Additionally, the performance in international markets represents an aspect directly connected to the business competitiveness. Confirming these assumptions, (Pasqualotto&Ugalde, 2010) highlight that the demands on the organizations to adopt a responsible attitude in regard to sustainability are increasingly recurrent in the business environment, in addition to the increasing challenges regarding the adaptation of products for internationalization purposes. Companies walk towards

a policy of higher socio-environmental responsibility (SER), considering that they have the power to answer, before all the stakeholders, for impacts or damages caused to men and the natural ecosystems, caused by their acts, processes and products, introduced in the public environment (UNITEDNATIONS, 2006). Therefore, in order to ensure competitiveness, companies need to develop a sustainable model with the adoption of management practices that ensure the expansion of the innovation capacity and the performance abroad.

International business is the process of commercial transaction across national borders. Customers found in different countries of the world are heterogeneous hence have diverse needs, values, perceptions, and requirements. Moreover, they have different competencies and there may be a need to specialize in a sector in which they have abundant resource to produce offerings for which they will acquire a competitive advantage in the global market as well as creating the need for international business (Vijayasri, 2013).

The role of exporting for countries economic development is vital. Bringing foreign exchange, creating balance of payment and economic development, efficient resource utilization, increasing employment and standard of living, are among the list. It also provides utmost benefits for firms exporting their offerings as it gives increased profits, develops reputation and increased competitive advantage in the domestic market, aids in spreading risk between the domestic and export market (VandeMataram, 2006).

Export performance of a company can be seen as how much of the firm's objectives, which could be either financial or non-financial, are fulfilled. Reliable export performance measure has to be composite and has a multidimensional aspect, with a frame of reference, which is measurable over a certain time period and should reflect firms strategic goals (Beleska-Spasova, 2014).

Export performance can be influenced by several factors. As indicated by Daniel (2016), factors including insufficient human and capital resources, managerial capability, unavailability of raw materials, marketing elements are observed as influential factors of export performance of the garment industry in Ethiopia. Leonidas (2014) also stressed that marketing mix elements have a significant effect on export performance of companies. Similarly, in their study of garment and textile factory in Mekelle, Ataklty, Girma and Zemen(2015) explained that while the

manipulation of product, place and price have substantial effect on export performance promotion on the other hand have minor significance.

The purpose of this study was to analyze the effect of sustainable marketing on export performance of garment exporters. The main focus of the study was garment exporters located in the Addis Ababa city.

1.2. Background of the Industry

The garment industry of Ethiopia had its own evolutionary process. The industrialized form of garment began in 1939 when the first garment factory was established. Based on Ethiopian country data, in the last five years, the textile and garment industry has grown at an average of 51 percent. More than 65 international textile investment projects have been licensed as foreign investors during this period (Ndiyu, 2017). However the industry has less competitive edge even in the local market let alone the global. Most of the demand for clothing is covered with products that are imported from countries like China, Thailand and the UAE.

Export marketing is very crucial for better economic success in developing countries (Europeancommission, 2012). Hence Ethiopia has been involved with exporting of various goods including coffee, oil seeds and spices, fruits and vegetables, flowers, footwear and leather, meat and live animals etc. to the international market. According to the business opportunity report as commissioned by the Netherlands Embassy in Addis Ababa, of the various offerings from the Ethiopian market being exported, the garment industry is one of them which is showing a promising development over the past years (Polls, 2015).

Garment manufacturing companies in the country are involved with range of activities including knitting, spinning, weaving, sewing, embroidery, printing, finishing and other depending on the available machines of the company. Numerous industries in Ethiopia have been increasing year to year with different type of capacity and product categories. This can be accredited to the government's effort to improve the manufacturing sector in the country by providing several financial and non-financial incentives for native and foreign investors (Mulu, 2016).

The number of garment producing companies has been increasing over time. According to (ETIDI, 2017), this can be explained by the country's comparative advantages including

availability of industrial parks, abundant and cheap human resources, availability of large area and suitable climate that is required for cotton plantation, accessibility to global market programs such as AGOA (African Growth and Opportunity Act), EBA (Everything But Arms), and COMESA (Common Market for Eastern and Southern Africa) which allow export opportunities for developing countries free of duty excluding quota restriction for all export products. In addition, there are governmental organizations and non-governmental associations that aid in the development of the sector including Ethiopian Textile Industry Development Institute (ETIDI), Ethiopian Cotton Producers, Ginners and Exporters Association (ECPGEA), Ethiopian Textile and Apparel Professional Association (ETAPA), Ethiopian Textile and Garment Manufacturers Association(ETGAMA) and Ethiopian Fashion Designers Association (EFDA) (Ethiopian textile portal,2017).

As stated by (ETIDI, 2018/19) there are currently 95 large scale textile and garment manufacturing companies (including traditional and hand-woven producers) and 18 cotton ginning factories located in the different states of the country. From the companies that are manufacturing garments, 68 of them are involved in exporting their products to the global market. From these exporters 21 are found in Addis Ababa city that are actively exporting (ETIDI, 2017).

1.3. Statement of the Problem

Considering the importance of sustainable marketing and its effects on export performance of the firms in the Ethiopian garments industry should be given more emphasis. According to (Martin and Schouten, 2012)p,10), Sustainable Marketing is mainly concerned with understanding and managing Marketing's pivotal role in the future of business and society, it is about creating, communicating and delivering value to customers in a way both natural and human capital are preserved or enhanced throughout and (Gordon et al, 2011)p. 147) suggested that Sustainable Marketing provides a solution in which commercial goods can be marketed in a responsible way that does not adversely impact upon sustainability. Significant research has been done about Sustainable Marketing, thus the exploration and search about these themes are a little scarce, but its importance has grown so fast. As mentioned by (Emery, 2012) sustainability is becoming to be a latterly issue, but it was discussed for many years.

The Ethiopian government has prioritized the textile and garment industry as a focal point in the growth and transformation plan II (GTP) by considering the manufacturing sector as a major driving force for the growth of the economy, with the aim of improving the production capacity, productivity, quality, competitiveness of the textile and garment sub sector, attracting more quality investments, ensuring sustainable and reliable input supply, forging strong input and market linkages, increasing the export performance significantly. In order to achieve the above objectives the government has established Industrial Park Development Corporation in 2014 G.C to develop and operate in a wide range of industrial parks and currently the corporation developed three industrial parks. Even though the sectors performance seems to be increasing from time to time Over all the analysis of the performance of large and medium scale manufacturing industries in terms of export earnings clearly shows the underachievement during the planning period, but also the potential of the sub-sector as a source of export growth in the years ahead (FDRE Growth and Transformation Plan II, 2019/20).

As indicated in the GTP Plan II there are many contributing factors which are hindering the performance of the manufacturing sector in exporting to the global market. The first factor behind this performance of the medium and large-scale manufacturing industries concerns the short fall witnessed in attracting a large number of new and high quality export oriented private investments into manufacturing. Lack of Productivity and competitiveness is the second factor which concerns the existing manufacturing firms.

The low level of product quality, productivity and competitiveness of the existing domestic firms in the global market are occurred due to the inefficient technology use, lack of competitive, reliable and quality domestic raw materials supply, problems related to logistics for both import and export, high cost of transportation, challenges related to reliable supply of electricity, and financial services (FDRE Growth and Transformation plan II, 2018,2019/20).

However the lack of marketing and marketing strategies is a major concern for the garment industry in Ethiopia. The industry has less competitive edge even in the local market let alone the global. Sustainability has become an integral part of the business activities in 20th century, the need for understanding the importance of sustainable marketing strategies has become a vital role for a business firms to be competitive in the market. As mentioned by (Emery, 2012) sustainability seems to be a latterly issue and its importance has grown so fast, so it should be

used as a one tool for improving the competitiveness of the textile and garment industry in order to improve its performance in the export market.

Hence this study has examined how the export performance of the Ethiopian garment industry is affected by sustainable marketing dimensions. Those dimensions are organized in triple bottom line environmental, social and economic dimensions. Student researchers from Addis Ababa University has made a research on the Ethiopian textile and garment industry, by Yodit Gizaw in May 2018 with the title of “Analyzing the influence of marketing mix strategies on export performance of the Ethiopian garment industry”, by Wondu Adugna in May 2018 with the title of “factors affecting export performance of textile and garment industry in Ethiopia”, by selam Afework in May 2018 with the title of “ Influence of market orientation on the market performance of garment companies in Ethiopia”, by Eyelachew Muluye in May 2018 with the title of “ Determinants of export performance of the textile and garment companies in Ethiopia” are some of the researches that can be indicated as an example.

Although previous studies have tried to identify the determinants and other aspects of export performance of the Ethiopian textile and garment industry one important aspect has not yet been answered which is the effect of sustainable marketing has on the export performance of the Ethiopian garment industry? This study has attempted to answer this question.

1.4. Research Questions

1.4.1. Main Research Questions

The main or general research question of this study is,

- Does sustainable marketing have effect on the export performance of Ethiopian garment industry?

1.4.2. Sub Research Questions

In line with the basic research questions this study has attempted to address the following sub research questions

- Does environmental sustainable marketing affect the export performance of the Ethiopian garment industry?

- Does social sustainable marketing affect the export performance of the Ethiopian garment industry?
- Does economic sustainable marketing affect the export performance of the Ethiopian garment industry?

1.5. Objective of the study

1.5.1. General Objective of the study

The general objective of the study was to identify the effect of sustainable marketing on export performance in the case of Ethiopian garment industry.

1.5.2. Specific Objective of the Study

Specific objective of the study:-

1. To examine the effect of Green sustainable marketing on export performance.
2. To identify the effect of social sustainable marketing on export performance.
3. To identify the effect of economic sustainable marketing on export performance.

1.6. Scope of the Study

This study was aimed on identifying the effect of sustainable marketing on the export performance of the Ethiopian garment industry. Even though the study aims at a general country level, due to many constraints the study has focused on the garment industries located in Addis Ababa city. The study was limited to the assessment of the effects of sustainable marketing on export performance; and it was assumed that the effects that sustainable marketing has on export performance need to be mainly understood and practiced by the factories; hence, the research has only considered the industry's top management members perception, who have a close affiliation with sustainable marketing practices as a target respondent. The study has made an assessment on the effects of sustainable marketing strategies on their export performance of the 21 garment manufacturing companies located in Addis Ababa city.

1.7. Significance of the Study

The significance of this study was to show how the Ethiopian garment industry export performance will improve and be competitive in the global market in a sustainable manner and can contribute to the economic growth of the country, employment and on earning of foreign exchanges. The outcome of this research presupposes to improve the export performance of textile and garment companies and the respective investors and the government will benefit more from the study in securing hard currency.

Besides, the findings of this study are supposed to have important implications for both academics and research and development program in the companies. Considering that there is very little and fragmented research in this area, this study help academicians better understand the impact of sustainable marketing variables like social, environment and economic on export performance. The results also provide guidance to managers to include sustainable marketing strategies in their marketing strategy, in the textile and garment Companies.

Therefore the aim of this study was to provide an insight for textile and garment international marketers on sustainable marketing which affect export performance. In addition, based on the findings, international marketers design their marketing strategies in efficient and effective manner so as to have sustainable competitive advantages. Moreover, the result has paramount importance to be used as a baseline for further study.

1.8. Limitation of the Study

Although there are various contributing factors, which are hindering the export performance of the Ethiopian textile and garment manufacturing companies Thus, the first limitation was that the study was concentrated on identifying the effects of sustainable marketing strategies have on the export performance of the Ethiopian textile and garment manufacturing companies located in Addis Ababa city.

The second limitation was shortage of literatures, since there are no researches conducted regarding the effect of sustainable marketing on export performance in the Ethiopian context; the researcher has encountered a shortage on finding literatures. Therefore, with these shortcomings

and conditions the author has tried to fill those gaps by collecting relevant literatures, journals, articles conducted by many international authors.

Due to the spread of COVID-19 in our country, the researcher has encountered a problem in distributing and collecting the data. Some of the respondent's unwillingness to participate in filling the questionnaire is the major problem due to this the researcher was not able to meet the target respondents proposed in the research proposal.

1.9. Definition of Terms

Sustainable Marketing;- is about understanding and managing Marketing's pivotal role in the future of business and society, it is mainly concerned with creating, communicating and delivering value to customers in a way both natural and human capital are preserved or enhanced throughout (Martin and Schouten, 2012)p,10),

Export:- is a function of international trade where by goods or service produced in one country are shipped to another country for future sale or trade (Investopedia, 2019).

Export Performance:-Export performance is the relative success or failure of the efforts of a firm or nation to sell domestically-produced goods and services in other nations (Wikipedia , 2019)

Garment :- Sewing and tailoring, joining together, by means of needle and thread, pieces of fabric or other materials to make wearing apparel and accessories, household furnishings, and other items. The material used is cut to the desired shape and size, often by means of an overlaid pattern, and is then stitched or sewn together by hand or by machine (Wikipedia, 2019).

1.10. Organization of the Study

This paper is organized in five sections. Section one presents about Introduction, Background of the study, background of the industry, Statement of the problem, Research questions, Research objectives, Significance of the study, limitation of the study, scope of the study, definition of terms and organization of the study. Section two contains Literature reviews, including theoretical and empirical evidence on factors affecting the export performance of textile and garment as well as hypothesis and conceptual frame work. Section three discusses research

design and methodology, data source and description, model specification, estimation techniques and section four presents data presentation, analysis and discussion on results of the study. Finally, section five presents summary of findings, conclusion, and recommendations based on the empirical findings and directions for future studies, quantitative and qualitative analysis discussed in chapter four.

CHAPTER TWO

Review of Related Literature

This chapter contains concepts and theories regarding the effects of sustainable marketing on the export performance of the textile and garment Companies in Ethiopia by which the researcher reviewed earlier studies on the subject matter of the study. This chapter starts by introducing the concept of sustainable marketing and export performance, and then clearly describes the effects of sustainable marketing on the export performance of textile and garment Companies in Ethiopia. In addition, based on previous related literatures, the conceptual framework of the study together with the hypothesis was formulated.

2. Theoretical Review

2.1.Sustainable Marketing

Sustainable marketing mainly focuses with socially and environmentally responsible actions that meet the present needs of consumers and businesses while also preserving or enhancing the ability of future generations to meet their needs (Kotler, 2012). The marketing concept acknowledges that organizations are fulfilling the needs and wants of their customers more effectively and efficiently than competitors do from day to day by determining the current needs and wants of their target customers. It gives customers what they want now by focusing on meeting the company's short-term sales, growth, and profit needs. Whereas the societal marketing concept considers the future welfare of the consumers and the strategic planning concept considers future company needs, the sustainable marketing concept considers both the future welfare of consumers and future company needs. Sustainable marketing focuses on socially and environmentally responsible actions that meet both the immediate and the future needs of customers and the company.



Figure 1, Sustainable Marketing

(Kotler, p Marketing management, 14th edition, 2012)

Sustainable marketing is a management conception which concerns to the environmental and social demands and eventually turns them into competitive advantages by delivering value and satisfaction for its customers (Belz&Karstens, 2010). Sustainable marketing can be defined as building and maintaining sustainable and profitable business relationships with the customers, the social environment and the natural environment. A wide vision on sustainable marketing considers it as being the adoption of sustainable business practices that create better businesses, better customer relationships and a better world (Anderson, 2012). All the above points of view suggest that sustainable marketing is much more than environmental marketing because it includes the guiding principle of sustainability.

Sustainability has become a main part of the business activities in the 20th century, the need for understanding the importance of sustainable marketing strategies has become a vital role for a business firms to be competitive in the market. Sustainable marketing focuses on increasing customer value, social value and ecological value. The concept of sustainability development has to be concerned about more than prices, distributions, and promotions in order to target audiences by integrating social and ecological factors into the marketing strategies (Belz, 2006). In addition, sustainability marketing also includes planning, organizing, operating, controlling of resources, and marketing campaigns that meet consumer needs and demands.

Sustainable marketing agrees in market orientation and knowledge in order to manage market adaptation, avoid legal concern, therefore there is a need to examine social and environmental quality in order to achieve the organization's objectives (Belz&Peattie, 2012). This concept encourages business firms to revise their institutional setting and price signals in terms of

sustainability development. Sustainable marketing in the view of micromarketing is to change both consumer and producer behaviors for the long-term, while macro marketing's approach emphasizes three basic principles which are environmental, social and economic (Belz&Peattie, 2012).

The ability of business firms to successfully use sustainable marketing as part of their strategy for gaining sustainability depends on their social and environmental sensitivity. The environmental issues such as global warming, toxic waste disposal, resource depletion and landfill management are items of public as well as legislative concerns. Green values must be organized into a new paradigm that recognizes not only the partnership of humankind and Earth, but views that partnership as a part of sustainable development. It means that green marketing has to develop its philosophy in such a way that becomes sustainable marketing.

As (Belz&Karstens, 2010) mentioned there are some distinguishing features of sustainable marketing. The environmental and social issues are the easiest to identify. In the classic marketing, environmental and social aspects of products are rarely considered and green marketing only includes the ecological problems. In contrast, the analysis and identification of the environmental and social problems are starting points. Another particular problem is the identification of the intersection of the social and environmental problems with the consumer behavior. This is an important part of sustainability and sustainable marketing, which tries to identify solutions to the social and environmental problems and meet the customers demand at the same time. In order to be successful, sustainable marketing aims at sustainable and profitable business relationships with its customers, natural environment and social environment by meeting the three dimensions of sustainable marketing. Information asymmetries are included for being helpful for sustainable marketing. These information asymmetries originate in the credibility of the environmental and social qualities of the sustainable products communicated as organic farming or fair trade products. The customer has to believe the information given by producers and third parties with respect to social and ecological qualities of the products. These information asymmetries open the door for opportunistic behavior on the supply side which is known as "green washing". Customers could become skeptical and finally stop purchasing those products as a result of the reaction occurred due to such behaviors.

2.2. Dimensions of sustainable marketing

2.2.1. Environmental Sustainable Marketing

The preservation of the environment is a subject concerned, especially for young generations. Charter (1992, p. 27) states that there is an evidence of an increasingly global perspective, especially among younger adults and children, with greater concern about the destruction of the rainforests, pollution and ozone depletion. environmental sustainable marketing is about companies applying sustainable thinking holistically, from production to post-purchasing service, aiming to balance the company's need for profit with the wider need to protect the environment" (Gordon.et.al, 2011).

The companies can develop environmental marketing as the first way to become more sustainable and through it marketers can use their skills to encourage sustainable consumption by influencing all the components of the marketing process and also complement that environmental marketing facilitates the development and marketing of more sustainable products and services while introducing sustainability efforts into the marketing process and business practice (Gordon.et.al, 2011).

An environmental marketing approach has many benefits; especially for the business perspective, it is potentially profitable (Gordon.et.al, 2011). Consumer research has shown that eco-performance of companies can act as a decision maker (Christensen, 1995; Peattie, 1999; referred in Gordon et al., 2011). Elkington (1994; referred in Gordon et al., 2011, p. 147) explains that environmental sustainable marketing can create the potential for win-win situations in which companies can pursue strategies that benefit both the environment and the company. Also, it appeals to growing consumer demands for product traceability, supply chain standards, product authenticity and quality (DeBeers, 2008:7; referred in Gordon et al., 2011, p. 147), and reflecting a consumer transition to more considered consumption that businesses can serve (Carrigan and dePels- macker, 2009; referred in Gordon et al., 2011, p. 147).

Finally, environmental sustainable marketing is performed with integrity; it is brand and corporate image enhancing, and likely to engender goodwill for public and media relations, but also for the preservation of the planet for the next generations. However, for a completely sustainable development, it is necessary an involvement of the consumer, a change of their own

behavior, so the companies can pursue an environmental marketing effort to contribute to sustainability and more can be achieved in the end (Gordon et al., 2011).

2.2.1.1. Green Sustainable Marketing Strategy

The world is changing and the companies should fit their strategies to go along with the tendency. It is a need the development of methods of marketing strategies and to be successful in the changing world. Marketing strategy has the final function of giving a business an advantage in a competitive market (Martin and Schouten, 2012). The success of a strategy is measured in economic terms such as sales revenues, market share, profit, and stock prices. The economic pulse of a business is monitored closely, and its indicators are the basis of management compensation, hiring or firing, and other important decisions (Martin and Schouten, 2012, p. 15).

The concern about sustainability is much more increasing nowadays. Business publications and the popular press, political and nongovernmental groups, and citizen organizations are involved on this matter (Martin and Schouten, 2012, p. 15). Martin and Schouten (2012) explain there are many reasons for this concern, which are moral or ethical, but more the reason is also economic. There are many economic reasons for businesses to pursue environmental and social sustainability in their marketing strategies. In the end, all reasons come down to long term competitive advantages, and they make the business case for sustainability together (Martin and Schouten (2012, p. 15). Companies to achieve these entire s (competitive advantage, make profit, be sustainable, follow the world changes) they need to develop sustainable marketing strategy. According to Martin and Schouten (2012, p. 15): A sustainable marketing strategy is the statement of an organization's marketing goals and plans for achieving them while also preserving or enhancing both natural and human capital.

Companies can start their involvement with sustainability through the green marketing, and developing a green marketing strategy is the first step. Ginsberg and Bloom (2004) has developed a green marketing strategy to instruct companies to fit in the “greenness” world, but also explained that there is no single green marketing strategy right for every company. Ginsberg and Bloom (2004, p. 81) explain: Companies should consider the likely size of the green market in their industry as well as their ability to differentiate their products on ‘greenness’ from their competitors before choosing one of the green marketing strategies in the below matrix.



Figure 2, Green Marketing strategy

Source:- (The Green Marketing Strategy Matrix (Ginsberg, J. M. and Bloom, P. N., 2004. Choosing the Right Green Marketing Strategy. Mit Sloan Management Review, p. 81)

The above green marketing matrix is divided in four levels and presented below according to Ginsberg and Bloom (2004):

1. Lean Greens focus is in being good citizens and avoiding advertising of those green actions. The general objective in being green is the reduction of costs and at the same time improving efficiency through pro-environmental activities and creating a lower-cost competitive advantage, with long term proactive solutions and want to comply with the regulations. The intensions are not making money with green actions or even promote it.
2. Defensive Greens usually use green marketing as a precautionary measure, a response to a crisis or a response to the actions of a competitor. They seek to improve the brand image of the company and mitigate the damage, recognizing that market segments are important constituents of green and profitable that they cannot afford to alienate. Its environmental initiatives can be sustained but their efforts to promote and publicize these initiatives are timely and temporary, since they typically lack the ability to differentiate themselves from competitors on greenness. They will certainly defend their environmental records with marketing and public efforts if they are connected by activists, regulators and competitors. But unless they find out that they can get a sustainable competitive advantage in greenness base, they will not launch campaign apparently green significance.
3. Shaded Greens, companies invest on the green project that involves system wide, long term and environmentally friendly processes, and there is a significant financial and nonfinancial concession. These companies use the opportunity that is created in being greenness for developing innovation in products and technologies that outcome in a

competitive advantage. The focus is not only in the greenness, those companies can also make profit using other attributes, like involvement in the environment preservation is in the secondary factor; first all the company is interested to provide benefits through its products to its customer in a direct, tangible and for a mainstream channel.

4. The companies classified as Extreme Green has extensive philosophies and values. The greenness process is totally integrated to the business as well as to the process of production, and these values are integrated into the company since the first day of foundation. Companies on this level normally attend in a specific niche market and their products have own stores or special channels of commercialization.

Ginsberg and Bloom (2004) explain that the main challenge for the companies is to equilibrate the business practices and the products taking into consideration the environment and meet the needs of the consumers. There is a large benefit for all, consumers, shareholders and society when companies are integrated to the preservation of the environment through their marketing strategies, Ginsberg and Bloom (2004, p. 84) explain that if properly implemented, green marketing can help to increase the emotional connection between its consumers and brands. Being green branded company can generate a more positive public image, which can in turn enhance sales and increase stock prices. In other words, when the consumer sees the involvement of the companies with the environment preservation, they increase the connection with the company or a specific product made by this company, and as consequence, there is the loyalty growth for the brand (Ginsberg and Bloom, 2004).

2.2.2. Social Sustainable Marketing

Social marketing can be essentially described as marketing social change (Gordon et al., 2011) which is well known for using in public health campaigns, like drink-driving, anti-smoking and drug abuse, etc. Social marketers know that they have the responsibility to try to change behaviors. According to the standard definition of social marketing, mainly it gives emphasis on changing behavior which makes it fit sustainable marketing and encouraging sustainable behavior (Emery, 2012). The National Social Marketing Center as per Lefebvre (2011, p. 57) defines social marketing as the systematic application of marketing concepts and techniques to achieve specific behavioral goals for a social or public good.

According Emery (2012) social marketing aims to access individual's valid self-interest and motivates changes. Consumer's self-interest is also the key to successful sustainable marketing to some extent. Several social marketing initiatives have sought to change values and attitudes as a means of influencing behaviors. Achieving a change in values and attitudes is often a prerequisite for behavior change efforts (Bendell and Kleanthous, 2007; De Beers, 2008; referred in Gordon et al., 2011).

Consumer orientation is an important feature of social marketing, which can be effective at winning people over, engaging them, motivating them and empowering them as individuals or within communities (Mckenzie-Mohr, 1999, referred in Gordon et al., 2011). However, social marketing goal can help the promotion of change in health, social and sustainable behavior; this change achieved can be beneficial not only for the individual, but as well as to the society (Gordon et al., 2011). Stakeholders can use social marketing to change individual behavior to promote sustainability. Furthermore, delivery agents like the third sector use social marketing to help to engage with people on sustainability issues (Gordon et al., 2011). Maibach (1993) explains that social marketing is a useful approach for making solutions of environmental problems which can be used to assist policy planners and campaigners to make growing global concern pay attention to effective actions over sustainability issues.

Social marketing is not only well placed to change people's immediate behaviors, but has potential as a tool for changing values that are consistent with prevailing institutions and then recreating this in daily behavior (Gordon et al. (2011, p. 151). They also comment that it needs long-term and durable methods to deal with sustainability issues (Gordon et al., 2011).

2.2.3. Economic Sustainable Marketing

Economic sustainability aims to maintain the capital intact. Economic sustainability aims to improve the standard of living while social sustainability focuses on improving social equality. In business context economic sustainability refers to the efficient use of assets to maintain company profitability over time. As stated by the UK Government (Annual Report 2000, January 2001): Maintaining high and stable levels of economic growth is one of the key objectives of sustainable development.

Abandoning economic growth is not an option. However, sustainable development is more than just economic growth. The quality of the business growth matters in addition to the quantity. Critics of this model acknowledge that a great gap in modern accounting practices is not to include the cost of damage to the earth in market prices (Hawking, 2010). A more recent approach to economics acknowledges the limited incorporation of the ecological and social components in this model. The new economics is inclusive of natural capital (ecological systems) and social capital (relationships amongst people) and challenges the mantra of capital that continual growth is good and bigger is better, if it risks causing harm to the ecological and human system (Benn et al., 2014)

2.3. Sustainable Marketing Principles

Under the sustainable marketing concept, a company's marketing should support the best long run performance of the marketing system (Kotler, 2012). It should be guided by the five sustainable marketing principles which are consumer-oriented marketing, customer-value marketing, innovative marketing, sense-of-mission marketing, and societal marketing.

2.3.1. Consumer-Oriented Marketing

Consumer-oriented marketing is about the company should view and organize its marketing activities from its consumer's point of view. The company should work hard to serve, satisfy, and sense the needs of a defined group of customers both in the present time and in the future. The good marketing companies that we've discussed in this context have had this in common: an all-consuming passion for delivering superior value to carefully chosen customers. The company can build lasting and profitable customer relationships only by seeing the world through customer's eyes.

2.3.2. Customer-Value Marketing

As the principle of customer-value marketing proposes companies should give most of their resources into marketing investments that build customer value. Many things marketers done-shot sales promotions, cosmetic packaging changes; direct-response advertising may raise sales in the short run but add less value than would actual improvements in the product's quality, features, or convenience. Progressive marketing calls for building long-run consumer loyalty and relationships by continually improving the value consumers receive from the firm's market

offering. The company can capture value from consumers in return by creating value for consumers.

2.3.3. Innovative Marketing

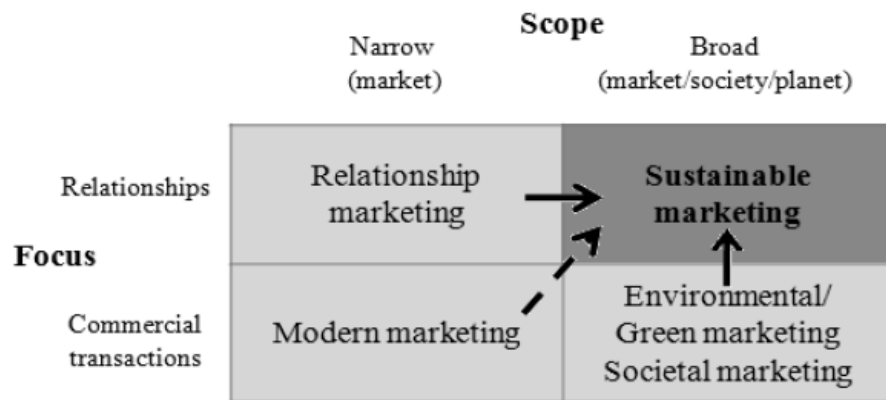
The principle of innovative marketing requires that the company should continuously seek real product and marketing improvements. The company that ignores new and better methods to do the business sooner or later will lose its customers to another competitor company that has found a better way of doing its business.

2.3.4. Sense-of-Mission Marketing

Sense-of-mission marketing means that the company should describe its mission in broad social terms rather than in narrow product terms. Employees feel better about their work and have a clearer sense of direction when a company defines a social mission, Brands linked with broader missions can serve better in the long-run benefits of both the brand and consumers.

2.4 Marketing Concept and Sustainable Marketing

Van Dam and Apeldoorn (1996, 45-46) connect sustainable marketing with the environment and combine it with ecological and green marketing under the title of environmental marketing, with the goal of promoting sustainable economic development. In contrast, Peattie (1995, 26-28) and Ottman (2011, 43- 47) use the terms environmental marketing and green marketing but understand environmental and social issues to be intertwined. The aim of sustainable marketing is still to add value to the consumer and satisfy the customer's wants and needs in a sustainable way (Martin & Schouten 2012, Charter et al. 2002, Belz & Peattie 2009). Therefore sustainable marketing can be defined as a holistic approach with the aim of satisfying the wants and needs of the customers while putting equal emphasis on environmental and social issues, as well as generating profit in a responsible way. (Kanika Chaudhry&Asheetu Bhatia Sarin, 2014)



Towards sustainable marketing (Belz & Peattie 2009, 18)

Figure 3, (Belz & Peattie 2009,18) towards sustainable marketing

The above figure shows the type of marketing concepts which are integrated into sustainable marketing. Marketing Concepts which address social issues can be divided into societal and social marketing. Societal marketing aims to combine the wants and needs of consumers, long term interests of society and companies profitability. Since the consumers wants often differ from what is best for society, one can differentiate between long term consumer benefits and immediate satisfaction while bringing long term benefits at the same time.(Armstrong &Kotler 2009).Social Marketing on the other hand, focuses on the welfare of individuals or society as a whole and is often implemented by NGOs. The aim is to influence behavior for the better. (Emery, 2012)

Environmental issues became part of the marketing agenda starting from the 1970s and it can be distinguished between ecological and green or environmental marketing. First, ecological marketing emerged, due to the growing recognition of companies and impact on the environment.(Kanika Chaudhry&Asheetu Bhatia Sarin, 2014)

2.4.1 Company's Perspective towards Sustainable Marketing

Companies are increasingly building sustainability into their marketing strategy. However, levels of commitment vary significantly from company to company. Avoiders restrain from sustainability in order to avoid risk, while Pragmatists restrict the agenda to areas of efficiency and cost saving, usually green issues. Encouragingly, the majority of large companies are integrating a wider definition of sustainability into their business activities. For them

sustainability mean not only just ecological systems but human systems and social responsibility must be considered to ensure long term legitimacy and growth. For those more forward looking businesses, Adopters consider sustainability as an integral part of their business activities and dedicate significant resource to this area. The most advanced businesses, Developers regard sustainability as a driver of growth and competitive differentiation, and they are innovating and shaping the agenda. There is an increasing number of these as they recognize they will be prime beneficiaries in the future.(Kanika Chaudhry&Asheetu Bhatia Sarin, 2014)



Figure 4, Company's perspective towards sustainable Marketing

2.4.2 Framework of Companies Adopting Sustainability

When we look at Developers it is possible to recognize some critical success factors which explain why this agenda is building their growth. These are summarized in figure below.

1. **Win, win, and win:** Developers ensure there is a win for the business, the consumer and society. They realize that a sustainable business can also be commercially successful. The developers strategy is to build value for customers and for society in general while also building profits. When Unilever launched a program to educate rural areas of India on the importance of hand washing, it met head on the challenge of 3 million deaths a year due to diarrhea, of which nearly half could be prevented by simple hand washing. However, by also launching a conveniently priced and appropriate soap product under its Lifebuoy portfolio, and training rural women to sell cleaning goods in remote areas, it also opened up a previously inaccessible market of 130 million people. (Kanika Chaudhry&Asheetu Bhatia Sarin, 2014)

2. **Authentic:** Developers guarantee that the sustainability agenda relates to their core business. A company will not benefit unless its dedication to sustainability is included to its Vision and core business, informing day to day decisions. When, General Electric, voted top sustainable company in 2010, have a mantra: “make money, make it ethically and make a difference”. They have built a strong platform around energy solutions Ecomagination which delivered \$18 billion extra revenue in 2009 by considering that their core business has the potential to provide technological solutions to global energy issues., (Kanika Chaudhry&Asheetu Bhatia Sarin, 2014)
3. **Consistent:** Developers ‘walk the talk’. Closely linked to authenticity, unless a company embeds sustainability within the organization and thereby radiates a common vision, then, no matter how many good things it does, it is in danger of being „caught out“ in actions that are not sustainable. Developers generally use a sustainability platform to unify their different business activities. (Kanika Chaudhry&Asheetu Bhatia Sarin, 2014)
4. **Innovative:** Developers innovate, learn and then innovate again. Developers do not just create new products but also apply innovation to their business processes and systems. Sustainability requires a review of the whole business and willingness in order to find solutions that will enable the company to redesign how it can do business. SAB Miller Company redesigned their supply chains to allow them to buy and produce locally in Africa without having to import so many raw materials. This created benefits for the bottom line, but also product improvements for the consumer.(Kanika Chaudhry&Asheetu Bhatia Sarin, 2014).



Figure 5, Framework of companies adopting sustainability

2.5 The Diversified Contribution of Sustainable Marketing

2.5.1 Sustainable Marketing and Demand

The principal goal of sustainable marketing is to create and expand the market for sustainable products and services. In order to achieve this goal, the key task is to identify the demand for sustainable products in the market and stimulate it. The achievement of sustainable marketing objectives depends on how much of the company's sustainable efforts are recognized by the market or the consumers. The demand for such products must be aided, if the company wants to keep producing and marketing sustainable products and to become and maintain sustainability. The first appropriate way for stimulating the sustainable demand involves creation of a market for sustainable supply. The business has to create its self a market pull with direct consumers. It should address the sustainability function of consumers to understand the value of the environmentally and socially friendly supply, information requirements and etc. The better action becomes the more it could show the creation of the market pull with two important groups of customers which are the end users and product retailers. This can be done through collaboration with direct customers or alone.

Creating suitable market segmentation could be another strategic move to stimulate the sustainable demand. This move requires a good identification of the market segments which are usual buyers of the sustainable attributes because they have either a compliance obligation or voluntary commitment to improve performance (Pwc, 2010). The translation of the communication arguments from the sustainable product to the services it furnishes could give a great help. Those arguments should emphasize the idea that the customers pay for the services not the product which aligns the commercial incentives on efficiency, durability, recycling, reuse and other sustainable attributes. One of the most effective ways for the stimulation of sustainable demand may be by collaboration of the producer with the customer to co-create a sustainable product. Through this way, a product with unique sustainability characteristics can be developed which is suitable for both parties benefit.

2.5.2 Sustainable Marketing and Sustainable Products

Sustainable product includes a variety of economic, social and environmental attributes. A sustainable product is an item or service that reduces its impact on resource use and environment

at each stage of the product life cycle. The improvement of both characteristics should become the continuous objective of the manufacturers. The more they succeed to achieve these objectives, the more sustainable their products can become. The end product of sustainable marketing consists in its contribution to the sustainable development by the favorable impact on its economic, social and environmental constituent parts (Yazdanifard&Mercy, 2011). The producers and marketers can make a difference by minimizing the impact of their products and services on the environment and increasing their good consideration for the society. These impacts could be the result of the design, materials use, water and energy consumption, packaging, delivery, marketing disposal and reuse and other attributes(Belz&Karstens, 2010)(DEFRA, 2013). This balanced approach shows that sustainable products manufacturers can integrate all three components of sustainable development.

The sustainable product strategy integrates environmental and social dimensions of sustainability along the entire value chain. Additionally, the sustainable products are competitive and economic successful for a long period of time. On the other hand, consumers can also reduce the impact they make by choosing sustainable goods and services they buy and how they can use them.

Sustainability of the products can also bring important solutions such as the acceleration of sustainable innovations, overview of a product road map and the development and use of a rating system for sustainable products and sustainable companies. Based on sustainable attributes the business should accelerate the sustainable innovation. A good strategy consists in the re-branding and re-categorizing of the existing products. Companies can be able to develop a large scale portfolio transformation by combining the two directions. They can differentiate the products and brands of their portfolio with the help of sustainability attribute (Pwc, 2010).

2.5.3 Sustainable Marketing Designs and Uses Customized Credible Communication

Communication has a beneficial impact on sustainable development by transforming the power generated by sustainable policy into action. The communication must consider the specifics of the sustainable products and sustainable cause and integrate the results in a communication project from the start, to increase its added value to sustainable development. This project should focus on the strategic and tactical specific matters of the communication for sustainability.

The social and environmental quality of the sustainable product appears to be a particular issue. These qualities constitute credence qualities which cannot be inspected by the consumer. Therefore, many green consumers are insecure if the qualities of the promised products are true (Belz and Karstens, 2010, Strategic Communication for Sustainable Development, 2006). The main task of sustainable communication is to ensure and convey credibility to the insecure consumers. This task can be achieved through endorsing the sustainable product and packaging label by independent third parties such as Bio Suisse and Trans Fair and others are providing credible information to the consumer which can push sustainable purchase. Another issue concerns the buying decision of the consumers of those products. These consumers decide in favor of sustainable products if they individually perceived net-benefits are valued higher than the net-benefits of a comparable brown product (Belz and Karstens, 2010, p. 14; Cox, 2008).

A good strategic communication project which can increase the role of communication in the sustainability development should be prepared on the foundation of the following leading ideas. Firstly, the whole sustainable communication effort must have a vision. This vision is the sustainable businesses sustainable values such as clean air, green technology, bicycles, farmer markets and etc.

Secondly, targeting the right people helps to build a better influence on the communication of the sustainable development which includes community leaders, mavens who wish to be of service and who love to share their knowledge, connectors who know a lot of people and who are very powerful, public opinion leaders who are more trustworthy or well-respected, salesmen who are good at spreading ideas and persuasive and authority figures who support the idea of sustainable practices (James, 2010 p. 14). Thirdly, the business itself and people should use a powerful chain of sustainable communication. The strong chain of communication means that the discussion is a continuous process at all levels. This dialogue is a two-way relationship based on realistic, true messages (Nail, 2010). The appropriate communication for sustainable development has a participatory character, and its tools are very crucial for its development. At the time, the appropriate communication process is as important as the appropriation of the sustainable development itself (Gumucio Dagrónand Tufte, 2006, p. 5). Fourth, The need for the commitment of the business and people will have an impact on the credibility of the sustainable communication. The business should develop a credible communication. That means even if it

hurts and stress upon the business dedication to the sustainability cause, the messages should tell the truth. On the side of the people's commitment, the messages have a role in encouraging the present and potential customers by putting the social and environmental pressures on them, which convince those customers to commit themselves in purchasing the sustainable products. Fifth, the business should develop a real sustainable communication. A mission with such importance could be accomplished with the help of actions which are aiming at a better understanding of the role of the communication in the sustainable development (ibidem, p. 6). The messages should be constructed in a manner that shows that they are attuned to sustainability. All these require a simple and reassuring argumentation.

2.5.4 Sustainable Marketing Helps a Multi-Channel Distribution Network

The distribution system should include as priority its contribution to the environmental, social, product quality and efficiency. These goals can be easier to achieve if the producer of the sustainable goods maintains reliable relationships with its consumers, the members of the supply chain and the distribution channels. The distribution system works in two strategic directions to support the sustainable development. The first direction is providing sustainable products to the customers. The second direction consists in efforts for lowering consumption of materials and energy, reducing waste of resources and pollution so that the purchase costs of the consumers should not increase, environmental and social negative effects can keep lowering (Belz and Karstens, 2010). The transformation of the conventional distribution system into a sustainable way is one of the most important jobs. Identifying and using sustainable trends is useful for the distribution part of the construction of a sustainable distribution network. The activity interdependence and specialization are one of the significant trends that can strongly influence the sustainability of the distribution system (Hulthen and Gadde, 2009, pp. 5-11). The increasing customization of the distribution system gives flexibility but it needs a great number of channels that can provide a high degree of distribution. A high degree of distribution is important if the sustainable product should be marketed successfully through a multi-channel distribution system (Belz and Karstens, 2010). A multi-channel distribution helps to handle the diversified group of customers and to make it possible for a particular customer to select the most appropriate solution (Hulthen and Gadde, 2009, p. 11).

The increasing activity interdependence has a valuable impact on reducing inventories through diminishing the resource use. However, the emergence of regular and smaller lot sizes from suppliers may have an opposite effect that results in more covering and waste to be handled on the supply chain process. An increasing specialization encourages better capacity utilization and the gain of economies of scale when the activities are performed by specialized resources. Ways for new types of actors engaging in the coordination of globally dispersed operations open up when the companies specialize in certain distribution activities. Some of the distributors turn out into service providers, which provide waste handling services, which take care of all scrap and waste related to a delivery. Other companies may become specialists in the green transportation, which focus on the use of more environmentally transportation facilities and resources in a more efficient way.

The above trends have various effects. The more frequent and smaller lot sizes and specialization generate undesirable effects. These effects will cause a more waste and pollution and increased transportation facilities. Such kind of negative effects created by increasing interdependencies and specialization can be partly counterbalanced by customization of the facilities and distribution channels. More, specialization may help better exploitation of facilities since it creates opportunities for companies to specialize in the coordination of such physical flows.

2.6 Export Performance

In today's competitive world; industries are continuously encountering challenges in the business market. In a regulated environment, organizations can work with inefficiency for some time but in a competitive environment, inefficient organizations encounter challenges and consequently leading to bankruptcy. Thus, to achieve sustainable business success in the competitive market, a company must continually monitor and improve its organizational performance.

Performance is the efficiency with which inputs are converted in to outputs. It is the efficiency and effectiveness of action. Thus to improve the performance of an operation, performance has to be measured, hence performance measurement is fundamental in organizational management, the contributing factors should be identified and analyzed for further improvement. Performance in manufacturing constitutes several aspects including quality, effectiveness, efficiency, productivity and safety etc. In garment industry, performance improvement may include the

increase in product quality together with increase in productivity along with the lowering of production costs, lead times, adopting competitive marketing strategies like sustainable marketing strategies and etc.

2.7 Empirical Review

The Empirical evidences of study by (Eliete,pozzobon,palma,clandia,maffini,gomes,jordana, 2014) was conducted with the main purpose of understanding how the adoption of sustainable marketing strategies is related to the export performance of Brazilian manufacturing companies of the gems and jewelry industry. The authors concluded that based on the conducted study, practices related to sustainable strategies implemented in the companies have significant correlations in the evaluation of the export performance of among various indicators. On the other hand, this means that the intensity of sustainable practices can result in a higher export performance of the industry participating in the survey. As the conclusion of the study, it is possible to accept the hypothesis that has guided the study development since supposedly; they believed that the actions oriented towards the adoption of sustainable strategies contribute to maximize the export performance of the companies.

Another study has also been conducted by (Francisco, Villena, JaimeEduardo, 2016) from European University of Seville Spain with the title of Sustainability, Innovative Orientation and Export Performance of SME manufacturers an empirical analysis of the mediating role of corporate image. They identified in their study that sustainability has a positive and significant effect on export performance. Based on their findings they concluded that Sustainability of companies is very important due to changes that originate in consumer values' regarding environmental care, greener products, eco or recyclable or due to technological use of the product. Managers of SMEs who promote innovativeness are also key, as the competitive advantage of a company roots from continuous improvement and changes experimented with in the company. Companies gain advantage over their domestic and international competitors when they manifest a new basis for competition and innovation in strategic terms.

The empirical evidences of the study by (Papadopoulos and Martín, (2010)) results in three key observations about the export performance, namely, The export performance can be defined as a formative construct, with an economic and a strategic dimension, since both dimensions are seen

as the cause, and not the result of the export performance, the contribution of the economic dimension is bigger than of the strategic dimension, showing a general trend of companies in focusing on short term objectives which can be measured with “concrete data”, in detriment of long term strategic objectives, which are also more difficult to measure; and lastly the conceptualization of the economic dimension is formative, since the study has evidenced that sales in the international market and profitability are not necessarily correlated. The measure includes both the economic performance aspects, i.e., effectiveness (sales) and efficiency (profitability), and also shows a significant and very similar contribution of both indicators for the formation of the economic performance (Papadopoulos and Martín ,2010).

According to (Schaltegger and Synnestvedt (2002), the relation between the environmental and the economic performances is been debated in the past few years, and the results show two different points of view. The first branch defends that the improvement of environmental performance results in additional costs to companies and therefore reduces profitability. The other perspective emphasis that the better environmental performance allows the reduction of costs the increase of sales and thus allows improving the economic performance. In the view of Schaltegger and Synnestvedt (2002), the economic performance is influenced not only at the environmental performance level, but mainly by the type of environmental management. Thus, the authors defend that to understand and measure the connections between environmental performance and economic success it is fundamental to analyze the environmental management quality and the actions adopted in order to improve the environmental performance. In relation to this, Hrdlicka (2009) highlights the emergency and importance of the topics of sustainability and internationalization, in view of the positive evolution of the Brazilian exports performance in the past few years, in various economic sectors, and the increasing concerns regarding the planet sustainability within the business sphere.

Group of critics defends that globalization is harmful to the environment, once it promotes the installation of polluting industries in countries with few environmental rules. However, the authors suggest that globalization can also have positive environmental effects because global connections increase institutional pressures and pressure from customers towards self-regulation, that is, so that companies adopt environmental performance standards or environmental management systems, in addition to the governmental rules requirements (Christman,

Taylor,2001). Furthermore, according to Christmann and Taylor (2001), international certifications are an essential self-regulation mechanism for the development of sustainability principles, and the effects of certification affect the company performance with regard to the issue addressed by the rule.

Globalization can increase self-regulation pressures since multinational companies can transfer more advanced environmental technologies and developed management systems to their affiliates in response to more strict regulations of developed countries and also because of the pressures from interest groups to improve the environmental performance in the entire world. Considering that, Rugman and Verbeke (2004) regard the multinational companies as key pushers of globalization, because such companies promote the increase of the economic interdependency among national businesses.

Peng and Pleggenkuhle-Miles (2009), however, highlight the importance of the corporate social responsibility of multinational companies towards the communities in which they operate, and the need to increasingly distinguish the relations between the competing parties in the domestic market, abroad and in global environments, since such organizations are increasingly changing from one country to the other, thus increasing their geographic coverage.

2.8 Conceptual Framework and Research Hypothesis

2.8.1 Conceptual framework

As the study aimed to examine the effect of sustainable marketing on the export performance of the Ethiopian textiles and garment industry by establishing a relationship of dimensions of sustainable marketing:- environmental sustainable marketing, social sustainable marketing and economic sustainable marketing which are independent variables to export performance (dependent variable) the Conceptual framework was depicted as under mentioned.

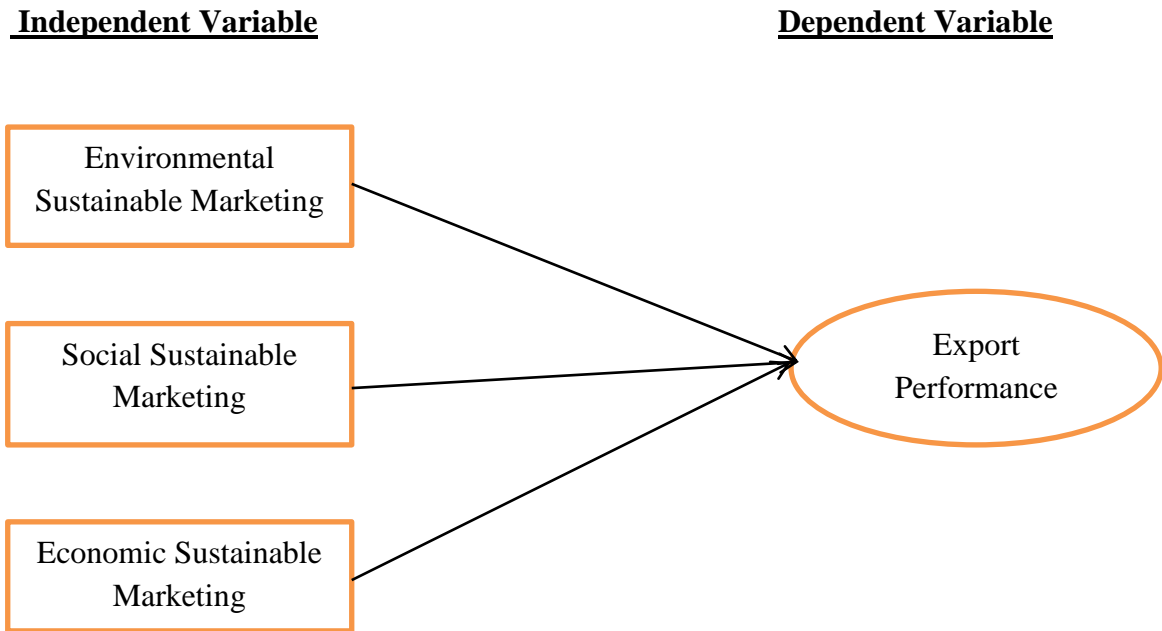


Figure 6, Conceptual Framework of Variables developed for this study.

(Source:-own survey)

2.8.2 Research Hypothesis

Under this study in order to examine the effect of sustainable marketing on export performance of the Ethiopian garment industry, the following hypotheses was tested, based on some findings of the previous studies stated on the aforementioned theories and empirical reviews.

H1: Environmental sustainable marketing has a positive impact on export performance

H2: There is a positive relationship between social sustainable marketing and export performance.

H3: Economic sustainable marketing has a positive impact on export performance

CHAPTER THREE

Research Methodology

This chapter has presented the methodology which are used for undertaking this research, description of the study area, the research approach, research design, data types and sources, population, Sampling technique and sample size , data collection procedures, data analysis techniques, ethical considerations, reliability and validity.

3.1. Description of the Study Area

The study area has focused on the effect of sustainable marketing on the export market performance of Ethiopian textile and garment manufacturing companies. The government of Ethiopia encourages private local and foreign investors to engage in the export market, and there seems existence of threats that hinder the companies from being competent in the global market. There are controversial issues to successfully enlarge the export market. For decades, the government could not meet the export target and yet the export market of textile and garment companies is at the infant stage due to many constraints. Although there are many constraints that are hindering the growth of the Ethiopian textile and garment manufacturing companies from distributing their products abroad, hence this study has tried to investigate and analyze the effects of sustainable marketing on their export performance.

3.2. Research Approach

This study employed quantitative research approach to test the effect of sustainable marketing on the export performance of textile and garment Companies located in Addis Ababa city. The study used quantitative research method, and for this purpose, a questionnaire was prearranged and distributed for the participants. Quantitative research approach contains collection of data so that information can be enumerated and subjected to statistical treatment in order to support or refute other knowledge claims (Creswell, 2003).

This study was built on specific phenomenon of factors to generalize the export performance of the Ethiopian textile and garment industry. It followed the deductive approach in order to generalize the effects of sustainable marketing on the export performances.

3.3. Research Design

Research design is an outline or blueprint for conducting a research project or paper. It guides the procedures or steps necessary for obtaining the information needed to structure or solve the research problems. To achieve the objective of the study, the researcher used explanatory research design to examine the effect of sustainable marketing on the export performance of the Ethiopian textile and garment industries, and the relationship between each independent and dependent variables. Explanatory research investigates cause-and-effect relationships amongst different variables. An explanatory research is conducted in order to discover and report relationships among different aspects of the phenomenon under study (Uma S. and Roger B., 2016). The contended cause that is the characteristics believed to make a difference are often referred to as independent variable (factors which are supposed to affect export performance). The difference or effect of the independent variable is called the dependent variable (export performance) because it is dependent on what happens to the independent variable.

3.3.1 Population

As per the information gathered from the Ethiopian Textile Industry Development Institute 2016/17 annual report the total number of medium and large scale garment manufacturing exporters in the country is ninety five. Out of the ninety five medium and large scales garment manufacturing exporters twenty one of them are located in Addis Ababa city. The companies are found on all life cycle stages and most of their target market is outside of the country. This would give the ideal companies to look at for export performance. Therefore, the total population for this study was defined as of textile and garment manufacturing and exporter companies located in Addis Ababa city.

3.3.2 Sampling Method

Sampling is all about selecting a representative group from the population under study by using different methods. A sample is the group of people (participants) who take part in the investigation. (Uma S. and Roger B., 2016) Asserts that Judgmental sampling involves the choice of subjects who are most advantageously placed or in the best position to provide the information required. The judgmental sampling design is used when a limited number or category of people have the information that is required.

Therefore, management members of all textile and garment exporting companies located in Addis Ababa city were selected for this study. Purposive sampling technique was adapted in order to select management members and professionals from various departments in the textiles and garment exporting companies located in Addis Ababa city.

3.4. Sample Size and Sampling Technique

According to the preliminary assessment done by the student researchers it was found that the number of management members of the factories are averagely five, namely, the general manager, human resource, finance and account, production and, marketing and commercial department managers, even though some factories customize themselves to have extra departments according to their work interest. The most vital departments of garment industry are assumed to be general manager, production, finance and account, marketing and human resource (Rajesh K., 2010). Therefore, based on the above assumption a judgmental sampling technique was implemented, and four top management members were selected from each 21 garment manufacturing companies located in Addis Ababa city. This comprises the general manager, the production manager, commercial department manager and the marketing manager those who best meet the purpose of the study, Therefore, a total of 84 respondents were included to participate for this study.

3.5. Data sources and Types

For this study both primary and secondary data were used. Primary data was collected from the textile and garment companies located in Addis Ababa city that are supposed to export their products in the foreign market, the data was collected through imparting structured questionnaire to the actual participants; management and professionals (experts). Secondary data from strategic document and policy papers was used to provide additional information where appropriate. Besides, variety of books, websites, journals, reports and newsletters were reviewed to make the study fruitful.

3.6. Data Collection Procedures

Pilot survey was conducted to reveal the weaknesses (if any) of the questionnaires and of the survey techniques by distributing the questionnaire to 10 respondents and tried to differentiate the ambiguous question to most respondents and rephrased to ensure every respondent clearly

understand what it means before survey was fully launched. As the questionnaires distributed to respondents by hand delivery, a frequent phone follow up was made.

3.7. Data Analysis

Data analysis, also known as analysis of data or data analytics, is a process of inspecting, cleansing, and transforming data with the goal of discovering useful information, suggesting conclusions, and supporting decision-making. It is also a process for obtaining raw data and converting it into information useful for decision-making by users.

The data gathered using questionnaires was coded, entered into computer for analysis by using SPSS software version 20 for windows and was presented in the form of charts, diagrams, and tables. The data analysis for the research was both descriptive and inferential type. Descriptive statistics was applied for the presentation, interpretation and discussion parts on various dimensions of the evaluation system. Descriptive analysis refers to statistically describing, aggregating, and presenting the constructs of interest or associations between these constructs, while, inferential analysis refers to the statistical testing of hypotheses for quantitative data analysis.

Inferential statistics was applied using multiple regression and Pearson correlation to analyze the relationship between the independent variables i.e. (environmental, social and economic) with the dependent variable (export performance) and the relationship between each independent variables as well. Frequency tables, charts, graphs, figures, percentages were used to present the result of the study. All statements in the questionnaire were rated on a 5-point Likert scale (strongly agree, agree, neutral, disagree, and strongly disagree). Numbers will be assigned to this scale i.e., strongly agree = 5, agree = 4, neutral = 3, disagree = 2 and strongly disagree = 1. Instruments that are valid and reliable to measure such constructs are crucial components of research quality (Kimberlin and Winterstein, 2008). Cronbach's alpha (α) was used to analyze the reliability of the collected data.

3.8. Reliability and Validity

Reliability and Validity tests were undertaken to assure whether the measurements are taken from true sources. Validity is synonymous with accuracy or correctness. The modality of a

measuring instrument is defined as the extent to which differences in scores on it reflect true differences among individuals on the characteristic we seek to measure, rather than constant or random errors. The similarity of results provided by independent but comparable measures of the same object, trait, or construct is called reliability (Chrchill and Iacobucci, 2002).

The validity of the questionnaire was verified using a pilot survey by distributing questionnaires to 10 respondents. Changes to the questionnaire were made after the pilot study and consultation with the advisor. The validity of the instrument was to be found valid.

Cronbach's alpha is one of the most commonly accepted measures of reliability. It measures the internal consistency of the items in a scale. It indicates that the extent to which the items in a questionnaire are related to each other Fubara and Mguni, (2005). The normal range of Cronbach's coefficient alpha value ranges between 0-1 and the higher values reflects a higher degree of internal consistency. Different authors accept different values of this test in order to achieve internal reliability, but, satisfactory value is required to be more than 0.6 for the scale to be reliable (Sekaran, 2003 as cited by Sirbel, 2012).

3.9. Ethical Consideration

The research participants included in this study were properly informed about the purpose of the research and their willingness and consent secured before the commencement of distributing questionnaires. The safety of respondents was not be harmed in any way during this survey and the confidentiality of their responses and the identity of each participant was maintained confidential. In all cases, names kept confidential, thus collective names like 'respondents' was used.

CHAPTER FOUR

4. Data presentation, Analysis and Interpretation

4.1. Introduction

This chapter presents the findings of the study, and interprets those findings. The chapter includes the presentation, analysis and interpretation of the collected data's from primary sources. An entire of 84 questionnaires were distributed to the twenty one garment exporting companies located in Addis Ababa city to gather data about the effects of sustainable marketing on export performance. Out of these 84 questionnaires, 68 usable responses were obtained with a response rate of 80.9% . .

Furthermore, the data extracted from completed questionnaires were coded and entered to Statistical Package for Social Sciences (SPSS) IBM version 20 and analyzed using descriptive and inferential statistics as discussed below. The subsequent chapter will present the data along with its statistical analysis. The findings are then discussed and analyzed according to research objectives.

4.2. Reliability Test

Cronbach's Alpha reliability test was conducted in order to ensure internal consistency among the items that are included on each scale. Cronbach's alpha reliability coefficient normally ranges between 0 up to 1. The closer Cronbach's alpha coefficient is to 1.0 the greater the internal consistency of the items in the scale will be. Based on the following formula $\alpha = \frac{rk}{[1 + (k - 1)r]}$ where k is the number of items considered and r is the mean of the inter-item correlations the magnitude of alpha is determined by both the number of items in the scale and the mean of the inter-item correlations (Joseph & Rosemary, 2003). According to (George & Mallery, 2003), correlation coefficients > .9 are considered excellent, > .8 – Good, > .7 – Acceptable, > .6 – Questionable, > .5 – Poor, and < .5 – Unacceptable. Hence, as it is presented in Table 5; the Alpha coefficients of the effects of sustainable marketing on export performance are between 0.717 and 0.920. Overall Cronbach's Alpha coefficient for expected scale items is 0.937. Therefore, each variable represents a valid and reliable construct.

Table 2, Reliability test of the variables under study (Cronbach's Alpha)

Variables	N	Cronbach's Alpha	Number of Items
Environmental Sustainable Marketing	68	0.717	10
Social Sustainable Marketing	68	0.807	10
Economic Sustainable Marketing	68	0.881	8
Export Performance	68	0.920	8
Total Reliability Scale		0.937	

Source: Analysis of survey data May, 2020, IBM SPSS version 20

4.3. Demographic Characteristics

The section provides a demographic profile of the respondents and firms under study. The information generated to address the stated research objectives is solicited from respondents with diverse demographic characteristics. Accordingly, the demographic variables about the respondents were summarized and described in the below table. As indicated in the below Table 2, out of 68 respondents 57 (83.8%) of them were males and the remaining 11(16.2%) of the respondents were females. This tells the majority managers are males. Regarding the Age group 4(5.9%) of the respondents are 25 – 35 years, 32 (47.1%) of the respondents are 36 – 45 years, 31(45.6%) of the respondents are 46 – 55 years and 1(1.5%) of the respondents are more than 55 years. This evidently designates that the workforce composition of the management of the industry are middle age group and Adults.

Further respondents has also been asked about their education level, 52(76.5%) of the respondents are Degree holders and 16(23.5%) of the respondents are MA/MSC holders. This entails most of the respondents have good educational background that assures their ability at list to understand the effects of sustainable marketing and its significance in the export business in order to achieve the intended business objectives. Experience level of the respondents is as follows 5(7.4%) of the respondents have 5 – 10 years' experience, 20(29.4%) of the respondents have 10 – 15 years' experience, 32(47.1%) of the respondents have 15 – 20 years' experience and 11(16.2%) of the respondents have more than 20 years of experience which entails that the respondents have a strong experience level.

Regarding the existence of the companies 49(72.1%) of the companies are established in between 10 – 15 years, 18(26.5%) of the companies are established in between 15 – 20 years and 1(1.5%) of the companies are established more than 20 years ago. In terms of the companies

export business experience, 43(63.2%) of the companies are involved in export business for 5 – 10 years and 25(36.8%) of the companies. This implies that most of the companies have a medium level of experience which enables them to understand the export business. Finally regarding the export experience of the respondents 36(52.9%) of the respondents are involved in export business for 5 – 10 years, 24(35.3%) of the respondents are involved in export business for 10 – 15 years and 8(11.8%) of the respondents are involved in export business for 15 – 20 years.

Therefore, this indicates that most of the respondents have the required appropriate experience level, education level and were able to answer the questionnaire with better understanding of the export market level of their company with respect to sustainable marketing practices.

Table 3, Demographic Characteristics

<i>Items</i>	<i>Frequency</i>	<i>Percent</i>	
Gender	Male	57	83.8
	Female	11	16.2
	Total	68	100
Age Group	25 - 35 years	4	5.9
	36 - 45 years	32	47.1
	46 - 55 years	31	45.6
	More than 55 years	1	1.5
	Total	68	100
Education	Degree	52	76.5
	MA/MSc	16	23.5
	Total	68	100
Experience	5 - 10 years	5	7.4
	10 - 15 years	20	29.4
	15 - 20 years	32	47.1
	More than 20 years	11	16.2
	Total	68	100.0
Company Existence	10 - 15 years	49	72.1
	15 - 20 years	18	26.5
	More than 20 years	1	1.5
	Total	68	100.0
Respondent Export Experience	5 - 10 years	36	52.9
	10 - 15 years	24	35.3
	15 - 20 years	8	11.8
	Total	68	100.0
Company Export Experience	5 - 10 years	43	63.2
	10 - 15 years	25	36.8
	Total	68	100.0

Source: Analysis of survey data May, 2020, IBM SPSS version 20

4.4. Descriptive Analysis of the Variables

In this section descriptive analysis of the study on the perceptions of the respondents with regard to the dependent variable (export performance) and independent variables (environmental, social and economic sustainable marketing) is conferred. The mean and standard deviation for all was computed. The mean is the average value and the standard deviation shows how much deviated the values are from the mean. A mean score of 3.80 and above are considered to display high level of agreement, those between 3.40 and 3.79 are considered to be moderate agreement and a mean of 3.39 and below to display low level of agreement (Akmaliah, 2014; as cited by Muhumed and Ssekajugo, 2015).

4.4.1. Descriptive Analysis of Environmental Sustainable Marketing

For the analysis of environmental sustainable marketing ten questions were questioned, on the strategy the companies use for minimizing environmental impact throughout the entire product life cycle 4(5.9%) of the respondents gave a neutral, 42(61.8%) of the respondents agree and 22(32.4%) of the respondents strongly agree that their company minimizes environmental impact with a mean of 4.26 and standard deviation of 0.563. Regarding using pollution prevention method 40(58.8%) of the respondents agree and 28(41.20%) of the respondents strongly agree with a mean of 4.41 and standard deviation of 0.496. concerning using waste management mechanisms 8(11.8%) of the respondents disagree, 2(2.9%) of the respondents are neutral, 37(54.4%) of the respondents agree and 21(30.9%) of the respondents strongly agree with a mean of 4.04 and a standard deviation of 0.905. For promoting their product through eco-friendly modes of communication 3(4.4%) of the respondents strongly disagree, 31(45.6%) of the respondents disagree and 34(50.0%) of the respondents are neutral with a mean of 2.46 and a standard deviation of 0.584. Branding their product associating with environmental sustainability 15(22.1%) of the respondents strongly disagree, 48(70.6%) of the respondents disagree and 5(7.4%) of the respondents are neutral with a mean of 1.85 and a standard deviation of 0.526. The respondents had been asked whether their company uses recyclable and biodegradable packaging to prevent environmental pollution accordingly 21(30.9%) of the respondents strongly disagree, 36(52.9%) of the respondents disagree and 11(16.2%) of the respondents are neutral with a mean of 1.85 and a standard deviation of 0.675.

The overall mean for the environmental sustainable marketing was found to be 2.92 and a standard deviation of 0.362 which indicates that there is a low level of agreement with the respondents with regard to its effect on the export performance.

Table 4, Likert scale and percentile statistics of environmental sustainable marketing

Environmental Sustainable Marketing (ESM)	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
The company minimizes environmental impact throughout the entire product life cycle	-	-	4(5.9)	42(61.8)	22(32.4)
The company manufactures products through pollution prevention methods	-	-	-	40(58.8)	28(41.2)
The company uses waste management mechanisms	-	8(11.8)	2(2.9)	37(54.4)	21(30.9)
The company promotes products through eco-friendly modes of communication	3(4.4)	31(45.6)	34(50.0)	-	-
The company brands its products associating with environmental sustainable marketing practices	15(22.1)	48(70.6)	5(7.4)	-	-
The company modifies its products to make them environmental friendly	15(22.1)	32(47.1)	21(30.9)	-	-
The company uses recyclable and biodegradable packaging to prevent environmental pollution	21(30.9)	36(52.9)	11(16.2)	-	-
The company educates its customers to use products in environmental friendly manner	5(7.4)	26(38.2)	37(54.4)	-	-
The company uses green supply chain for procurement and distribution of its products	6(8.8)	51(75.0)	11(16.2)	-	-
The company adopts energy efficient manufacturing operations to prevent pollution	2(2.9)	9(13.2)	8(11.8)	37(54.4)	12(17.6)

Source: Analysis of survey data May, 2020, IBM SPSS version 20

Table 5, Skewness, Kurtosis, Mean & Std dev statistics of environmental sustainable marketing

Environmental Sustainable Marketing (ESM)	N	Min	Max	Skewness	Kurtosis	Mean	Std Dev
The company minimizes environmental impact throughout the entire product life cycle	68	3	5	-.011	-.398	4.26	0.563
The company manufactures products through pollution prevention methods	68	4	5	.367	-1.923	4.41	0.496
The company uses waste management mechanisms	68	2	5	-1.085	.745	4.04	0.905
The company promotes products through eco-friendly modes of communication	68	1	3	-.518	-.645	2.46	0.584
The company brands its products associating with environmental sustainable marketing practices	68	1	3	-.170	.407	1.85	0.526
The company modifies its products to make them environmental friendly	68	1	3	-.137	-1.069	2.09	0.728
The company uses recyclable and biodegradable packaging to prevent environmental pollution	68	1	3	.184	-.767	1.8529	0.67503
The company educates its customers to use products in environmental friendly manner	68	1	3	-.791	-.356	2.4706	0.63412
The company uses green supply chain for procurement and distribution of its products	68	1	3	.162	1.119	2.0735	0.49824
The company adopts energy efficient manufacturing operations to prevent pollution	68	1	5	-.903	.325	3.7059	1.00831
Overall mean and Standard deviation						2.9221	0.36194

Source: Analysis of survey data May, 2020, IBM SPSS version 20

4.4.2. Descriptive Analysis of Social Sustainable Marketing

For the analysis of social sustainable marketing, ten questions were asked. The respondents were asked whether their company provides donations to social programs 35(51.5%) of the respondents strongly disagree and 33(48.5%) of the respondents disagree with a mean of 1.4853 and a standard deviation of 0.50350. Regarding building partnership with non-governmental organization to support the society 35(51.5%) of the respondents strongly disagree and 33(48.5%) of the respondents disagree with a mean of 1.4853 and a standard deviation of 0.50350. For providing equal opportunities to the employees 7(10.3%) of the respondents are neutral, 55(80.9%) of the respondents agree and 6(8.8%) of the respondents strongly agree with a mean of 3.9853 and a standard deviation of 0.44024. Concerning providing health insurance, safety, job trainings and job security for employees 15(22.10%) of the respondents are neutral, 50(73.5%) of the respondents agree and 3(4.4) of the respondents strongly agree with a mean of 3.8235 and a standard deviation of 0.48688. The respondents has also been asked whether the company has established fair operating practices 62(91.20%) of the respondents agree and 6(8.8%) of the respondents strongly agree with a mean of 4.0882 and a standard deviation of 0.28575. Regarding establishing comfortable work environment for the employees 5(7.4%) of the respondents disagree, 4(5.9%) of the respondents are neutral, 51(75.0%) of the respondents agree and 8(11.8%) of the respondents strongly agree with a mean of 3.9118 and a standard deviation of 0.68535 that their company has established a comfortable work environment for the employees. Regarding promoting job and employment opportunities 1(1.5%) of the respondents strongly disagree, 9(13.2%) of the respondents disagree, 17(25.0%) of the respondents are neutral, 40(58.8%) of the respondents agree and 1(1.5%) of the respondents strongly agree with a mean of 3.4559 and a standard deviation of 0.79988. The respondents were also asked whether their company compiles will all legal labor obligations regarding the payment of salaries and benefits by law 1(1.5%) of the respondents strongly disagree, 7(10.3) of the respondents disagree, 23(33.8) of the respondents are neutral, 36(52.9%) of the respondents agree and 1(1.5) of the respondents strongly agree with a mean of 3.4265 and a standard deviation of 0.75934.

The overall mean for the social sustainable marketing was found to be 3.03 and a standard deviation of 0.35 which indicate that there is a low level of agreement with the respondents with regard to its effect on the export performance.

Table 6, Likert scale and percentile statistics of social sustainable marketing

Social Sustainable Marketing (SSM)	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
The company provides donations to social programs	35(51.5)	33(48.5)	-	-	-
The company builds partnership with nonprofit organizations to support the society	35(51.5)	33(48.5)	-	-	-
The company provides equal opportunities for employees	-	-	7(10.3)	55(80.9)	6(8.8)
The company provides health insurance, safety, education training and job security for employees	-	-	15(22.10)	50(73.5)	3(4.4)
The company established fair operating practices	-	-	-	62(91.2)	6(8.8)
The company involves in community involvement and development activities	29(42.6)	39(57.40)	-	-	-
The company has established comfortable work environment for the employees	-	5(7.4)	4(5.9)	51(75.0)	8(11.8)
The company takes consumer or product responsibility	1(1.5)	6(8.8)	48(70.6)	13(19.1)	-
The company promotes job and employment opportunities	1(1.5)	9(13.2)	17(25.0)	40(58.8)	1(1.5)
The company complies will all legal labor obligations regarding the payment of salaries and benefits by law	1(1.5)	7(10.3)	23(33.8)	36(52.9)	1(1.5)

Source: Analysis of survey data May, 2020, IBM SPSS version 20

Table 7, Skewness, Kurtosis, Mean & Std dev statistics of social sustainable marketing

Social Sustainable Marketing (SSM)	N	Min	Max	Skewness	Kurtosis	Mean	Std Dev
The company provides donations to social programs	68	1	2	.060	-2.058	1.4853	0.50350
The company builds partnership with nonprofit organizations to support the society	68	1	2	.060	-2.058	1.4853	0.50350
The company provides equal opportunities for employees	68	3	5	-.077	2.492	3.9853	0.44024
The company provides health insurance, safety, education training and job security for employees	68	3	5	-.429	.549	3.8235	0.48688
The company established fair operating practices	68	4	5	2.969	7.023	4.0882	0.28575
The company involves in community involvement and development activities	68	1	2	-.304	-1.966	1.5735	0.49824
The company has established comfortable work environment for the employees	68	2	5	-1.320	2.837	3.9118	0.68535
The company takes consumer or product responsibility	68	1	4	-.471	2.016	3.0735	0.58120
The company promotes job and employment opportunities	68	1	5	-1.024	.320	3.4559	0.79988
The company complies will all legal labor obligations regarding the payment of salaries and benefits by law	68	1	5	-.903	.516	3.4265	0.75934
Overall mean and standard deviation						3.0309	0.34695

Source: Analysis of survey data May, 2020, IBM SPSS version 20

4.4.3. Descriptive Analysis of Economic Sustainable Marketing

For the analysis of economic sustainable marketing eight questions were questioned. The respondents were asked whether their company strives for business growth through product innovation 4(5.9%) of the respondents strongly disagree, 19(27.9%) of the respondents disagree, 40(58.8%) of the respondents are neutral and 5(7.4%) of the respondents agree with a mean of 2.6765 and a standard deviation of 0.70056. Regarding Implementing technology adopting waste reduction mechanisms 31(45.6%) of the respondents agree and 37(54.4%) of the respondents strongly agree that it has a benefit with a mean of 4.5441 and a standard deviation of 0.50175. 11(16.2%) of the respondents disagree, 12(17.6%) of the respondents are neutral, 33(48.5%) of the respondents agree and 12(17.6%) of the respondents strongly agree that their company maximizes sustainable or efficient use of renewable resources with a mean of 3.6765 and a standard deviation of 0.95325 The respondents were also asked whether their company adopts efficient use of energy intensity and material consumption 9(13.2%) of the respondents disagree, 13(19.1%) of the respondents are neutral, 33(48.5%) of the respondents agree and 13(19.1%) of the respondents strongly agree with a mean of 3.7353 and a standard deviation of 0.92426. Regarding promoting investment in export businesses 22(32.4%) of the respondents disagree and 46(67.6%) of the respondents are neutral for their companies engagement in promoting investment to the export business with a mean of 2.6765 and a standard deviation of 0.47130. Concerning establishing technology developments for manufacturing operations 7(10.3%) of the respondents disagree, 8(11.8%) of the respondents are neutral, 37(54.4%) of the respondents agree and 16(23.5%) of the respondents strongly agree that it has a benefit with a mean of 3.91 and a standard deviation of 0.876.

The overall mean for the economic sustainable marketing was found to be 3.61 and a standard deviation of 0.589 which indicate that there is a moderate level of agreement with the respondents with regard to its effect on the export performance.

Table 8, Likert scale and percentile statistics of Economic sustainable marketing

Economic Sustainable Marketing (ECSM)	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
The company strives for business growth through product innovation	4(5.9)	19(27.9)	40(58.8)	5(7.4)	-
The company strives for business growth through product quality	3(4.4)	18(26.5)	-	37(54.4)	10(14.7)
Implementing technology adopting waste reduction mechanisms has a benefit.	-	-	-	31(45.6)	37(54.4)
The company maximizes sustainable or efficient use of renewable resources	-	11(16.2)	12(17.6)	33(48.5)	12(17.6)
The company adopts efficient use of energy intensity and material consumption	-	9(13.2)	13(19.1)	33(48.5)	13(19.1)
The company has a channel to meet customer or consumer demands.	-	1(1.5)	-	52(76.5)	15(22.1)
The company Promotes investment in export businesses	-	22(32.4)	46(67.6)	-	-
Establishing technology developments for manufacturing operations has a benefit	-	7(10.3)	8(11.8)	37(54.4)	16(23.5)

Source: Analysis of survey data May, 2020, IBM SPSS version 20

Table 9, Likert scale and percentile statistics of Economic sustainable marketing

Source: Analysis of survey data May, 2020, IBM SPSS version 20

Economic Sustainable Marketing (ECSM)	N	Min	Max	Skewness	Kurtosis	Mean	Std Dev
The company strives for business growth through product innovation	68	1	4	-.527	.341	2.6765	0.70056
The company strives for business growth through product quality	68	1	5	-.634	-.862	3.4853	1.16533
Implementing technology adopting waste reduction mechanisms has a benefit.	68	4	5	-.181	-2.028	4.5441	0.50175
The company maximizes sustainable or efficient use of renewable resources	68	2	5	-.472	-.637	3.6765	0.95325
The company adopts efficient use of energy intensity and material consumption	68	2	5	-.493	-.481	3.7353	0.92426
The company has a channel to meet customer or consumer demands.	68	2	5	-.370	4.798	4.1912	0.49648
The company Promotes investment in export businesses	68	2	3	-.772	-1.448	2.6765	0.47130
Establishing technology developments for manufacturing operations has a benefit	68	2	5	-.784	.221	3.9118	.87648
Overall mean and standard deviation						3.6121	0.58953

4.4.4. Descriptive Analysis of Export Performance

For the analysis of export performance eight questionnaires were addressed to the respondents. The respondents were asked whether the export intensity of their company has been growing over the past 5 years 2(2.9%) of the respondents strongly disagree, 24(35.3%) of the respondents disagree, 23(33.8%) of the respondents are neutral and 19(27.9%) of the respondents agree with a mean of 2.8676 and a standard deviation of 0.86222. Regarding the export sales growth of their company over the past 5 years 2(2.9%) of the respondents strongly disagree, 24(35.3%) of the respondents disagree, 5(7.4%) of the respondents are neutral, 34(50.0%) of the respondents agree and 3(4.4%) of the respondents strongly agree with a mean of 3.1765 and a standard deviation of 1.06422. The respondents were asked whether the export market share of their company has been increasing over the past 5 years 18(26.5%) of the respondents strongly disagree and 50(73.5%) of the respondents disagree with a mean of 1.7353 and a standard deviation of 0.44446. Concerning the export profitability of their company 4(5.9%) of the respondents strongly disagree, 10(14.7%) of the respondents disagree, 13(19.1%) of the respondents are neutral, 39(57.4%) of the respondents agree and 2(2.9%) of the respondents strongly agree with a mean of 3.3676 and a standard deviation of 0.97589, that their export profitability has been increasing over the past 5 years.

The respondents were also asked whether their firm's performance in terms of strategic goals is achieved 11(16.2%) of the respondents strongly disagree, 47(69.10%) of the respondents disagree and 10(14.7%) of the respondents are neutral with a mean of 1.9853 and a standard deviation of 0.55965. Regarding the satisfactory of the results obtained from firm's international experience 5(7.4%) of the respondents strongly disagree, 17(25.0%) of the respondents disagree, 7(10.3%) of the respondents are neutral and 39(57.4%) of the respondents agree with a mean of 3.1765 and a standard deviation of 1.05011 that the results obtained from firm's international experience is satisfactory.

The overall mean for the export performance was found to be 2.82 and a standard deviation of 0.736 which indicate that there is a low level of agreement between the respondents with regard to the export performance.

Table 10, Likert scale and percentile statistics of Export Performance

Export Performance (EP)	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
The export intensity of my company has been growing over the past 5 years	2(2.9)	24(35.3)	23(33.8)	19(27.9)	-
The export sales growth of my company has been increasing over the past 5 years	2(2.9)	24(35.3)	5(7.4)	34(50.0)	3(4.4)
The export market share of my company in has been increasing over the past 5 years	18(26.5)	50(73.5)	-	-	-
Export profitability of my company has been increasing over the past 5 years	4(5.9)	10(14.7)	13(19.1)	39(57.4)	2(2.9)
The percent total sales attributable to Foreign sale is satisfactory	5(7.4)	22(32.4)	3(4.4)	38(55.9)	-
The firm's performance in terms of strategic goals is achieved.	11(16.2)	47(69.10)	10(14.7)	-	-
Results from firm's international experience is satisfactory	5(7.4)	17(25.0)	7(10.3)	39(57.4)	-
The relative profitability from exporting is satisfactory	5(7.4)	17(25.0)	8(11.8)	37(54.4)	1(1.5)

Source: Analysis of survey data May, 2020, IBM SPSS version 20

Table 11, Skewness, Kurtosis, Mean & Std dev statistics of Export Performance

Export Performance (EP)	N	Min	Max	Skewness	Kurtosis	Mean	Std Dev
The export intensity of my company has been growing over the past 5 years	68	1	4	-1.096	-.026	2.8676	0.86222
The export sales growth of my company has been increasing over the past 5 years	68	1	5	-.288	-1.362	3.1765	1.06422
The export market share of my company in has been increasing over the past 5 years	68	1	2	-1.091	-.835	1.7353	0.44446
Export profitability of my company has been increasing over the past 5 years	68	1	5	-1.005	.125	3.3676	0.97589
The percent total sales attributable to Foreign sale is satisfactory	68	1	4	-.537	-1.373	3.0882	1.08910
The firm's performance in terms of strategic goals is achieved.	68	1	3	-.006	.350	1.9853	0.55965
Results from firm's international experience is satisfactory	68	1	4	-.763	-.955	3.1765	1.05011
The relative profitability from exporting is satisfactory	68	4	5	-.670	-.939	3.1765	1.06422
Overall mean and standard deviation						2.8217	0.73661

Source: Analysis of survey data May, 2020, IBM SPSS version 20

4.5. Inferential Analysis

The study has employed both correlation and regression analysis to determine whether there is a statistically significant relationship between the independent and dependent variables

4.5.1. Pearson Correlation Analysis

The Pearson correlation analysis was done to assess the relationship between the independent variables (environmental sustainable marketing, social sustainable marketing and economic sustainable marketing) and dependent variable (export performance) and among the independent variables. Correlation coefficient takes value between -1 and 1 ranging from being negatively correlated (-1) to uncorrelated (0) to positively correlated (+1).

As per the general principle suggested by field (2005), correlation values less than 0.3 are considered weak, correlation between 0.3 and 0.7 are considered moderate, and correlations greater than 0.7 are considered strong. As the closer the correlation gets to 1 the stronger it becomes and the closer it gets to zero the weaker it is.

Table 12, Pearson Correlation Analysis

		Correlations			
		Environmental Sustainable Marketing	Social Sustainable Marketing	Economic Sustainable Marketing	Export Performance
Environmental Sustainable Marketing	Pearson Correlation	1	.312**	.291*	.363**
	Sig. (2-tailed)		.010	.016	.002
	N	68	68	68	68
Social Sustainable Marketing	Pearson Correlation	.312**	1	.806**	.821**
	Sig. (2-tailed)	.010		.000	.000
	N	68	68	68	68
Economic Sustainable Marketing	Pearson Correlation	.291*	.806**	1	.866**
	Sig. (2-tailed)	.016	.000		.000
	N	68	68	68	68
Export Performance	Pearson Correlation	.363**	.821**	.866**	1
	Sig. (2-tailed)	.002	.000	.000	
	N	68	68	68	68

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

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

Source: Analysis of survey data May, 2020, IBM SPSS version 20

As shown in the above table, all the values of the person correlation (r) were found to be significant at $P < 0.01$ showing a reliable relationship. The extent of the relationship ranged from .363 to 0.866 (between the independent variables and the dependent variables). For economic sustainable marketing and export performance the strength of the correlation was found to be strong and for remaining variables social sustainable marketing and environmental sustainable marketing the strength of the correlation was found to be moderate.

The independent variables are significantly and positively correlated with the dependent variable: economic sustainable marketing ($r = 0.866$, $p < .001$), social sustainable marketing ($r = 0.821$, $p < .001$), and environmental sustainable marketing ($r = 0.363$, $p < .001$).

Among the independent variables, economic sustainable marketing ($r = 0.866$, $p < .001$), social sustainable marketing ($r = 0.821$, $p < .001$), and environmental sustainable marketing ($r = 0.363$, $p < .001$) have positive and significant correlation with export performance. This indicates that exporting garment companies were highly influenced by sustainable marketing practices (environmental sustainable marketing, social sustainable marketing and economic sustainable marketing while they decided to evaluate their export performances.

4.5.2. Assumption Testing for Multiple Regressions

Addressing the assumptions of regression analysis is necessary to confirm that data collected was truly represented the sample and the researcher has obtained the best results (Hair, Anderson, Tatham, and Black, 1998). Three assumption tests were checked before regression analysis was undertaken. These are Normality, Linearity and Multi-collinearity.

4.5.2.1. Normal Distribution

Normality refers to the shape of data distribution for an individual metric variable, and its correspondence to the normal distribution (Hair et al., 2003). For estimating normality, skewness and kurtosis information values were observed, and probability plots were also drawn. Skewness 'provides information regarding the symmetry of the distribution, whereas Kurtosis 'provides information regarding peakedness of the distribution (Pallant, 2001). According to Hair (2010), the most commonly acceptable value for (kurtosis/skewness) distribution is ± 2.58 . As Table 7 shows, all values of skewness and kurtosis for the transformed and standardized values have been found to be within the acceptable range.

In addition, Malhotra and Birks (2007) propose that normal probability plots are often conducted as an informal means of assessing the non normality of a set of data. Hair et al. (1998) also explain that the plots are different from residuals plots in that the standardized residuals are compared with the normal distribution. In general, the normal distribution makes a straight diagonal line, and the plotted residuals are compared with the diagonal. If a distribution is normal, the residual line will closely follow the diagonal (Hair, et al., 1998). The following graphs show that the P-P plots is a straight line which justifies the residuals was deemed to have a reasonably normal distribution, as suggested by Hair, et al. (1998).

Table 13, Normal Distribution

		Statistics			
		Environmental Sustainable Marketing	Social Sustainable Marketing	Economic Sustainable Marketing	Export Performance
N	Valid	68	68	68	68
	Missing	0	0	0	0
Skewness		.227	-.827	-.629	-.709
Std. Error of Skewness		.291	.291	.291	.291
Kurtosis		.248	-.187	-.880	-1.045
Std. Error of Kurtosis		.574	.574	.574	.574

Source: Analysis of survey data May, 2020, IBM SPSS version 20

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: EPmean

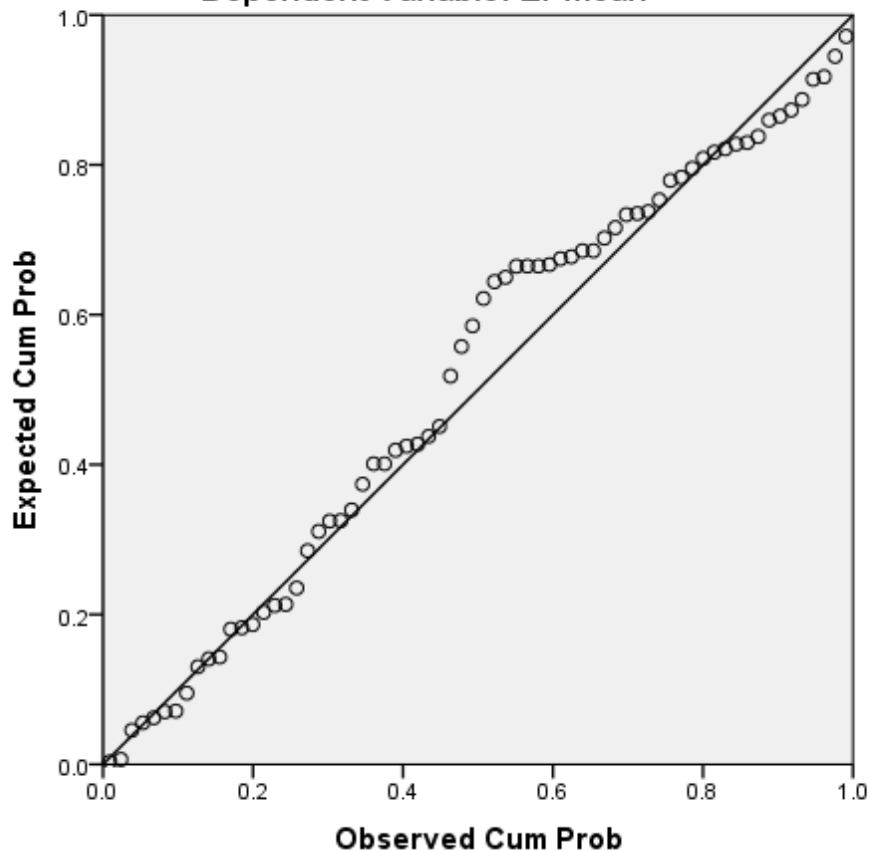


Figure 7, Normality plot of regression standardized residual

Source: Analysis of survey data May, 2020, IBM SPSS version 20

4.5.2.2. Linearity

According to Hair, et al. (1998), the linearity of the relationship between the dependent and independent variable represent the degree to which the change in the dependent variable is associated with the independent variable. In a simple sense, linear models predict values falling in a straight line by having a constant unit change (slope) of the dependent variable for a constant unit change of the independent variable. Conventional regression analysis will underestimate the relationship when nonlinear relationships are present, i.e., R^2 underestimates the variance explained overall and the betas underestimate the importance of the variables involved in the non-linear relationship (Malhotra, and Birks, 2007). The scatter plot of standardized residuals versus the fitted values for the regression models is as follows:

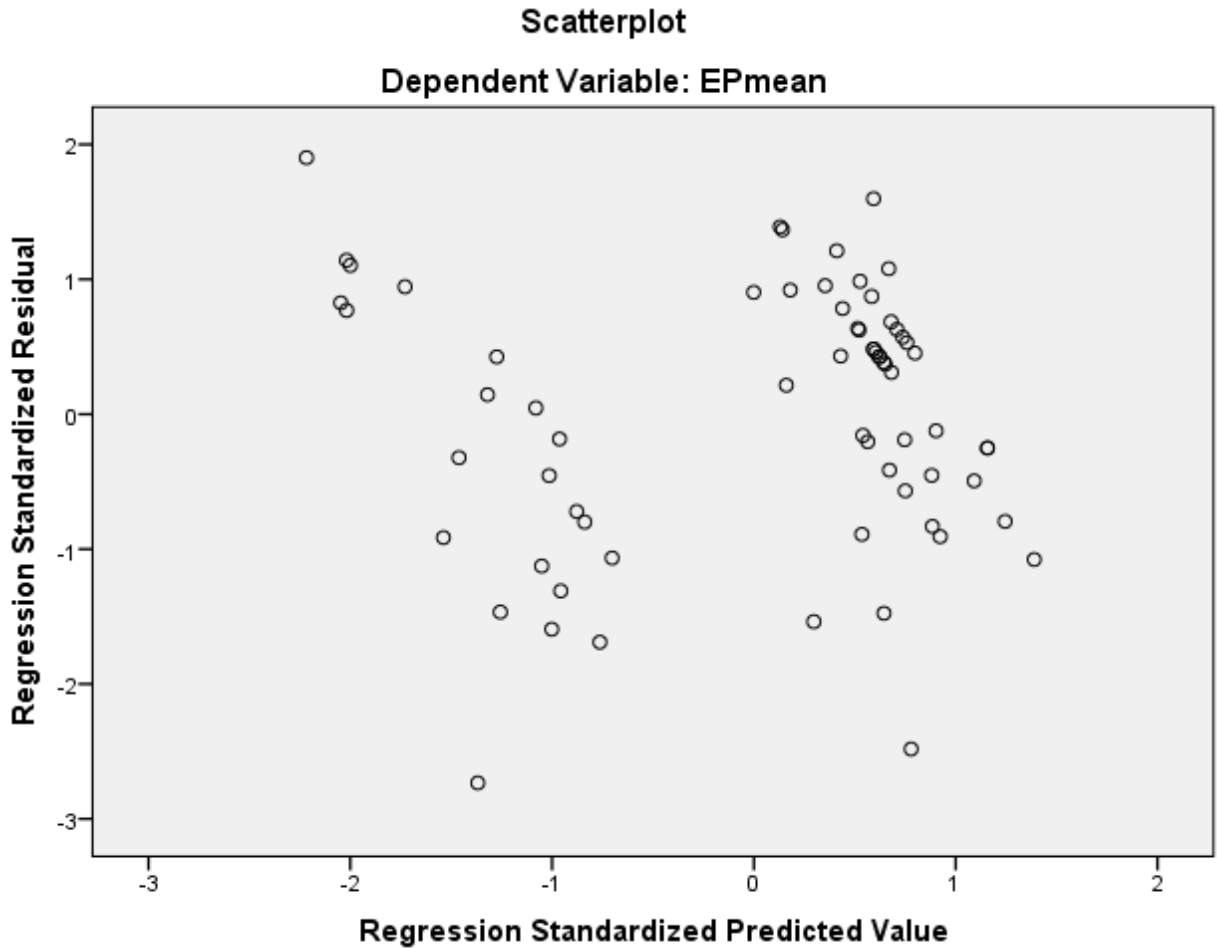


Figure 8, Scatter plot for regression standardized residual

Source: Analysis of survey data May, 2020, IBM SPSS version 20

4.5.2.3. Multi-Collinearity

The two most important conditions to be fulfilled before conducting regression analysis are the adequacy of the sample size and non- existence of correlation among the independent variables (Ho, 2006). The size of the sample has a direct effect on the statistical power of the significance testing in multiple regressions, which refers to the probability of detecting statistically significant R-square or a regression coefficient at a specified significance level. Ho (2006) also suggested that the sample size should be at least 20 times more than the number of independent variables, as a rule of thumb, in order to get the desired level of statistical power. Given this rule of thumb, the number of respondents used for this study is over the required criteria.

The other important condition for regression analysis is that there should not be interrelationship among independent variables. The situation in which the independent variables are highly correlated is known as Multi- collinearity. When independent variables are multi- collinear, there is “overlap” or sharing of predictive power, which may lead to a situation where the regression model fits the data well, but none of the predictor variables has a significant effect in predicting the dependent variable (Ho, 2006).

According to HO (2006), the existence of multi- collinearity can be checked using the “Tolerance” and “Variance Inflation Factor (VIF)” values for each predictor. The tolerance value is an indication of the percentage of variance in one predictor that cannot be accounted for by the other predictors. The value of tolerance should be above 0.10 and any value lower than this indicates the existence of multi-collinearity. On the other hand, VIF is computed as “1/tolerance,” and a VIF value greater than 10 indicates the existence of multi- collinearity (Saunders, Lewis, & Thornhill, 2009). For this particular study, as it can be seen from the below table, both the values of tolerance and VIF calculated for each independent variable on both regression analyses fulfills the criteria discussed above, which indicate the non- existence of multi-collinearity.

Table 14, Multi Collinearity problem test of VIF and Tolerance

Coefficients ^a						
	Model	N	t	Sig.	Collinearity Statistics	
					Tolerance	VIF
1	(Constant)		-5.584	.000		
	ESM	68	1.587	.117	.898	1.113
	SSM	68	3.443	.001	.343	2.915
	ECSM	68	6.073	.000	.348	2.874

A. Dependent Variable: Export Performance

Source: Analysis of survey data May, 2020, IBM SPSS version 20

4.5.3. Multiple Regression Analysis

According to Marczyk, DeMatteo, and Festinger (2005), linear regression is a method of estimating or predicting a value on some dependent variables given the values of one or more independent variables. Like correlations, statistical regression examines the association or relationship between variables. Unlike with correlations, however, the primary purpose of regression is prediction. Multiple R is a correlation between the observed values of Y, the values of Y predicted by multiple regression models. Therefore, big values of the multiple R represent a big correlation between the expected and detected values of the outcome. Adjusted R square was used to measure the percentage of variance in the dependent variable explained by the independent variables. From the 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 performance.

The model summary table shows the strength of relationship between the independent and the dependent variable. Based on the below table of model summary result, when overall export performance was regressed on overall the three independent variables, the independent variables contribute to statistically significant relationship ($p < 0.01$) between the dependent variable.

The coefficient of determination R² is a measure of how good a prediction of the dependent variable we can make by knowing the independent variables. Accordingly, 96.5% of the variation accounted for the dependent variable is due to the combined effect of the independent variables. But, sometimes R² tends to somewhat over-estimate the success of the model when applied to real world. Therefore, to see the success of our model in the real world, adjusted R² is more preferable than R². Therefore as per the finding the value of the adjusted R² is 79.1%.

Table 15, Model Summary

Model Summary				
Mode	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.895 ^a	.801	.791	.33644

A. Predictors: (Constant), Economic sustainable marketing, Environmental sustainable marketing, Social sustainable marketing

Source: Analysis of survey data May, 2020, IBM SPSS version 20

The B- values depicted in the below table tell us the relationship between export performance and each predictor. If the value is positive we can tell that there is positive relationship between predictor and the outcome, whereas a negative coefficient represents negative relationship. The standardize beta value for economic sustainable marketing is 0.718. This indicates that this variable has relatively strong degree of importance for export performance than others. This tells us that the effect of economic sustainable marketing is greater than that of social sustainable marketing; the effect of social sustainable marketing is greater than the effect of environmental sustainable marketing in explaining the variability of overall export performance. The *p* values of all independent variables except environmental sustainable marketing are less than 0.01. This indicates that there is a positive and significant relationship between the independent variables (social sustainable marketing and economic sustainable marketing) and dependent variable (export performance). Since, coefficient of the independent variables were statistically at <5% level of significance, alternative hypotheses related with social sustainable marketing and economic sustainable marketing were accepted.

The significance level for environmental sustainable marketing is 0.117. Although, environmental sustainable marketing has positive effect on export performance, it is not significant (P- value 0.117). Therefore, the hypothesis of environmental sustainable marketing (H1) was rejected.

Table 16, Regression Analysis of Independent and Dependent Variable

Coefficients^a								
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	-2.438	.437		-5.584	.000		
	ESM	.190	.120	.093	1.587	.117	.898	1.113
	SSM	.696	.202	.328	3.443	.001	.343	2.915
	ECSM	.718	.118	.575	6.073	.000	.348	2.874

A. Dependent Variable: Export Performance

Source: Analysis of survey data May, 2020, IBM SPSS version 20

4.5.4. Analysis of Variance

ANOVA table shows that the combination of variables significantly predicts the dependent variable. ANOVA tests whether the model is significantly better at predicting the outcome than using the mean as a best guess; specifically, the F-ratio represents the ratio of the improvements in prediction that results from suiting the model, relative to the wrongness that still exists in the model. For these data, F is 85.720, which is significant at $p < 0.001$. This result tells us there is less than a 0.1% chance that an F-ratio would happen by chance alone. Therefore, it implies that the regression model results in significantly better prediction of export performance than if we used the mean value of export performance.

Table 17, ANOVA

ANOVA ^a					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	29.109	3	9.703	85.720	.000 ^b
Residual	7.244	64	.113		
Total	36.354	67			

A. Dependent Variable: Export Performance

B. Predictors: (Constant), Economic sustainable marketing, Environmental sustainable marketing, Social sustainable marketing

Source: Analysis of survey data May, 2020, IBM SPSS version 20

The objective of the regression in this study is to find such an equation that could be used to find the impact of predictors on dependent variable. The generic form of regression equation takes the following form:

$$\beta_0 + \beta_1x$$

The specified regression equation for this study takes the following form;

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3$$

In the above equation, predictor variables X1-3 may represent independent variables or covariates (control variables). Covariates are variables that are not of theoretical interest but may have some impact on the dependent variable y and should be controlled, so that the residual effect of the independent variables of interest are noticed more specifically. Covariates capture systematic errors in a regression equation while the error term (E) captures random errors (Bhattacharjee, 2012).

Equation;

$$Y = \alpha + \beta_1 (\text{ESM}) + \beta_2 (\text{SSM}) + \beta_3 (\text{ECSM})$$

Where:

Y = Export Performance (EP)

ESM= Environmental Sustainable Marketing

SSM = Social Sustainable Marketing

ECSM = Economic Sustainable Marketing

Since environmental sustainable marketing has insignificant effect on export performance it will not be included in the model summary, therefore the model summary will take the following form

$$Y = -2.438 + (0.696) x_2 + (0.718) x_3$$

This means that a one unit increase in social sustainable marketing will have a 0.696 unit increase in the export performance of the firm and a one unit increase in economic sustainable marketing will have a 0.718 unit increase in the export performance of the firm.

4.6. Discussion of Findings

The study was carried out to answer the three research questions which are listed on chapter one, which are (1) Does environmental sustainable marketing affect the export performance of the Ethiopian garment industry? (2) Does social sustainable marketing affect the export performance of the Ethiopian garment industry? And (3) Does economic sustainable marketing affect the export performance of the Ethiopian garment industry?

As a result, the study revealed that economic sustainable marketing has a positive and significant effect on export performance with a mean value of 3.612. Economic sustainability aims to improve the standard of living and in business context economic sustainability refers to the efficient use of assets to maintain company profitability over time. As stated by the UK Government (Annual Report 2000, January 2001): Maintaining high and stable levels of economic growth is one of the key objectives of sustainable development. As a result of this the finding of the study shows that economic sustainable marketing plays an important role to impact the export performances of the garment companies in Ethiopia. Different authors have supported the positive effect of economic sustainable marketing on export performance of firms. It is the internal capability of firms to use assets efficiently to improve the export performance of

companies. As the findings revealed most of the economic sustainable marketing practices that happened to be practiced by the garment companies is product innovation, product quality, maximizing sustainable or efficient use of renewable resources, efficient use of energy intensity and material consumption.

On the other hand as the findings of the study revealed social sustainable marketing has also a positive and significant effect on the export performance of the garment companies with a mean value of 3.0309. According Emery (2012) social marketing aims to access individual's valid self-interest and motivates changes. Consumer's self-interest is also the key to successful sustainable marketing to some extent. Several social marketing initiatives have sought to change values and attitudes as a means of influencing behaviors. Achieving a change in values and attitudes is often a prerequisite for behavior change efforts (Bendell and Kleanthous, 2007; De Beers, 2008; referred in Gordon et al., 2011).

Consumer orientation is an important feature of social marketing, which can be effective at winning people over, engaging them, motivating them and empowering them as individuals or within communities (Mckenzie-Mohr, 1999, referred in Gordon et al., 2011). However, social marketing goal can help the promotion of change in health, social and sustainable behavior; this change achieved can be beneficial not only for the individual, but as well as to the society (Gordon et al., 2011). Different authors have supported the positive effect of social sustainable marketing on export performance of firms. As the findings revealed most of the social sustainable marketing practices that happened to be practice the garment companies are providing equal opportunities for employees, providing health insurance, safety, education training and job security for employees, establishing fair operating practices, comfortable work environment, promoting job and employment opportunities.

It can be argued that in the context of social sustainable marketing any industry intending to engage in the export market should understand the necessity of sustainable marketing practices, since its importance is growing so fast and so as to benefit from the sector. In this regard, business entities should give special attention to build the mental set up of their subordinates towards export market. In doing this the first user is the company and in fact contributes a lot for a nation growth and development.

As the findings, revealed environmental sustainable marketing has a positive relationship but an insignificant effect on the export performance of the garment companies in Ethiopia with a mean value of 2.92. Different authors suggest that, According to Schaltegger and Synnestvedt (2002), the relation between the environmental and the economic performances is been debated in the past few years, and the results show two different points of view. The first branch defends that the improvement of environmental performance results in additional costs to companies and therefore reduces profitability. The other perspective emphasis that the better environmental performance allows the reduction of costs, the increase of sales and thus allows to improve the economic performance.

In the view of Schaltegger and Synnestvedt (2002), the export performance is influenced not only at the environmental performance level, but mainly by the type of environmental management. Thus, the authors defend that to understand and measure the connections between environmental performance and economic success it is fundamental to analyze the environmental management quality and the actions adopted in order to improve the environmental performance. To Christmann and Taylor (2001), a group of critics defends that globalization is harmful to the environment, once it promotes the installation of polluting industries in countries with few environmental rules. However, the authors suggest that globalization can also have positive environmental effects because global connections increase institutional pressures and pressure from customers towards self-regulation, that is, so that companies adopt environmental performance standards or environmental management systems, in addition to the governmental rules requirements (Christman, Taylor,2001). Furthermore, according to Christmann and Taylor (2001), international certifications are an essential self-regulation mechanism for the development of sustainability principles, and the effects of certification affect the company performance with regard to the issue addressed by the rule.

Therefore, even if some of the literatures support environmental sustainable marketing will have an effect on export performances this research has proved that its effect on export performance is insignificant in the garment companies in Ethiopia.

Table 18, Summary of the overall outcome of the research hypothesis

<i>Hypothesis</i>	<i>Result</i>	<i>Reason</i>
H1: Environmental sustainable marketing has a positive impact on export performance	Rejected	$\beta=0.190,$ $p=0.117$
H2: There is a positive relationship between social sustainable marketing and export performance.	Accepted	$\beta=0.696,$ $p=0.001$
H3: Economic sustainable marketing has a positive impact on export performance	Accepted	$\beta=0.718,$ $p<0.000$

Source: *Survey Result (May, 2020)*

CHAPTER FIVE

5. Summary, Conclusion and Recommendation

This is the last section of the research, which presents the research summary of the findings, conclusion, recommendation and further research directions on the topic as follows:

5.1. Summary of the Findings

This study was focused on examining the effect of sustainable marketing on export performance. Thus, the sustainable marketing is determined in triple bottom lines which are environmental sustainable marketing, social sustainable marketing and economic sustainable marketing. To achieve the objectives of the study a conceptual framework was developed by reviewing previous related literatures, research hypotheses were developed, tested. Both descriptive and explanatory analysis was conducted to achieve the objective of the research. Descriptive statistics was employed to examine the mean & standard deviation of the responses of respondents with respects to the effect of environmental, social and economic sustainable marketing on export performance. Pearson correlation and regression analysis was conducted to assess the relationship between the variables. Normal distribution was checked using skewness and kurtosis which appears to be with in the normal range. There was no multi-collinearity between the independent variables as proved by VIF below 5 indicating that the independent variables are not closely related with each other and regression analysis can be done. Succeeding this the value of R square was 0.791 indicating as sustainable marketing practices increase by one step, the export performance of the companies will increase by 79.1%.

Therefore, the following vital findings were determined and indicated below:-

Economic sustainable marketing appears to be the first most correlated independent variable with export performance of Ethiopian garment manufacturing companies with a correlation coefficient of 0.866. It is also the most affecting factor of export performance with a beta coefficient of 0.718 and p value of 0.000. As the findings revealed export performance was mainly determined by the economic sustainability of the firms. The implication is that the more the economic sustainability of the firm increases the better export performance of the firm.

Social sustainable marketing appeared to be the second most correlated independent variable with export performance of Ethiopian garment industry with a correlation coefficient of 0.821. As the findings revealed it is also the second most affecting factor of export performance of the Ethiopian garment industry with a beta coefficient of 0.696 and p value of 0.001.

At last, environmental sustainable marketing appears to be the third correlated independent variable with export performance of the Ethiopian garment industry with a correlation coefficient of 0.363. As the findings, revealed environmental sustainable marketing has a positive relationship with export performance even though its effect on export performance is insignificant with a beta coefficient of 0.190 and p value of 0.117.

Therefore, social sustainable marketing and economics sustainable marketing have positive relationship and significant effect on export performance. Even though, environmental sustainable marketing has a positive relationship with export performance, it is not statistically significant in other words it does not have a significant effect on the export performance. Thus hypothesis H2 and H3 are accepted since they have a positive relationship and significant effect on the export performance of the garment exporting companies and the null hypothesis are accepted. Whereas H1 will be rejected since it has no significant effect on the export performance thus the null hypothesis were rejected.

5.2. Conclusion

This study examined the effects of sustainable marketing on export performance that are aggregated under the constructs of environmental sustainable marketing, social sustainable marketing and economic sustainable marketing in Ethiopian textile and garment industry.

It was valuable in examining the effect of sustainable marketing on export performance measures which is crucial in understanding outcomes of export performance. For this study three hypotheses were formulated in determining the relationship of sustainable marketing and export performance of firms. Thus based on the major findings of this study, it is concluded that:-

- As the findings revealed there is a positive and insignificant relationship between environmental sustainable marketing and export performance. The reason behind this is that the companies are not fully environmentally sustainable. Most of the environmental sustainable marketing practices adopted by the companies are pollution prevention and waste reduction mechanisms this is due to the government's involvement with policies, rules and regulations towards environmental protection in addition to this the international certification requirements for environmental sustainability practices. The effect of environmental sustainability on export performance has been debated in the past. Some argue that the improvement of environmental performance results in additional costs to companies and therefore reduces profitability and others suggest that environmental sustainability can increase firm performance and increase sales and profitability. However, to understand and measure the connections between environmental performance and economic success it is fundamental to analyze the environmental management quality and the actions adopted in order to improve the environmental performance.
- Regarding social sustainable marketing, the research has revealed that there is a positive and significant relationship between social sustainable marketing and export performance. Most of the social sustainable marketing practices adopted by the companies are providing equal opportunities for employees, providing health insurance, safety, education training and job security for employees, establishing fair operating practices, comfortable work environment, promoting job and employment opportunities.

Therefore, based on the findings a one unit increase in social sustainable marketing will have a 0.696 unit increase in the export performance of the firm

- Finally as the finding revealed, it was found that there is a positive and a highly significant relationship between economic sustainable marketing and export performance. We can conclude that the firms are economically sustainable. The companies apply most of the economic sustainable marketing practices. Being economic sustainable is firstly more beneficial to the companies for the growth and profitability of the company. Most of the companies use technology advancements, energy efficient operation mechanisms, efficient use of material consumption and energy intensity etc. Therefore based on the findings a one unit increase in economic sustainable marketing will have a 0.718 unit increase in the export performance of the firm.

The researcher found out that these three independent variables have a positive relationship with the export performance of the Ethiopian garment industry. Therefore, it can be concluded that sustainable marketing practices positively influences the export performance of garment manufacturing companies in Ethiopia. Generally, it can be concluded that sustainable marketing positively influences export performance of the garment exporting companies in Ethiopia. The marginal export performance of local garment companies in Ethiopia is mainly triggered by less emphasis given to sustainable marketing practices (environmental sustainable marketing, social sustainable marketing and economic sustainable marketing).

5.3. Recommendation

Garment industry sector in Ethiopian have huge potential. The country has incredible cultivable lands in the low land areas that can provide cotton as a raw material for the sector. Though, up to now a very small portion of this potential has been exploited. This is because of many problems, lack of knowledge on the subject, poor management capability, outdated machineries etc. Failures in tackling these problems and constraints using systematic and interconnected approach will not support companies to be competent in the international market. This study has identified that sustainable marketing is also one of the important factors that influence the export performance of the Ethiopian garment industry. Based on the findings of the study the following recommendations were suggested.

- Garment exporters should give due consideration to sustainable marketing practices and allocate investment for them as they are imperative for a success of export performance and since the necessity of sustainable marketing in the business world is increasing so fast nowadays. Additionally designing sustainable marketing practices will create the following benefits for the firms which are:-cost-savings, leadership, trust, competitive advantage, as well as attracting and retaining employees were all pointed out as benefits of sustainable marketing. The benefit which was mentioned the most was that being seen as sustainable company enhances the company's image and gains the company a good reputation.
- Garment exporters should continue on operating the social sustainable marketing and economic sustainable marketing practices, as the findings revealed the social and economic sustainability of the firms has a significant effect on their export performance. The more their involvement in social and economic sustainable marketing practices the better their export performance will increase gradually.
 - Regarding the social sustainable marketing the findings has showed that the type of social sustainability practices that are implemented by the companies are providing equal opportunities for employees, providing health insurance, safety, education training and job security for employees, establishing fair operating practices, comfortable work environment, promoting job and employment opportunities. This indicates that they are operating sustainably in the internal society only or with regard to their employees. However the effectiveness of social sustainability will consider both the internal and external society. Thus the researcher recommends that it will be better for the companies to act

sustainably towards the external society as well by involving in social development activities like providing donations to the needy society, partnering with non-governmental organizations to support the society and associate those social sustainability activities with their brands to enhance their brand equity. Additionally, though the companies has pointed out they are acting sustainably towards their internal society or their employees the researcher recommends that they should improve the health insurance, safety, education training and job security they provide for their employees and compile will all legal labor obligations regarding the payment of salaries and benefits by law, as previous research's pointed out that there is a lower wage or labor cost in the garment industry. This way they can motivate their employees to become more productive and responsible towards their work.

- In terms of the economic sustainability, the researcher recommends the garment companies to apply technology advancements towards their operations since it eases for manufacturing operations. Product innovations, to improve their product qualities in order to have acceptance, competitiveness and preference in the global market. They should also improve their material consumption and efficient use of renewable resources since they are the main aspects of the economic.
- Garment exporters should also not ignore environmental sustainable marketing strategies. Even though significant effect on export performance was not observed in this study, the benefit of environmental sustainability is not to be disregarded. They should allocate resources for environmental protection activities and promote the best features of their products by associating with sustainability features, as it will create increased awareness and recognition of the firms as a sustainable business firm and sustainable brand. They should use a biodegradable packaging's to prevent pollution, they should engage themselves mostly on the environmental protection activities like creating green environment by planting trees, flowers, reducing the pollution that comes out during the manufacturing operations since it will have a big influence in polluting the air. Improving their waste management mechanisms, as they will pollute the environment. Additionally environmental sustainability will not consider only on their operations, using of plastic bottled waters is also a one means, which pollutes the environment during disposal of those bottles so they can use water jars or water distiller machines. Lastly they should educate their employees to act responsibly towards environmental protection.

5.4. Implications for Future Research

The findings of this study should augment the management understanding on sustainable marketing practices such as environmental, social and economic. This study has the following future research directions:

- First, this study utilized structured questionnaire to collect data about the effect of sustainable marketing strategies on export performance in garment industries from the exporter's perspective. Future studies can focus on the same objective regarding the customer perspective.
- Second, This study used garment exporters found in the state of Addis Ababa only for analysis and others operating in similar business that are out of the state were not included. A research regarding the effect of sustainable marketing export performance in the whole country taking all garment exporters in consideration is recommended for future study.
- For the independent variable, only sustainable marketing dimensions were employed to analyze their effect on export performance even though there are many contributing factors which are hindering the export performance of the garment industry. Future researchers can also give strong emphasis on the other factors that influence export performance giving due consideration for each variables in both internal and external influencing factors.
- Even though the necessity of sustainable marketing became important couple decades ago and it is an issue more important nowadays, the sustainable marketing practice has not yet been fully exercised by other business firms in Ethiopia. As a result of this study can give an insight for further research's to be done in other sectors context with respect to their operation in Ethiopia.

Reference

- Armstrong, G. & Kotler, P. 2009. *Marketing: An Introduction*. 9th edition. Upper Saddle River: Pearson Prentice Hall.
- Ataklt, A.A, Girma T.D, Zemen M.A. (2015) 'Assessment of export marketing strategy on the export performance of Ethiopian garment and textile industry (the case of MAA garment and textile factory)', *International Journal of Current Research*, 7(01), pp. 12218-12228.
- Batavia, A.R. and Kolachi, N.A. (2012) 'Impact of export marketing strategies on organizational Performance, evidences from Pakistani textile sector', *Interdisciplinary Journal of Contemporary Research in Business*, 4(2), pp. 72-80.
- Belz, F-M.&Peattie, K. 2009. *Sustainability Marketing: A Global Perspective*. Chichester, Wiley.
- Belz, F.M. and K. Peattie (2012), *Sustainability Marketing: A Global Perspective (2nd Ed.)*, Chichester: Wiley.
- Belz, F.M and Karstens, B. (2010), Strategic and instrumental sustainability marketing in the western European food processing industry: conceptual framework and hypothesis in: Proceedings of the Corporate Responsibility Research Conference, euromed management school marseille France, November, 15/2019
- Carson, Rachel (1962), *Silent Spring*, Boston: Houghton Mifflin.
- Chapter 1, Introduction to sustainable marketing, Draft WMK
- Charter, Martin (1992), *Greener marketing*, Sheffield: Greenleaf.
- Charter, M., Peattie, K., Ottman, J. & Polonsky, M.J. 2002. *Marketing and sustainability* Cardiff Centre for business relationship, accountability, sustainability & society.
- Chemonics International. (1996) *Ethiopian textile sector study: final report*. Addis Ababa.
- Concept: Marketing Strategies for the 1990's *Journal of Marketing Management*, 6 (2): 87-103
- CHRISTMANN, P.; TAYLOR, G. Globalization & the environment: determinants of firm self-regulation in China *Journal of International Business Studies*. Basingstoke, v. 32, n. 3, p438-458, 2019.
- Crane, Andrew and John Desmond (2002), *Societal Marketing and Morality*, Prothero, Andrea (1990), *Green Consumerism and the Societal Marketing*
- Crane, John Desmond and Andrew, (2002), societal marketing and morality, *European Journal of Marketing*, 36 (5/6): 548-569.
- Creswell, J. (2003), *research design, quantitative, qualitative and mixed approaches (2nd ed)*. Thousand Oaks, CA: SAGE Publications.
- Daniel T. (2016) *Assessment of factors affecting the performance of garment exporting industry*

- in Ethiopia: The case of Addis Ababa. Unpublished MBA Thesis. Addis Ababa. Addis Ababa University.
- Daniel Kitaw and FasikaBete, Quality Management: Efforts and problems in manufacturing industrie *Journal of EEA*, (2003) Vol. 20, p 55-73.
- Emery, B. (2012). Sustainable Marketing. England: Pearson.
- ETIDI. (2017) Ethiopian textile and apparel profile. Addis Ababa. Sivanet Printing.
- European commission (2012) ten benefits of trade for developing countries, available at: http://trade.ec.europa.eu/doclib/docs/2012/january/tradoc_148991.pdf (Accessed: 6th December 2019).
- Ginsberg, J. M. and Bloom, P. N. (2004), "Choosing the right green marketing strategies" *Mit Sloan Management Review*, 79-84.
- Gumucio Dagrón, A. & Tufte, T. (2006), Communication for social change anthology: historical & contemporary readings, communication for social change consortium
- Gordon, R.; Carrigan, M. and Hastings, G. (2011).A Framework for Sustainable Marketing. *Marketing Theory*, 11 (2), 143-163.
- Gordon, R.; Carrigan, M. and Hastings, G. (2011).A Framework for Sustainable Marketing. *Marketing Theory*, 11 (2), 143-163.
- Hawken, Paul (2007), *Blessed Unrest*, New York: Penguin Group, (p. 13).
- Hulthen, K. and Gadde, L.E. (2009), Sustainable distribution network- challenges and opportunities, Industrial marketing and purchasing group, available at:www.impgroup.org/uploads/papers/7105.pdf (Accessed on 01.12.2019)
- James, R. (2010), *Promoting Sustainable Behavior. A Guide to Successful Communication*, office of sustainability, University of California in Berkeley.
- Kotler Philip, Armstrong Gary: *Principles of Marketing*, global edition, Pearson, London 2011. LaGamma, A. & Giuntini, C., 2008; *The essential art of African textiles design without end*. New York.
- Lefebvre, R. C. (2011). An integrative model for social marketing. *Journal of Social Marketing*, Vol. 1 Iss: pp. 54-72.
- Leonidou, L.C. (2014) Strategic perspectives of export marketing, Available at:<https://www.ama.org/publications/E-publications/Pages/ama-journal-reader-august-14-exportperformance.aspx>(Accessed: 07 December 2019).
- Maibach, E. (1993), *Social Marketing for the Environment: Using Information Campaigns to Promote Environmental Awareness and Behavior Change*. *Health Promotion International* 8(3), 209–224.
- Martin, D; Schouten, J. (2012).*Sustainable Marketing*. New Jersey: Peason.

- Martin, D. & Schouten, J. 2012. Sustainable Marketing. Upper Saddle River: Pearson Prentice Hall.
- Nail, J. (2010), Plan “Sustainable Communication”, Not Green Marketing for 2011, [online] available at: www.environmentalleader.com (accessed at 05.12.2019)
- National Planning Commission (2016). The Second Growth and Transformation Plan II (GTPII) (2015/16-2019/20) Federal Democratic Republic of Ethiopia: Addis Ababa.
- National Bank of Ethiopia (2017). Statistical Data Series Available at: <https://www.nbe.gov.et/statistics/Statistical%20data%20series.html> [Accessed 15 November 2019]
- Ndihu, J., 2017. The textile industry in Ethiopia and Ethiopian garment production. Alliance experts Journal.
- Ottman, J.A. 2011. The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding. Sheffield: Greenleaf.
- Ottman, J.A., Stafford, E.R. & Hartman, C.L. 2006. Avoiding Green Marketing Myopia: Ways to Improve Consumer Appeal for Environmentally Preferable Products. Environment. Vol. 48, Iss. 5, p. 22-36.
- PASQUALOTTO, C.; UGALDE, M.M. Product adaptations in the process internationalization of companies in the furniture sector. Internext - ESPM International Business Review, ESPM, São Paulo, Vol. 5, n. 2, p. 46-65, Jul./Dec. 2010. Available at: <http://internext.espm.br/index.php/internext/> Rev. bus. manag., São Paulo, Vol. 16, No. 50, pp. 25-42, Jan./Mar. 2014 article / view / 106/102. Accessed in: 12 Dec. 2019.
- Papadopoulos, N. e; Martín, O. M. Toward a model of the relationship between internationalization and export performance. International Business Review, [S.l.] v. 19, n. 4, p. 388-406, Aug. 2010.
- Peattie, K. 1995. Environmental Marketing Management: Meeting the Green Challenge. London: Pitman.
- Peattie, K. & Crane, A. 2005. Green marketing: legend, myth, farce or prophesy? Qualitative Market Research: An International Journal. Vol. 8, No. 4, p. 357-370.
- Peattie, K. and Peattie, S. (2009). Social Marketing: A Pathway to Consumption Reduction? Journal of Business Research 62(2):
- PENG, M. W.; PLEGGENKUHLE-MILES, E. G. Current debates in global strategy. **International Journal of Management Reviews**, Oxford, v. 11, n. 1, p. 51-68, Mar. 2009.
- PLACET, M.; ANDERSON, R.; FOWLER, K. M. Strategies for sustainability. **Research Technology Management**, Washington, D.C., v. 48, n. 5, p. 32-41, 2005.
- Prothero, Andrea (1990), Green Consumerism and the Societal Marketing Concept: Marketing Strategies for the 1990's Journal of Marketing Management, 6 (2): 87-103

- SCHALTEGGER, S.; SYNNESTVEDT, T. The link between 'green' and economic success: Environmental management as the crucial trigger between environmental and economic performance. **Journal of Environmental Management**, London, v. 65, n. 4, p. 339-346, Aug. 2002.
- Sheth, Jagdish and Atul Parvatiyar. 1995. "Ecological Imperatives and the Role of Marketing," *Environmental Marketing: Strategies, Practice, Theory, and Research*, New York: Haworth. Smith, Rebecca. 2005. "Beyond Recycling: Manufacturers
- Uma Sakaran and Roger bougie, *Research methods for business; a skill building approach* seventh edition
- United Nations. *World Investment Report 2006, FDI from Developing and Transition Economies, Implications for Development*. New York and Geneva, 2006. Disponível em: <http://www.unctad.org/en/docs/wir2006_en.pdf>. Accessed on: 10 Nov. 2019.
- Van Dam, Y.K. & Apeldoorn, P.A.C. 1996. Sustainable Marketing. *Journal of Macro marketing*. Vol. 13, Iss. 3, p. 45-56
- Vande Mataram (2006) *Introduction to export marketing*. Vande Mataram College.
- Vijayasri, G.V. (2013) 'The importance of international trade in the world', *International Journal of Marketing*, 2(9), pp. 111-119

APPENDIX - 1: -

Survey Questionnaire



Addis Ababa University School of Commerce

Department of Marketing Management

Post Graduate Program

Survey Questionnaire to be filled by Management staffs

I am a post graduate student in the department of Marketing Management at Addis Ababa University School of commerce. I would greatly appreciate it if you could spare a few minutes of your time to take part in this research study by completing the attached questionnaire. I want to assure you that all information provided will be treated with the strictest confidentiality and that no information about an individual will be passed on to other people. The purpose of this questionnaire is to investigate the effects of sustainable marketing on export performance of Ethiopian textile and garment industry. Results of this study can be important for the development of sustainable marketing strategies for textile and garment manufacturing companies.

Hence, taking in to account its educational purpose, you are kindly requested to fill the questionnaire objectively and honestly. The student researcher believes that the outcome of this study will highly depend up on your cooperation. Therefore please attempt all the questions and Participation is purely voluntary and no need to write your name.

I would like to thank you in anticipation for your willingness to contribute to the success of this important research study. If you have any questions about this survey, please do not hesitate to contact me through the below address.

Researcher Address: - E-mail ritasmart143@gmail.com or Rahelnigusse28@gmail.com and
Cell phone number:-+251922739396 or +251911483932

Thanking you in advance for Your Cooperation!

Section II- Based on your experience, please indicate, if the following sustainable marketing strategies have been existed or implemented in your factory.

Where 1: strongly disagree 2: disagree 3: neutral 4: agree 5: strongly agree

S. No.	Environmental Sustainable Marketing (ESM)	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
ESM,1	The company minimizes environmental impact throughout the entire product life cycle					
ESM,2	The company manufactures products through pollution prevention methods					
ESM,3	The company uses waste management mechanisms					
ESM,4	The company promotes products through eco-friendly modes of communication					
ESM,5	The company brands its products associating with environmental sustainable marketing practices					
ESM,6	The company modifies its products to make them environmental friendly					..
ESM,7	The company uses recyclable and biodegradable packaging to prevent environmental pollution					
ESM,8	The company educates its customers to use products in environmental friendly manner					
ESM,9	The company uses green supply chain for procurement and distribution of its products					
ESM,10	The company adopts energy efficient manufacturing operations to prevent pollution					
S. No.	Social Sustainable Marketing (SSM)	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
SSM,1	The company provides donations to social programs					
SSM,2	The company builds partnership with nonprofit organizations to support the society					
SSM,3	The company provides equal opportunities for employees					
SSM,4	The company provides health insurance, safety, education training and job security for employees					
SSM,5	The company established fair operating practices					
SSM,6	The company involves in community involvement and development activities					
SSM,7	The company has established comfortable work environment for the employees					
SSM,8	The company takes consumer or product responsibility					
SSM,9	The company promotes job and employment opportunities					
SSM,10	The company compiles will all legal labor obligations regarding the payment of salaries and benefits by law					
S. NO.	Economic Sustainable Marketing (ECSM)	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
ECSM,1	The company strives for business growth through product innovation					
ECSM,2	The company strives for business growth through product quality					
ECSM,3	Implementing technology adopting waste reduction mechanisms has a benefit.					
ECSM,4	The company maximizes sustainable or efficient use of renewable resources					
ECSM,5	The company adopts efficient use of energy intensity and material consumption					
ECSM,6	The company has a channel to meet customer or consumer demands.					
ECSM,7	The company Promotes investment in local businesses					
ECSM,08	Establishing technology developments for manufacturing operations has a benefit					
S.NO.	Export Performance (EP)	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
EP,1	The export intensity of my company has been growing over the past 5 years					
EP,2	The export sales growth of my company has been increasing over					

	the past 5 years					
EP,3	The export market share of my company in has been increasing over the past 5 years					
EP,4	Export profitability of my company has been increasing over the past 5 years					
EP,5	The percent total sales attributable to Foreign sale is satisfactory					
EP,6	The firm's performance in terms of strategic goals is achieved.					
EP,7	Results from firm's international experience is satisfactory					
EP,8	The relative profitability from exporting is satisfactory					

Thank you so much for your cooperation!!