The effect of the marketing mix strategies factors on export performance: The case of Ethiopian chickpeas export

By Esubalew Yasin

A thesis submitted to Addis Ababa University School of Commerce, Department of Marketing Management in partial fulfillment of the requirements for the Master of Arts in Marketing Management

Advisor: Temesgen Belayneh (PhD.)

June, 2020

Addis Ababa Ethiopia

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APPROVAL

The undersigned certify that they have read and hereby recommend to the Addis Ababa University School of Commerce to accept the thesis of Esubalew yasin godu and entitled “The effect of the marketing mix strategies factors on export performance: The case of Ethiopian chickpeas export” In partial fulfillment of requirement for the award of Master’s Degree in Marketing Management.

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External Examiner	Signature	Date
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Advisor	Signature	Date

Letter of Certification

This research has been submitted to Addis Ababa University, School of Commerce, Graduate Studies Program, Department of Marketing Management for examination with my approval as an advisor.

Temesgen Belayneh (Ph.D) _____
Advisor Signature
Addis Ababa University

June, 2020 G.C.

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Declaration

I Esubalew Yasin, Registration Number/I.D GSE/6459/10, do here by declare that this Thesis is my original work and that it has not been submitted partially or in full, by any other person for an award of a degree in any other university/ institution.

Esubalew Yasin
Name Signature Date

Acknowledgement

For God

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

List of Acronyms

AACCSA	Addis Ababa Chamber of Commerce and Sectorial Association
ANOVA	Analysis of Variance
CSA	central statistics agency
ECA	Annual Foreign Trade Statistics
EPOSPEA	Ethiopian Pulses, Oil Seeds, Spices Producers and Exporters Association
ETB	Ethiopian Birr
ERCA	Ethiopian revenue and customs authority
FAO	Food and Agricultural Organization
GDP	Gross Domestic Product
MOT	Ministry of trade
NBE	National Bank of Ethiopia
SPSS	Statistical Procedure for Social Sciences
USD	United States Dollar

ABSTRACT

This study was conducted mainly to see the effect of marketing mix strategies on the export performance of Ethiopian chickpeas. The research used primary data through distributing questionnaire to Ethiopian chickpeas exporters. A deductive research approach was used and explanatory and quantitative research design was applied. So, questionnaire for the descriptive statistics were distributed in person and via email to respondents. From the distributed questionnaires 81 (85.3 %) respondents completed and returned the questionnaire. The quantitative data was coded and analyzed using SPSS 23 statistical tools including descriptive and inferential statistics done both Pearson's correlation and Regression analysis were used. The findings of the study is explained on this research through descriptive ,correlation and regression analysis .The detail of these result were; the mean value of product marketing strategy ,price marketing strategy ,place marketing strategy and promotion marketing strategy were 3.54,3.51,3.53,3.45 and 3.43 respectively. The correlation result of each independent variable with respect to dependent variables produced on this study. These are product marketing strategy with export performance (r=0.861) ,price marketing strategy with export performance (r= 0.869) ,place marketing strategy with export performance(r=0.891),and promotion marketing strategy with export performance (r= 0.951). At the end regression analysis of coefficients presented and the result of β value of product strategy, price strategy, place strategy and promotion strategy are 0.176, 0.133, 0.093,and 0.511 respectively ; this show as β value of all independent variables are positive this implies that independent variable significant effect on export performance and also the Hypothesis result of this study show all independent variables accepted except place strategy and the significant value less than 0.05 with the exception of place marketing strategy. Generally this report would identify the general issues of export marketing strategies mainly product marketing strategy, price marketing strategy, place marketing strategy, promotion marketing strategy and their level of effects and relationships on the export performance of Ethiopian chickpeas export.

Key Words: *Product marketing strategy, price marketing strategy, Place marketing strategy, promotion marketing strategy, Export performance.*

CHAPTER ONE

INTRODUCTION

This Chapter presents a review of background of the study and study area, main statements of the problem, outline the objectives of the study, its significance and scope of the study and operational definition of terms is included at last.

1.1. Background of the Study

Export has incredible impacts onto countries in terms of improving economic development and action, expanding the internal production, diminishing the unemployment rate, providing outside foreign currencies for import, getting to be development quickening agent, making favorable balance of trade, accumulating the foreign trade reserves, expanding profitability and societal success, upgrading trade balances and industrial improvement, progressing capacity utilization and efficiency, giving new job opportunities. Hence, the main objective in most firms and national governments is to extend the export trades (Moghaddam. et al., 2011).Exporting may be a principal strategy in guaranteeing firm's survival or development, and firms may accomplish competitive advantage in international markets with a positive impact on current and future export performance (Navarro, et al., 2009). Many companies as of late allocate more attention and resources in order to export their products to foreign market.(O"Cass & Julian, 2003).

Exporting can be conceptualized as a vital reaction by management to the interplay of inner and outside forces of firms. As firms start to compete in export markets, their export accomplishment depends upon their capacity to create and implement unique competitive marketing strategies (Lado, et al., 2001). To upgrade the export advantage the relative innovativeness, ventures in talented labor, firm development, enterprise maturity, and export marketing strategy might be critically inspected (Paul & Stamp, 2008).

Export marketing strategy could be a guide of how a firm allots its resource and relates to its environment and accomplishes a corporate objective in order to create economic value and keep the firm ahead of its competitors (Moghaddam & Foroughi, 2012). The marketing strategies have a major effect upon the performance of firms. Leonidou, et al., (2002) had

further classified the export marketing strategy components as product, price, promotion and place.

Product dimensions are vital part of marketing mix that impacts export performance (Mavrogiannis et al., 2008; Leonidou, et al., 2002; Cavusgil, Zou, 1994; Thirkell, Dau, 1998). Leonidou, et al., (2002) have studied marketing strategy and export performance: a meta-analysis with reference to past studies. They synthesized empirical studies about marketing strategy-export performance relationship and concluded that product marketing strategy contains a positive relationship with export performance.

Price is the strategic marketing variable that has the most direct effect on a firm's sales income. As to Marsh (1988), pricing is exceptionally vital component within the marketing mix for it is the only one, which produces income. In recent times, changes within the international market have made pricing strategy increasingly important for exporting marketing research and practice (Langes, Montgomery, 2005). Price is another element of marketing mix that numerous researchers evaluated in their study and it is one of vital things in international market.

Active and advanced exporters have more control over distribution activities in recent days, a s well as the time of product delivery, and the distribution channel (Eusebio et al., 2007). Cust omers need to have their request easily and on time in the export market, and therefore place i s one of the important export marketing strategies that firms are pursuing recently. Based on t he perceptions of Portuguese and British export managers, Lages et al .(2004) has studied Eu ropean perspective determinants to discuss the main antecedents of export performance. They revealed that the network / availability of the distribution becomes determinants of export per formance.

Promotion is one of marketing mix that numerous researchers surveyed its relationship with export performance to discover whether sound promotion would increment sales and export performance. In spite of the fact that the impact of promotion on export profit was constrained, it had solid impact on intensity and sales growth development of export (Leonidou et al., 2002).

Diamantopoulos (1998) states that when exposed to different firm-specific and environment specific instances, export performance is the reflection of the export behavior results. Cavusgi l and Zou (1994, p.3) define export efficiency "as a strategic response to the interplay of inter

nal and external forces by management" Moreover, these authors describe it as "the stage at w hich the goals of a company, both financial and strategic, for exporting a commodity to a fore ign market, are achieved through the preparation and execution of a business plan" (Id. p. 4). Shoham (1998, p.62) argues that "export output is perceived as a composite product of the for eign sales of a business." This way he thought of the concept as a three dimensional variables. Whose dimensions are export sales, export profitability and performance change.

Export performance can be impacted by a several variables. As demonstrated by Daniel (2016), factors including scarce human and capital resources, administrative capability, inaccessibility of raw materials, marketing elements are observed as influential variables of export performance. Leonidas (2014) also stressed that marketing mix elements have a critical impact export performance of companies.

Therefore, given the importance of export marketing mix strategy and export performance on the international market, it was imperative to undertake a study centered on evaluating Ethiop ian chickpea exporters' export marketing mix strategy and export efficiency. Hence, this pape r focused primarily on identifying the main marketing mix strategy affecting the export succe ss of exporters of Ethiopian chickpeas.

1.2.Background of the study Area

Chickpeas also called as shinbira in Ethiopia is well known for their high nutritional values serve as a superfood for a healthy diet. They are considered a healthy source of carbohydrates, proteins and contain high amounts of dietary fibre, vitamins and minerals. There are two distinct types of chickpea grown, Desi and Kabuli, respectively. These pulses also provide numerous health benefits, as they help stabilize blood sugar levels, manage weight, improve digestion, and minimize heart attack risk.

Chickpeas have a wide application that enhances the taste and aroma of products such as sauc es, dips, soups and spreads. Several factors boosting the growth of the global market for chick peas are increasing population, increasing disposable incomes, changing dietary patterns, incr easing consumer health awareness and increasing chickpea consumption in developing countr ies. The global chickpea market reached a volume of 15.4 million tons in 2016, rising at a CA GR of 6 percent during 20092016, according to IMARC group.(reportlinker https:/www.prne wswire.com/)

The latest IMARC study entitled "Chickpeas Market: Global Industry Trends, Share, Scale, Growth, Opportunity and Forecast 2017-2022" segmented the market by key regions. India is currently the largest producer of chickpeas, accounting for about 70 per cent of global production. In India, Australia, Pakistan, Myanmar, Ethiopia, Turkey , Iran, Mexico , Canada and Russia follow. Among the top exporting countries, Australia is the biggest exporter of chickpeas, accounting for over one-third of the total volumes of global exports. Australia is preceded by Russia, India , Mexico, Canada, the USA, Ethiopia, Tanzania, Argentina and Iran. At present, India represents the biggest importer of chickpeas accounting for around one-fifth of the total global import volumes. India is accompanied by the United States , China, Egypt, Algeria, Pakistan, France , UK and Turkey.

Chickpea has become increasingly popular in Ethiopia, as a response to the introduction of improved varieties and crop management practices. Large-seeded varieties of Kabuli and those resistant to Ascochyta Blight-a serious disease affecting most of the world's chickpea-growing regions-have increased domestic production and promoted foreign exports. The crop is now grown on an estimated 242,703 hectares (ha) of land by nearly 0.7 million households and total production in 2018 reached 499,426 tons, with an average productivity of 2,058 tons per ha-1. Chickpea has emerged as the third largest export crop for legumes in the country, generating US$ 61 million annually.(ICARDA)

Ethiopia is Africa's leading chickpea producer, and the world's sixth-largest. However, with only a few per cent share of international chickpea trade, it exports little. Ethiopia ranks among the top 10 chickpea exporting countries./bulti 2019/. According to a 2017 food and agricultural report Ethiopia has succeeded in producing a large amount of foreign currency from exporting chickpeas to the world.

Table 1.1 Chickpeas performance

Top 5 chickpea producing countries in 2017 in terms of tons produced and value ($)			
Rank	**Country**	**Production (tons)**	**Value ($ Int.)**
1	India	9,075,000	5,399,278,228
2	Australia	2,004,000	509,718,843
3	Myanmar	526,772	145,218,258
4	Ethiopia	473,570	301,200,212
5	Turkey	470,000	553,835,338
6	Russia Federation	418,646	79,690,834

Source: Food and Agriculture Organization (FAO) (2019).

Considerable quantities of chickpea (estimated at 2.4 million tons) have entered world trade as Consuming countries have been unable to meet demand through domestic production. As the population of the world increases, the demand of chickpeas remains high. So working on the international marketing of this legume will works wonders to Ethiopian economy by generating substantial amount of foreign currency. It remains to be called cash crop for a reason.

1.3. Statement of the Problem

The marketing problems of exporters in relation to export marketing mix strategy and export results have been indicated by various writers. According to Beleska-Spasova, 2014; Zou, et al . , 2003; Lado, et al . , 2001; Cavusgil & Zou, 1994 discussed in different contexts about export marketing and its performance, i.e. the industry and countries. In view of the researchers, there is still confusion that export marketing strategy is the backdrop to export success that can not be viewed separately. This is why the researcher was concerned about the strategy of the export marketing mix and the export results. Many developing countries, including Indonesia , Thailand and Brazil, are now exporting more agricultural products than all of Sub-Saharan Africa combined. Whereas the imports of many food products from Africa have risen while their export shares are declining on the world market (WB, 2013).

(Dawit alemu 2010) identified that proper promotional activity had made exporters of pulses (chickpeas) reaching the world market. Marketing device Pulse (chickpeas) is extremely underdeveloped and poorly coordinated. (2010 Dawit Alemu). Poor product quality, lack of marketing knowledge, Chickpea's export price determination is focused entirely on spot rates, price competition, poorly organized and extended supply chain, high price fluctuation in local markets (Chris O. Ojiewo 2016). Other chickpea exporting countries have been observed to differentiate their produce. Strong quality chickpea (Frank W Agbola 2000) earns a premium. Countries must seriously consider a strategy to create a brand name or trademark to differentiate its chickpea from that of other competitors(Frank W Agbola 2000)

The study revolves around the Ethiopian chickpea exporters' export marketing mix strategy and their export results. In most of the literature there has been inconsistency in defining the impediments related to export marketing strategy, and the impediments related to export success involved in the sector have not yet been examined empirically. In addition, there is no clear understanding on the performance of Ethiopia 's export of chickpeas to international

markets. This study will therefore seek to understand the factors contributing to Ethiopia's export success in the case of chickpeas.

1.4.Research Questions

1.4.1. Main research question

What are the export marketing mix strategy factors that affect the performance of Ethiopian chickpeas export?

1.4.2. Specific Research question

Based on the main research question, below are the specific research questions:

What is the effect of product marketing strategy on export performance of chickpeas exporters?

What is the effect of promotion marketing strategy on export performance of chickpeas exporters?

What is the effect of place marketing strategy on export performance chickpeas exporters?

What is the effect of pricing marketing strategy on export performance of chickpeas exporters?

1.5.Objectives of the Study

1.5.1. General Objective

The basic objective of the study is to see the effect of export marketing mix strategies on the export performance. In the case of Ethiopian chickpeas exporters.

1.5.2. Specific Objectives

The following are the specific objectives

To show the effect of export product marketing strategy on the export performance of Ethiopian chickpeas

To show the effect of export price marketing strategy on the export performance of Ethiopian chickpeas

To show the effect of export place marketing strategy on the export performance of Ethiopian chickpeas

To show the effect of export promotion marketing strategy on the export performance of Ethiopian chickpeas

1.6.Significance of the Study

This study is basically intended to determine the effect of export marketing strategies on the export performance of Ethiopian chickpeas exporters. The findings are considerably vital to the concerned stakeholders.

Academic contribution: this study may serve as an important reference for academicians who want to study further on the Ethiopian chickpeas on marketing area. The chickpeas have been studied in other disciplines as in a pulses group. This study In addition with those may help to understand chickpeas from the perspective of the marketing mix strategies

To the Exporters: this study will help to identify the main factors that matter on the international market on the export of Ethiopian chickpeas performance. It will help market the Ethiopian chickpeas to the right price. The Ethiopian exporters may learn to be more competitive. They may further be indicated to process their product and market it in a better price.

For policy makers: The study will identify the major factors that affect the performance export of chickpeas and this will help enhance the export of Ethiopian chickpeas.

1.7.Scope of the Study

The study theoretically showed export performance of the marketing mix strategies. The study demonstrated how marketing mix strategies influence the export output of exporters of Ethiopian chickpeas. The marketing mix variables are primarily commodity marketing strategy, price marketing strategy, marketing strategy and marketing strategy promotion. In addition, export marketing success was dealt with in itself by the use of indicators such as export strength, export sales growth, market share of chickpea products, export profitability, overall export performance and overall export pe production.

Geographically, all EPOSPEA members and non-members who are actively exporting chickpeas are enlisted as respondents. The respondents are all found in Ethiopia mainly in Adama, Addis Ababa and Kombolcha.

It used the quantitative data from primary sources. It used main stakeholders in the export of chickpeas though it may be restricted to find information from importers of chickpeas due to inaccessibility. The study will be finished by June 2020 because of the budget and time constraints. It will be an excellent ground for national researchers on the area.

Limitations of the study

The study doesn't show the overall picture of the export performance of Ethiopian chickpeas. The researcher did not include important variables identified by scholars and show significances in affecting export performance. This variable includes Export market specific characteristics, Firm/ Managerial characteristics, and Institutional support-related factors**.**

On data collection, all questions of the questionnaire may not been responded and all respondents didn't respond on timely basis. Also finding a reliable data from the stakeholders is a challenge. The researcher wasn't also able to collect qualitative data due to the global pandemic. So data constraint is one of the challenges of the study. Another is time constraint as this thesis is done for a particular reason and has to be finished by the end of june 2020.

A limitation worth mentioning is this thesis is the researcher's first ever paper. Inadequate experience may still be a limitation.

Another important limitation of the study is finding research models to conduct the study.

Operational Definition of Terms

The export Marketing mix strategies: explains how you can meet global consumer needs. More specifically, the export marketing strategy must indicate how you will adapt your product to suit the foreign customer's needs, at what price you will try to sell the product, how you will inform the customer about your product and encourage them to buy your products, and finally how you will get your product to the customer/wikipedia/

Export performance: it 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/

1.10 Organization of the Study

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

CHAPTER TWO

REVIEW OF RELATED LITERATURES

Introduction

This chapter highlights the theoretical framework and empirical literature relevant to the marketing mix strategies and export performance. The theoretical framework unpacks the marketing mix elements and discuses exporting and export performance. The empirical literature unpacks studies on the marketing mix strategies and their effect on the export performance, and measures of export performance. The empirical literature review also proposes the hypotheses that guide the study. The chapter concludes by providing a conceptual framework for the study, defining the independent and dependent variables.

Theoretical framework

2.1. Exporting and its importance

Increased trade globalization has led a growing number of firms to look beyond their traditional domestic markets and focus not only on expanding high-growth export markets but also on ensuring their very survival. As a result, the task of exporting has become increasingly important in the operation of the companies. Exporting is considered the most common foreign market entry mode, particularly among Small-to-Medium Sized Enterprises (SMEs), due to the minimal business risks, low resource commitment and high flexibility of action it offers (Young et al. 1989).

Recent decades have seen a growing increase in both governments and companies exporting due to the considerable benefits obtained from the operation. Exporting is an excellent tool for economic growth and social welfare at government level; generates enough foreign exchange to finance other economic activities; creates a viable means of tackling trade deficit issues; provides economic backward and forward linkages and creates employment opportunities (Onkvisit and Shaw 1993, Czinkota and Ronkainen 1993).Exporting contributes to nation‟s economy prosperity. Exporting plays a vital role in the world and has a lot of benefits for firms and countries. Exporting is a fundamental strategy for ensuring the survival or growth of companies, and companies can achieve competitive advantage in international markets with a positive impact on current and future export performance (Moghaddam &

Foroughi, 2012). If nations pursue exporting economic growth and activity will be enhanced, domestic production will be motivated, reducing unemployment rate will be reduced, foreign currencies will be generated for import, growth will be accelerated, balance of trade will be smoothened, foreign exchange reserves will be accumulated, profitability and societal success is increased, and industrial development will be assured, capacity utilization and productivity will be increased (Moghaddam, et al. 2011). Exporting is directly linked to organizational growth; speeding up technological innovations and marketing; leads to more effective and efficient production; minimizes business risks from domestic market activity and improves the financial position of the company (Terpstra and Sarathy 1994, Bradley 1995).

Export marketing at the national level is critical for Earning Foreign Exchange, International Connection, Trade Balance, Job Opportunities, Growth Funding, Research and Development, Fostering Economic Development, and Credibility in the World. Whereas the Value of Firm Level Export Marketing is Credibility, Optimum Development, Risk Distribution, Organizational Quality Improvement and Product Standards Improvement. Some of the export benefits include higher profits (Manoj, 2010). According to Manoj, (2010) the key factors influencing export marketing are:- economic factors, political factors, customer factors, geographic factors , social factors, technical factors, and trade factors including the distribution channel, distributor availability, and distributor services.

Understanding of the export and its value is reflected in the fact that there has been increased attention among academics and managers in the area of export efficiency. Export performance analysis goes back to Tookey's groundbreaking work (1964); since then several reports have been conducted in the last four decades that have been concerned with the firm's export results.

2.2. The Marketing Mix Theory

McCarthy (1964) popularized the marketing mix concept as a vehicle for transforming marketing plans into practice. It is a conceptual framework that identifies the key decisions made by managers when designing products and services to suit the needs of customers. The marketing mix components can be manipulated differently for each product to enable management to achieve a long-term or short-term outcome target (Goi,2009).

Marketing mix is described as a collection of controllable marketing tools that a company uses in the targeted market to produce a desired response. (Product, Price , Promotion and

Place set of these tools is generally referred to as 4P's of Marketing (Riaz 2011). Marketing mix is a controllable aspect of marketing methods, influencing and growing demand (Jonathan Ivy, 2008: 298). By the compound, mix, or combination, it is meant that the four ps (product , price , promotion, place) should have a systematic approach that is established and coordinated in order to have an effective influence on persuading the customers. Put it differently, the best product is accompanied by good distribution and use of proper communication techniques at a better prices and they act together in the views of customers (Rad, Akbari 2014). Marketing mix is the combination of various marketing decision variables that the firm uses to market its goods and services. Upon defining the market and collecting the basic information about it, the next step is business programming direction, is to agree on the resources and strategy to meet consumers' needs and competitors' challenge. It provides an optimal combination of all marketing ingredients to enable companies to achieve goals such as profit, sales volume , market share, return on investment, etc. The marketing mix consists of four elements i.e. Product, Price , Place and Promotion. (2012 Singh).

The 4Ps as a normative theory responds to questions regarding managerial problems the development of an optimal mix of products, price place and promotion solutions for customers in primary mass markets (Goi, 2009). Marketing mix theory is founded in the monopolistic competitive type of industry (such which many agribusiness entities face) which suggests that there are many consumers and producers, with no firm having total control over prices, both demanded and supplied products have unique characteristics; and that competition involves further differentiation a firm’s proposal from that of the competitors using customers’ insights and inclinations as a guideline, and not price (Möller, 2006) and finally low barriers to exit and entry.

The 4Ps approach also borrows from the economics principle of marginal utility and the studies from managerial research to identify the optimal level of marketing investment at a specific time for each marketing mix element among its products, customer sectors, and markets. The key assumption is to assume and bet properly that response to each strategy in the 4Ps by the customers is known. The ideal apportionment of marketing investment can then be solved through marginal utility allocation.

From the importer’s perspective, the complimentary mix will be the product will correspond to the customer's solutions, price will speak to the customer's costs, place will provide utility, or the customer's convenience communication will correspond to the promotion efforts.

Winning businesses are those that meet customer needs economically and conveniently, and through superior communication skills.

The 4Ps motivate the exporting business to participate in an export venture with four goals; create a product that suits the customer's desires at a price they are willing and able to pay, communicating to them a way they become aware of it and are convinced to purchase it and shipping it to a location where consumers can easily access it (Carneiro et al., 2011).

2.2.1. **PRODUCT**

Product is defined as a physical product or service to the consumer that he is prepared to pay for. It includes half of the material goods that users buy (Singh (2016)), such as furniture , clothing and grocery items and intangible products, such as services. In a marketing program the product is a crucial element. Many marketing techniques may have an impact on product strategy. Product as something that can be provided for interest, purchase, use or use to a customer and that can fulfill a need or need (Kotler and Armstrong, 2005:223); "A product is anything that can be offered to the market to look for, own, use, or consume that is capable of satisfying your needs and desires. A physical entity, resources, individuals, locations, organizations and ideas are part of the product "(Kotler and Armstrong, 2005:11). Ferrell (2005) is of the opinion that the product is the core of the marketing mix strategy where retailers can offer unique attributes which distinguish their product from their competitors. The product is characterized by quality , design, features, brand name and sizes according to Borden (1984).Dang (2015) emphasizes that the product is the first and one of the key marketing elements. A product consists of a bundle of physical or symbolic qualities that differentiate it from the other competitive offerings (Sraha, 2016).

2.2.2. PRICE

Price is one of the most critical marketing mix items and many scientists consider the price as one of the market's most important factors, which not only increases profits but also increases market share. The quality, however, is not only one of the main factors in a competitive scenario that directly affects the company's revenue and productivity metrics, but also one of the most versatile marketing mix components that can respond rapidly to changes in the environment. Thus, it is the price that is viewed as the only aspect of the marketing mix, generating sales and the most significant factor for customer satisfaction and loyalty.

Price is another part of the marketing mix that many researchers evaluated in their study, and is one of the most important items on the international market (Leonidou, et al., 2002). Singh, (2012), stated that the amount the consumer is required to exchange in order to receive the offer is called price. Price is also one of the most important factors in the competitive situation which directly affects the sales and profitability of the exporting business. Price is also the most versatile aspect of the marketing mix and can be adjusted rapidly to changes in the environment. In addition, the consequences of price changes are more direct and immediate than those of any other marketing mix instrument, leading to subsequent customer reactions and, in most cases, competitor reactions (Stöttinger 2001). Kohli and Suri (2011) argue that pricing is a creative exercise in maths and psychology of behaviour. Additionally, even small market changes can have a major effect on both sales and profitability.

2.2.3. PLACE

Another very important marketing element is a place also known as distribution, defined as the process and methods by which products or services reach customers (by Martin (2014)).

One of the significant export marketing strategies recently pursued by firms is in place (Moghaddam, et al, 2011). Place is a mechanism by which goods and services are moved from the point of production to the consumer / end user and includes distribution channels, warehousing facilities, mode of transport and inventory control management and, therefore, a company should have an excellent supply chain and distribution logistics management plan (Singh, 2012).

This marketing mix provides a way for a customer to get a grasp on an organization's bid. Organizations could directly reach their consumers, or look for an intermediate channel to sell their product, also known as a distribution channel. When determining the distribution channel, an organization must first analyze customer needs considering its offer as to whether direct delivery or using a distribution channel will more satisfy their needs. The price, service, delivery time can vary considering the number of stops it takes for a product to reach its customer, depending on the product type. Second, it must separate segments, choose the segment / s it wishes to serve, and choose the channel / s for the selected segment / s that serves the highest purpose. Third, it must identify channel alternatives regarding the number of intermediaries, their types, and what each channel member should do and finally assess those alternatives that meet the goals of the organization and satisfy the needs of the customer

(Kotleret al , 2005). Selecting the right distribution channel to meet target consumers is crucial in order to achieve organizational targets (Moore and Pareek, 2006)

2.2.4. Promotion

Promotion is one of the marketing mix's most potent components. It means interacting and persuading the target audience to purchase the goods of the business – by defining the needs of the target customer. The promotion definition encompasses all marketing practices used to educate, convince and remind the target audience of a business and its goods or services in order to build a favorable consumer image (Sidhanta & Chakrabarty, 2010). In the same context, Kotler and Armstrong (2012) defined promotion as human activities based on a process of communication which can be directed through personal selling points or indirectly through media advertising messages.

Promotion activities are intended to communicate and convince the target market to purchase the products of the company. The company opts for the product to meet the target segment's identified need. The appropriate channel of distribution is used to make the product available, and the company is promoting publicity (Singh, 2012).

2.3. Export performance

Diamantopoulos (1998) notes that when subjected to various firm-specific and environment-specific conditions, export output is the representation of the export behavior results. Cavusgil and Zou (1994, p.3) define export performance "as a strategic response to the interplay of internal and external forces by management" Moreover, these authors establish it as "the extent to which the objectives of a firm, both economic and strategic, in terms of exporting a product to a foreign market, are achieved by planning and executing marketing strategy" (Id. p. 4). Shoham (1998, p.62) argues that "export performance is viewed as a composite result of the international sales of a company." In this way he thinks of the concept as a three-dimensional construct whose dimensions include export sales, export profitability and change in performance. In addition, export output is "multifaceted and can not be captured by any single measure of success" (Diamantopoulos, 1998, p.3), This reveals the need to follow a multidimensional approach in defining export performance measurements rather than using single-item measurements because they are insufficient for any solid evaluation (Shoham, 1998). All things considered, it can be concluded that export success is an idiosyncratic term because each conceptualization, operationalization, and interpretation of

measures are customized to the reality under analysis, the type of business being considered and its settings (Greve, 1998; Katsikeas et al., 2000, Sousa, 2004). Shoham (1996) generally defined export output through the behavior of a firm in export markets. Although the issue has been addressed by a growing body of literature, there is still no conceptual and operational framework equally accepted (Cavusgil and Zou (1994); Shoham (1998)). According to Allaro, (2011) Export performance is defined as: the success or failure of a nation's efforts to sell domestically manufactured goods and services on the markets of other nations, export effectiveness, export efficiency and ongoing commitment to export, the composite outcome of a nation's international sales, and the three sub-dimensions that include sales, benefit and development.

Export Performance was (and continues to be) a variable of tremendous interest in international company literature (Hariharan, 2016). There is consensus about success in domestic markets that does not guarantee good results in foreign markets, as these require specific strategies to be developed to be successful (Zou and Stan, 1998). Diamantopoulos (1999) warns that the export output is the product of foreign operations under various environmental and organizational conditions, Adding that part of the internationalization research has sought to identify the organizational, managerial, environmental and strategic factors that influence export performance.

Despite appearing to be a central variable in most of the preceding studies, interpretations of export performance remain restrictive. The literature's analysis indicates that there is little consensus on its conceptual and operational definition (Shoham, 1998; Robertson and Chetty, 2000; Sousa, 2004; Calantone et al., 2006), as the results sometimes contain contradictions (Bouslama, 2008). Most studies agree that the performance is defined as 'the degree to which the purpose of the export venture is realized' (Atabay, 2008). Whether it's sales, profitability or change, export performance refers to the following three dimensions: efficiency, cost-effectiveness and continuous export commitment (Favre-Bonte and Giannelloni, 2008).

An industry's export performance can also be looked at from the point of view of productivity, adaptability, (Oliveira, Cadogan, and Souchon, 2012). "Effectiveness" of exports is in line with the achievement of set goals such as earned revenue. "Efficiency" for export refers to converting inputs to outputs. On the other hand, export "adaptivity" concerns the reaction of the company to market conditions (Katsikeas, Leonidou, and Morgan, 2000). In seven classes such as financial , non-financial and composite scales, Zou and Stan (1998)

classified export performance metricsFinancial measures include revenue- or intensity metrics or the ultimate bottom line as the profit-. These include non-financial metrics which tend to be subjective. These include metrics such as export success, which is the belief that exports will lead to a better end result. Export satisfaction is the overall compliance resulting from the export activity (Zou and Stan, 1998). Combined scores are also common, based on weighted scores of a variety of performance metrics. The exporting firms' main economic performance measures include income or Revenue growth and profitability (Leonidou et al., 2002b)

2.4. Marketing mix strategies and export performance

In today's dynamic global marketplace increased focus has been given to the value of formulating an effective marketing strategy. The literature has given considerable attention to the connection between export marketing strategy and success (Christensen et al . , 1987; Koh and Robicheaux, 1988; Miesenbock, 1988; Ford and Leonidou, 1991; Cavusgil and Zou, 1994; Da Rocha and Christensen, 1994).

Marketing strategy is a way of allowing businesses to adapt to competitive market conditions. Marketing strategy has traditionally been break down into the four elements of the marketing mix, i.e. product, pricing, place and promotion. The relation between marketing strategy and export performance was one of the most researched topics in international marketing research (Daniels and Goyburo, 1976-77); Kacker, 1975; McGuinness and Little, 1981; Piercy, 1981; Cooper and Kleinschmidt, 1985; Christensen and others, 1987; Namiki, 1994; Miesenbock, 1988; Ford and Leonidou, 1991; Baird et al., 19 94; Cavusgil and Zou, 1994; Da Rocha and Christensen, 1994; Zou and Stan, 1998). Although much research has been carried out in the field, the diversity of conceptualizations and measurements of performance has led to inconsistent and contradictory conclusions (Aaby and Slater, 1989). Cavusgil and Zou (1994) fortunately provide an integrative framework for understanding the relationship between marketing strategy and performance.

Marketing strategic factors mainly refer to the export product, pricing , distribution and promotion strategy of the company (Albaum, Strandskov and Duerr, 1998) and are important for superior export performance. A considerable number of studies examined the connection between export performance and marketing strategy, and found a positive relationship with few exceptions. Marketing mix strategies are key to assisting in the development and implementation of marketing plans that lead to superior export performance by the exporting company (Leonidou et al . , 2002a).

Implementing a clever export marketing strategy will bring success for a company. However, it has been described as a problematic and time-consuming and risky endeavor that could lead to frustrated managers because of the extra challenges they face in the export markets (Morgan et al., 2012). Such challenges include physical distances, differences in corporate cultures, legal practices and barriers to communication. Marketing strategy debate has focused largely on whether to implement a standard strategy or customize it according to the markets with which one is dealing internationally. Studies on the relation between marketing mix strategy (4Ps) adaptation and export performance have a number of findings that warrant further research (Leonidou et al., 2002). While some marketing mix strategy studies show its positive influence on overall export performance, others have found the association is not always positive or significant (Leonidou, Katsikeas, and Samiee, 2002).

2.4.1. Product strategy and export performance

Product strategy is key to successful exporting, as differentiating offers from alternatives will affect the attitude of the customer towards a commodity (Katsikeas et al., 2000). The product strategy is well thought out when launching a product for export trade, as it is the most critical period when the brand identity generated at this stage helps the business to catch consumer imaginations (Leonidou et al . , 2002a).

Product dimensions are a significant part of the marketing mix which positively influences export efficiency. Although there are limited studies of the export marketing strategy details, some previous studies found a positive relationship between export performance and product dimensions (Leonidou, et al . , 2002; Cavusgil & Zou, 1994).

Specific product dimensions have been investigated and found to be key factors for effective export operation, as they are a source of distinction from the role of competitors and affect the attitude of the foreign consumer towards the product of the company (Al-Aali et al., 2013). Most studies' findings were largely consistent with respect to a positive association between product strategy and export performance. It has been found that product strategy has a positive influence on export revenues (Dominguez and Sequeira, (1993) as cited in O'Cass and Julian, (2003).

However, a few studies have found mixed results. Adis, (2010) concluded that the export performance had no significant positive effect on the product strategy. Amine and Cavusgil, (1986), deduced that export performance was negatively impacted by product adaptation

strategies. The anomalies in the results of such studies may emerge from the industry 's particular existence, or from firm circumstances that may need to be examined using the theory of contingency.

Product attributes considered to be the most important include quality , features, brand name, how it is packaged, how it is labeled, range, number of lines and versions, its associated benefits, how it has been modified to suit the customer and the satisfaction that customers derive from its consumption (Food Export Liaison, 2016). Lages, Silva and Styles, (2009) and Abdulrahman Al-Aali, Lim, Khan and Khurshid, (2013) argue that the strategic and quality aspects are the greatest contributing factor to export performance. Product design, brand mix (name, sign , symbol, design), warranty, customer service as sales services, and the valuable and unique contribution of the product to the customer (such as snobbish appeal, prestige, and quality) are product attributes which have been identified as having a positive association with export performance (Moghaddam et al., 2011).

Leonidou, et al . (2002) lists 10 variables under product dimensions such as; product design , product quality, branding advantage, packaging and labeling, customer care, warranty, product advantage, brand mix, and product adjustment.

Product design is the manner of creating, engineering, styling, or fashioning a product. A successful design is functional as well as pleasing to the esthetics. Design is very important in today's world because it is all about getting attention, focusing on the product and shaping the customers ' buying decision. The design is directly linked to show success and makes the difference, as it leads to achievement of the goal (Singh 2012). The performance has been found to have a significant positive effect (Leonidou, et al., 2002).

Quality of the product Productive projects offer consistent quality. The quality of the product offered is of a higher physical quality than the product of the competitor, or of delivering excellent customer service. As an individual always seeks good quality product or service, quality gains customers (Singh, 2012). There was positive association between product quality and export performance (Leonidou, et al., 2002).

Branding advantage refers to the export venture 's degree of achieving a more favorable brand image among export customers than does the brands of its rivals. Branding generally guarantees high or at least consistent quality, and therefore encourages repeated purchases.

The branding advantage has been found to relate positively to the overall export performance (Singh, 2012; Zou, et al . , 2003; Leonidou, et al., 2002).

Packaging and labeling covers all the packaging design and production activities for a company, and the packaging is called a box. Labeling that may be a simple tag attached to the product, or a graphic that is part of the package. Packaging is used to increase demand for the commodity. It increases the perceptual experiences regarding product quality (Singh, 2012). The only product variables that had no effect on the overall export performance were packaging and labeling (Leonardo, et al., 2002).

Customer service as pre- and after-sales services refers to the ability of companies to offer increased product levers (i.e. warranty and provisions for pre- and after-sales services, etc.) to export performance, as the customer is more concerned with the ability of exporters to provide the necessary services (Leonidou, et al., 2002).

Warranty is a guarantee to minimize the risk if the customer discovers a product's flaws or performance issues and it is a structured declaration of anticipated product results that specifies the types of services the supplier offers. The warranty-protected products must be returned to a manufacturer or designated repair centre. It gives the customer an assurance about after-sales service which assures the customer of the product's durability and keeps happy customers on the market (Singh, 2012). Warranty is especially important when a company enters a new overseas market or exports to geographically far away markets. Empirical findings confirmed that this variable has a positive relationship with export performance (Leonidou, et al., 2002).

The product advantage (such as luxury, reputation, and quality) is characterized as the advantage of using that product in comparison with other similar products. It also applies to the benefits consumers obtain from the new product. Consistently the product advantage appears as the most important product characteristic in explaining the new product 's success (Singh, 2012). The uniqueness of the export commodity has also been well researched, and the findings suggest that it has a major impact on export success (Leonidou, et al., 2002).

Brand mix involves decisions relating to the name, sign , symbol, design or a combination of those areas of decision that are intended to identify and differentiate the product of the exporter on international markets. The company's ability to sell a full product or brand mix in

export markets has been found to correlate positively with export success (Leonidou, et al., 2002).

Adaptation of goods includes adjustment of the design, pricing , marketing and distribution of a product as a business enters export markets to meet the desires and values of local consumers (Leonidou et al., 2002; Cavusgil & Zou, 1994).

2.4.2. Promotion (Communication) strategy and Export Performance

The degree to which an exporting company uses marketing communications with its foreign clientele to its benefit is promotion or communication strategy. Promotion strategy in export operations includes integrating all marketing-related activities of a organization using well-planned actions resulting from collecting information from its global clients and competition (Al-Aali et al., 2013). Promotion strategy helps businesses to acclimatize to international markets and target the right clients with successful integrated marketing communications (Al-Aali et al., 2013).

Ad, sales promotion, personal marketing, trade fairs, personal visits, and change promotion are the most researched aspect for promotion strategy. Promotion strategy is the most researched aspect of advertising. The implication of advertising on export performance is recognized from the use of optimal advertising to generate higher performance results from higher revenue firms. It has profound results for exporters who are more committed to the markets using higher advertising levels (Moghaddam et al., 2011).

Previous studies demonstrated continuity in connecting promotional strategy to success in exports. Blesa and Ripolle (2008) argue that the promotion strategy allows the exporting company to acclimatize to foreign environments and pursue the right customers with effective integrated messaging, and that it has a positive effect on export performance. Others such as Eusebio, Andrue and Belbeze (2007) concluded that increased investment in promotional drives did not result in higher export performance. As cited in (Sraha, 2016), Singh (2009) concluded that advertising spending had a negative impact on export revenue and established that promotional strategy is a key driver of competitive dynamics in the new environment.

Six variables related to promotion, i.e. advertisement, sales promotion, personal purchases, trade fairs, personal visits and promotional adjustment, were analyzed for their effects on export performance (Leonidou, et al., 2002). Advertising, one of the most visible areas of

marketing communication, is any paid form of a communication that is broadcast, published, or otherwise displayed in public and promotes ideas , goods, or services by an identified sponsor. It is an important means of communication and is therefore used to raise awareness and to transmit information in order to gain clients from the target market (Singh, 2012). Advertising affects export-performance indicators positively (Leonidou, et al., 2002).

Sale promotion refers to any marketing or trade initiative that adds tangible value to the brand for a specified period of time (such as an opportunity to buy) to promote research in order to increase market demand or increase the supply of goods. Promoting sales, underlining the role of coupons, samples, premiums and other promotional tools, particularly in countries with low incomes, strong competition and/or restrictions on advertising. It has a positive export-performance relationship (Leonidou, et al., 2002).

Personal sale, it's a person-to - person contact that happens face to face between buyer and seller. It may also involve telephone, videoconferencing or interactive connection to the computer. Export success was positively linked to personal sales (Leonidou, et al., 2002).

Trade fairs are designed to bring together marketers and clients for a short period of time at a given location. They occur around the world and offer companies the opportunity to showcase existing and new product lines in a way that is continent for customers. Studies support the beneficial effect of fair participation on export sales proportion and composite export performance measures (Leonidou, et al., 2002).

Personal visit refers to activities that can enhance export performance by enhancing problem or opportunity experiences, personalizing relationships, increasing communication and providing timely response to the needs of export ventures (Moghaddam, et al., 2011).

Adaptation to promotion is the process of locating the promotional strategy of the venture in order to meet the differences between nations in government restrictions, competitive practices, communication, infrastructure, etc. Adaptation to the promotion has had a strong positive association with overall export performance (Leonidou, et al., 2002).

2.4.3. Place (Distribution) strategy and Export performance

Place or distribution strategy is the ability of the export firm to plan and assist in organizing its delivery (Zou et al . 2003). Orders from customers should be approved with relative ease

and handled in a timely manner , making distribution management a significant cog in marketing strategy.

A well-designed distribution network, with proper support, enables the exporter to cultivate a favorable collaboration environment that removes the information symmetry typical to international operations intermediaries. This creates brand capacity enhancements (Porter, 1986). Reducing conflicts along the supply chain and intermediary cooperation helps the exporter to minimize costs, thus enhancing a low-cost strategy (Zou et al, 2003), which translates to better export results.

The effect of the strategy on firms of place (distribution) can be differential. At the entry stages of export activity, the company would need to make greater efforts to obtain information on the new markets and resort to forging close relationships in such markets with local distributors (Zou and Stan, 1998; Kamboj et al., 2015). At this stage the distribution strategy will focus on new market development and the provision of support and partnerships to channel owners who are building blocks to improve export performance (Leonidou et al . , 2002a). When the exporter is involved and is felt later, Marginal results would be provided by the supply chain and channel association control function (Eusebio et al., 2007). An effective distribution strategy allows the exporting firm to utilize its networks to maximize its revenue base successfully. Focusing on a small number of key intermediaries allows a firm of exporters to have strong and close relationships with each. Another tactical approach to distribution will be to sniff out and minimize conflicts, such as the firm's competition with its own distributors (Kamboj et al., 2015).

Leonidou et al . , (2002) concluded that the use of a foreign sales representative office, direct sourcing, support for dealers and after-sales service contributed to positive export results. They also believe that in research, transportation costs appeared less frequently. In contrast, Leonidou et al (2002) found a weak association between performance and a wholesaler or retailer being appointed in undertakings. A few studies have found that place strategy, such as (Adis, 2010), did not affect export efficiency. The explanation for these inconsistencies was the inability of these projects to make any strategic marketing attempt to boost the performance of the exports. An effective distribution system is important for market sensing and for customer service. It allows exporters to communicate with key customers in those markets, gain access to customer and competitor information, and provide the required

marketing services, whether through the use of their own channels or riding on some developed by local people (Zou et al., 2003).

Leonidou, et al . , (2002) lists seven site strategy variables such as: distributors / agents Staff, sales representatives, dealers, direct purchasing, dealer support, distribution adaptation, and network / availability delivery. The relation between the intermediate type of export channel and the overall export performance was weak.

Distributors / agents A more permanent image of a seller or buyer. Others like brokers, representatives of manufacturers and sales agents-search for customers and may negotiate on behalf of the producer but do not take title to the goods; they are referred to as agents (Kotler, 1997).

A sales agent is a contractual authority selling the entire inventory of a producer. The manufacturer is either not interested in the function of selling, or feeling unqualified. The sales representative serves as a sales department and has significant influence on prices, conditions and sales conditions (Kotler, 1997). Independently owned merchants owned businesses that take little to the merchandise they handle in various trades they are called workmen, distributors, or supply houses for mills (Kotler, 1997).

Direct purchasing describes a distribution system where sales are made to customers via telephone , mail or door-to - door. It comes direct from the manufacturer rather than through a third party and this usually makes it cheaper for the buyer (Kotler, 1997)

Dealer supports the mechanism through which the ongoing and sustainable distribution support of the exporting firm was hypothesized to contribute to better export results through the establishment of efficient and long-lasting business relationships (Cavusgil & Zou, 1994). Exporters may use various ways to support their dealers, including business counseling, market research assistance, sales force training, missionary selling, cooperative advertising, and funding (Czinkota & Ronkainen, 1998 cited in Leonidou, et al., 2002).

Network / Availability distribution is referred to as the entire chain of distribution intermediaries from the supplier to the consumer. One of the most important assets a venture can have is a strong and efficient distribution network, and it is the biggest deterrent facing the new competitors. There was a strong positive connection with the export performance (Leonidou, et al., 2002).

Distribution adaptation that refers to the modification of the channel design of the exporting firm in the export markets. Such adjustments can occur in response to variations in business environments, such as legislation, economic situation, and physical conditions, and differences in distribution infrastructure in terms of number of intermediaries, type of outlets, and channel functions (Leonidou, et al., 2002). Delivery time is a key criterion used by importers for the selection of suppliers abroad Efficiency in the delivery time of the exported products, as it affects competitiveness and market success in which these companies operate. Our findings showed a strong export-performance relationship (Leonidou, et al., 2002).

2.4.4. Pricing strategy and Export Performance

Pricing strategy is the degree to which a firm successfully uses price adjustments of its products to respond to new actions and demands of competitors and customers in a complex and dynamic market. Entities which change their prices in response to new market knowledge can also control their costs without affecting production and have a competitive advantage in the markets in which they operate (Dickson, 1992). Whatever the pricing strategies, the firm should maintain their customer's perceived value of the product. They should bear in mind the trade-offs between the price and the product's many features when arriving at the total value that the customer derives from the product (Kar, 2011). Pricing as a spanning capability helps the exporting firm to compete while facilitating the implementation of cost control measures (Zou and Stan, 2003; Kamboj et al., 2015). Abdulrahman Al-Aali, Lim, Khan, and Khurshid, (2013) indicate that the efficacy of pricing strategy in international markets is limited due to small differences in cost between exporting companies.

Pricing techniques, terms of sale, credit strategy, currency strategy, and price adjustment are the most researched aspects of pricing as a strategy (Leonidou et al . , 2002a). Lee and Griffith, (2004) concluded that exporters' ability to change prices in foreign market situations had a positive effect on Korean exporter's performance. They have also found that adapting an appropriate pricing mechanism would improve their ability to generate more export revenue. However, a few studies found no direct association between the variables of market mix strategy and export performance. Adis, (2010) reports that price competitiveness as a strategy for export marketing did not affect export performance because it could have led to less harmful price wars among exporters. (O'Cass and Julian, 2003) suggested that the marketing mix approach did not have any major impact on the success of Australian companies in export marketing. A pricing strategy implemented by exporters to react to new

market information is likely to be the low cost advantage of an exporter, resulting in improved export performance.

According to Leonidou, et al . (2002), six pricing-related decision areas have been analyzed for their possible effect on the export output of a company: pricing process, pricing strategy, terms of sales, credit policy, currency strategy, and price adjustment.

The method of pricing defends as a market-based pricing strategy that sets export prices with consumer demand and competitive conditions. In the meta-analysis, they concluded that pricing approach has a positive relationship to the proportion of export performance measures based on revenue and profit level (Moghaddam, et al., 2011).

Skimming pricing strategy for the market is setting high prices to take advantage of the relative demand insensitivity of certain consumer segments. It means a relatively high price for the product compared to similar commodities, and then a gradual price reduction. The skimming strategy allows the company to quickly recover its costs by maximizing its revenue on sales (Singh, 2012).

Sales terms are an important factor in international business since they detail the contractual responsibilities in export transactions. They can also act as a powerful competitive tool especially if the price quotation minimizes international customer's liabilities and responsibilities. The terms of sales did not influence the export performance (Leonidou, et al., 2002).

Several studies have hypothesized a competitive credit policy to be conducive to successful export, as it can boost profits by generating a larger and better satisfied customer base. Credit policy and export performance have been positively related (Leonidou, et al., 2002)

The currency strategy the firm pursues in export transactions , i.e. whether products are priced in the home currency of the exporter, the currency of its customers, or a third currency, has attracted limited interest in research (Leonidou, et al , 2002).

Adaptation of the prices is price adjustment. Export prices may be changed for a variety of reasons: fiscal, political – legal, price regulation, and other environmental forces; marketing , distribution, and transportation costs; market structures and demand; tariffs, taxes, and other barriers to international trade; competitor pricing practices; and sales channel costs and

margins. This diversity of determinants of foreign market pricing necessitates price adaptation for companies to survive and remain competitive in host markets. The relation between price adjustment and export performance is strongly positive (Leonidou, et al , 2000).

2.5. Export performance Measures

Several studies on the subject of measuring export output have been conducted for decades, suggesting that this is an important notion among researchers (Carneiro, Rocha and Silva, 2017;Beleska-Spasova, 2014; Sousa, 2004; Zou and Stan, 1998). There is, however, a lack of clear understanding among these studies due mainly to the lack of synthesis and the lack of distinct data from different sources (Zou and Stan, 1998). Carneiro, Rocha and Silva (2017) also mentioned that inconsistency between export performance research is attributed to differences in conceptualization, operationalization and export performance concept measurement.

As Sousa (2004) stated when explaining the measurement of export performance, "a company is successful if the targets are met or exceeded" (p. 14) Achievement of successful export performance shows the extent to which the international trade-related objectives of a company (which may vary among different companies, even for similar products) are met over a given point of time. It also shows the appropriateness of the export marketing strategy used to achieve those goals (Beleska-Spasova, 2014), thus indicating the need for performance measurement in relation to international business.

There are several conditions that should be met for an export performance indicator to be considered reliable. For one, it must be multidimensional and include both objective and subjective measures in order to gain a better view of performance from the actual sales perspective and from the perspective of managerial perception. And more, a frame of reference to which it will be measured such as prior market performance, competitor performance and/or domestic market performance is required. Moreover, it should be observable in both absolute and relative terms over time and ultimately better determine the company's goals over a period of time that could be either short-term or long-term (Diamantopoulos and Kakkos, 2007; as cited by Beleska-Spasova, 2014). Similarly, Carneiro, Rocha and Silva (2007) developed a fashionable analytical framework for characterizing export performance that has two dimensions, namely conceptual dimension and methodological dimension. Taking into account the conceptual aspect, it requires various

types of metrics (e.g. economic , market, behavioral / situational measure, strategic measure, overall assessment), providing a frame of reference that may be absolute or relative, with a temporal orientation that could be static or dynamic. On the other hand, methodological dimensions include unit of study, mode of evaluation that could be either objective or subjective with its own property of indicator structure (i.e. single indicator versus multiple indicators, predictive versus formative indicators or composite indicators).

In his report, Sousa (2004) identified approximately 50 performance indicators with export strength, export sales growth, export profitability, export market share, overall export performance satisfaction and high percentage perceived export success. He primarily divided export performance indicators as objective and subjective indicators (both of which included revenue related measures, profit-related measures and market related measures). Goal export performance measurements are based on absolute values such as export sales volume, export profit margin, market share and the like, while subjective indicators are based on perceptual values such as manager's perception of success and export sales satisfaction. On the other hand, Beleska- Spasova (2014) covered several literatures and found 34 performance indicators and divided them largely as economic (10 measures related to sales, 8 measures related to the market) and non-economic (16 measures). Zou and Stan (1998) also evaluated export performance indicators and divided them into seven categories, covering financial (sales, benefit and growth), nonfinancial (perceived success, satisfaction and target achievement) and composite scales. On the other hand, Carneiro, Rocha and Silva (2007) modeled an export performance measuring tool consisting of three economic indicators (satisfaction with export venture revenues, growth of focal export venture revenues vs. other company export ventures, expected export venture profitability), three market indicators (company volume of export vs. competitors, expected focus volume).

The option of export performance metrics may be influenced by different factors. It is possible to consider the availability and accessibility of the company's data, size and export experience, the time period chosen (short-term vs. long-term), evaluation unit, strategic objectives and evaluator role within the organization (export manager, financial manager, export manager) (Beleska-Spasova, 2014).

For this specific study, objective and subjective measures of export performance are considered.

2.5.1. Objective export performance Measures

(Thirkell & Dau, 1998 cited in Batavia & Kolachi, 2012) defined 'Objective measure as more quantitative like export sales volumes, the company's export market share; and the export intensity, whereas subjective measures are non-economic measures that take into account overall export performance, the export growth relationship and a more customer-oriented approach.' These measures may be reported by managers themselves, or may be secondary sources. Whatever the source is, or whoever reports it, they give the same result (Carneiro, Rocha and Silva, 2007). Objective interventions apply mainly to financial / economic information, rather than non-financial / non-economic information (Zou and Stan, 1998).

Of the objective indicators, the sales-related metrics have proved to be the most commonly used export performance measurement metric and include export intensity (the most common), export intensity growth, export sales growth (the second most common), export sales volume and export sales output. On the other hand, profit-related measures include export productivity, export profit margin and export profit margin expansion, while market-related measures include export market share, expansion in export market share, and diversification of markets (Sousa, 2004).

Woodcock et al . (1994) cited in Sousa (2004) concluded that the use of quantitative metrics to determine export performance may be problematic in situations where the necessary data are not accessible or reliable information can not be identified, where managers are reluctant to provide financial details because it may be classified because confidential, or where it is difficult to interpret the data as a result.

2.5.2. Subjective measures performance Measures

Contrary to objective measures, the subjective ones use perceptual values instead of absolute values to measure export performance (Beleska-Spasova, 2014). Similarly, Sousa (2004) described subjective measures as consisting of those indicators that measure attitudinal or perceptual export performance data, which in fact includes most of the literature reviewed (78%). The data collected can be based on primary sources such as respondent self-assessment, evaluation of rivals, or external expert assessment, or secondary sources such as case materials. Since they are reports from the respondent's personal opinion or interpretation, they can vary on the basis of the information source (Carneiro, Rocha and Silva, 2007).

Managers are better persuaded to respond for subjective indicators, as confidential financial information is not expected from them. Similar to objective measures, subjective measures are also subdivided as export performance measures related to sales , profit and market by being more perceptual / attitudinal than actual response. In addition, there are metrics doing subjective competition with rivals, unlike objective tests (Sousa, 2004).

Subjective measures are likewise subdivided as general and diverse. General metrics include overall export performance, overall export performance relative to competitors, export quality, goals achieved, how competitors view the company's export performance and strategic export results. These are all filled up by a responsible manager according to his / her intuition (Beleska-Spasova, 2014 and Sousa, 2004).

2.6. Conceptual Framework

A conceptual framework is a system where the researcher assumes the natural evolution of the phenomenon to be investigated can better be explained (Camp, 2001). It is linked to the concepts, empirical research and important theories used to promote and systematize research-sponsored knowledge (Peshkin, 1993). It is an explanation of how the research issue would be explored by the researcher.

The conceptual framework for this study incorporated independent and dependent variables. The independent variables are pricing strategy, promotional strategy, product strategy and distribution strategy. Export performance is the dependent variable.

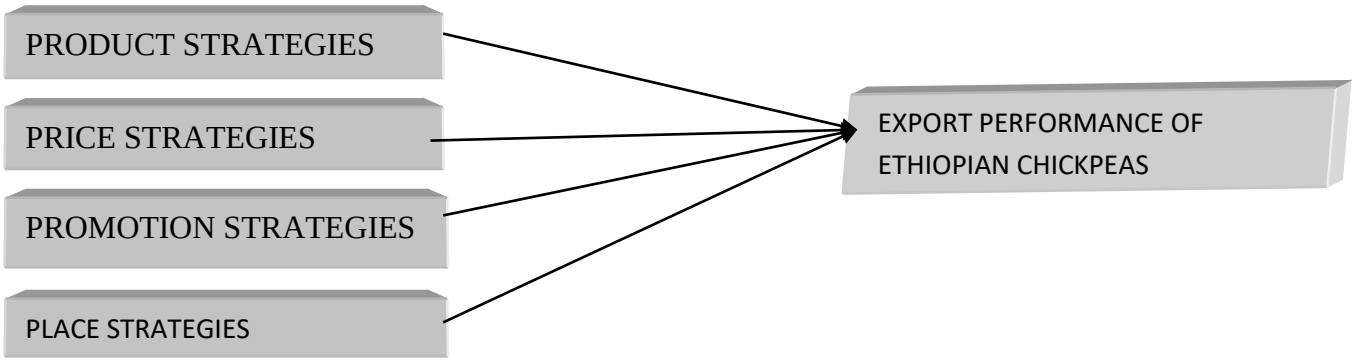
Table 2.1 Independent and Dependent Variable

Independent variables	Dependent variable
PRODUCT EXPORT STRATEGY Design, Quality, Branding, Packaging/labeling service , Warranty , Product advantage, New/unique product , Product/brand mix , Product adaptation Source: Leonidou, et al . (2002)	EXPORT PERFORMANCE Overall export performance, overall export performance compared to competitors, export success, meting expectation, how firm's export performance is rated by competitors ,Strategic export performance. Source: Sousa, 2004
PRICE EXPORT STRATGY pricing method ,pricing strategy, sales terms ,credit policy, currency strategy, price adaptation Leonidou, et al . (2002)	
PROMOTION EXPORT STRATEGY	

Advertising, sales promotion, personal selling, trade fair, personal visits , promotion adaptation Leonidou, et al . (2002)	
PLACE/DISTRIBUTION/ STRATEGY Distributors/agents , Sales representatives/office Merchants Direct buying, Dealer support, Delivery time, Distribution adaptation Leonidou, et al . (2002)	

Figure 2.1 Conceptual Framework

Independent variables Dependent variable



2.7. Hypothesis of the study

H1: Product marketing strategies significantly affect the performance of Ethiopian chickpeas export

H2: price marketing strategies significantly affect the performance of Ethiopian chickpeas export

H3: Place marketing strategies significantly affect the performance of Ethiopian chickpeas export

H4: promotion marketing strategies significantly affect the performance of Ethiopian chickpeas export

CHAPTER THREE

RESEARCH METHODOLOGY

Kassu Jilcha Sileyew(2019) describes a research methodology as the direction by which researchers need to perform their work. It is a image of the overall process that the student researcher travelled from formulating a question and objective to present its findings from the data obtained during the period of study.

This chapter addresses the research approach that the researcher was persuaded is ideally suited to the analysis and went about doing it. It involves the approach to study, methodology, design of testing and sampling, data collection and its instruments, data analysis and validation.

3.1. Research approach

There are two primary approaches to the analysis. An Inductive approach is a shift from data to theory or from the particular to the general.it begins with data collection, analysis and the development of a theory. The other method is a deductive one where the researcher takes an inverse step. The deductive approach researcher begins with theories already established, and tests the hypothesis. So here the researcher reviewed a literature already developed on marketing mix strategies and their impact on export performance. He pointed out the theories of Ethiopian chickpea exporters' marketing mix strategies and export performance, and put them to the test. Here the researcher employed a deductive method.

3.2. Research methods

The research methods used show the approaches, processes used in data collection to build a better understanding of the strategic variables of marketing mix and their impact on chickpea export efficiency.

Research methods are of different types: qualitative, quantitative, and mixed.

Qualitative research is something of a kind of scientific research. Qualitative methods are used to answer questions concerning experience, meaning and perspective, most often from the participant's point of view. Usually, these data are unfit for counting or measuring. Tools for qualitative research include interviews, focus groups, assessment, review of documents etc.

Quantitative methods emphasize objective measurements and statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys or by using computational techniques to manipulate pre-existing statistical data. The purpose of performing a quantitative research analysis is to establish the relationship between one factor within a population [an independent variable] and another [a dependent or outcome variable].

In mixed research approach, the researcher applies both the qualitative and quantitative research method.

For this specific study the researcher employed a quantitative method to analyse the effect of the marketing mix strategies on the export performance of Ethiopian chickpeas. By applying an adopted structured questioner, the researcher seeks a numerical data and analysed it statistically to generate quantitative data.

3.3. Research design

According to Anol(2012) Research design is [...] "a comprehensive data collection plan within an empirical project. It is a "blueprint" for empirical research intended to answer specific research questions or test specific hypotheses, and must specify at least three processes: the process of data collection, the process of instrument development and the sampling process.'

The design of the research may be descriptive, explanatory and exploratory. The research descriptive describes what's going on in more detail. It will answer what and how of a research question. Exploratory research, as the name implies, aims merely to explore the research questions and does not intend to offer definitive and conclusive solutions to existing problems. Usually this type of research is carried out in order to study a problem that has not yet been clearly defined. Explanatory work is performed to define the extent and essence of the relationships between cause and effect.

The research design selected in this study is explanatory research which helped to clearly describe and demonstrate the relationship between the independent variables (marketing mix strategies) and Ethiopian chickpea's dependent variable export performance. It also used descriptive design as it attempted to describe the factors of demography.

3.4. Population of the Study

Population is defined as the complete set of the analytical units being investigated (Davis 2000). Proctor (2003) defines population as the total group to be studied. Therefore, the target population for this study was chickpeas exporters registered at MOT and that are actively exporting for at least the past 5 years. The number of chickpeas exporters varies for the past five years. So the researcher believed and took 124 exporters whose names are listed on the actively exporting chickpeas list in the last 5 years as a population. The researcher believed those exporters would be a population as they are very familiar with the subject understudy. The data was obtained from the MOT, CSA and customs authority. Although there were 174 exporters which were able to take bank permits and registered contracts to export chickpeas, only 124 of them managed to take the cargo out of Ethiopia according to the customs authority in those five years. But here the researchers have noted that more than 500 exporters were licenced at MOT on this sector and 326 of them never acted on the chickpeas sector. This is due to the fact that chickpeas export licence is given under pulses group which the exporter can export other pulses as well. So the researcher believed the relevant population for this study again were those 124 exporters.

3.5. Sampling Procedure

Sampling is a process used in statistical analysis in which a predetermined number of observations are taken from a larger population. Sampling is the selection of a fraction of the total number of units of interest for the ultimate purpose of being able to draw general conclusions about the entire body of unit (Parasurman, 2004). There are several decisions to be made in organizing a sample such as identifying target population, selecting sampling technique and determining the sample size.

3.6. Sampling Technique

Two main methods of sampling, probability and non-probability sampling are based on the literature (Zikmund, 2000). To this end the researcher used non-probability (deliberate or purposeful or judgment) approach to sampling will be applied in contacting the study's target units (respondents).

3.7. Sample Size

There are about 124 export firms which are actively exporting Ethiopian chickpeas for the past 5 years. So, participants from the population of these exporters that are engaged directly in the export market were chosen. The researcher believed one person of a direct export link from each company to be a sample provided the necessary information.

The Taro Yamane Sampling method was used to determine the sample size. In 1967, the statistician Taro Yamane formulated the Taro Yamane method for calculating the sample size and it is used for a finite number of people.

The respondents to be called samples, and the selection process was called sampling technique (Kothari , 2004).

The researcher used Yamane (1967:886) to determine the potential sample size of exporters of Ethiopian chickpeas.

$n=N/(1+N(e2))$

Where:

n = Sample size

N = Population size

E = Level of precision or acceptable sampling error (0.05)

By applying the above the researcher found 95 exporters as a sample. By taking the names and address of the exporters from Epospea, the researcher originally tried to approach them in person and was able to get 21 respondents filling the questionnaire from twenty one firms. The rest of the distributed questioners (74) were sent and returned through email gaining around 81 % response rate. This made it 81 respondents total returning the questioner.

3.8. Data collection sources

3.8.1. Primary source

Primary data is data obtained from first hand sources by a researcher, using techniques such as surveys, interviews , or experiments. Bearing in mind the research project, it is collected directly from primary sources.

The primary data was collected from CEO/Assistant manager/export managers/marketing managers/operation managers of each export company which actively exported chickpeas in the past years. The researcher used a self-administered structured questionnaire that was submitted to each company via email and in person. Those chosen from the company to fill the questionnaire are directly related to the export activities of each firm.

The study will use these primary data in order to analyse the effect of the marketing mix strategies on the export performance of Ethiopian chickpeas.

3.8.2. Secondary source

Secondary data is data gathered from studies, surveys, or experiments that have been run by other people or for other research. These sources were not enough to show the factors and performance relationship understudy.

The study used secondary data which were collected from various national and international sources, namely, ECA (Annual Foreign Trade Statistics), CSA, Almajd trading plc or other willing exporters who have data recorded, NBE, EPOSPEA, FAO, Transit organization, Websites and Marine Shipping lines.

3.9. Data collection instruments

The data collection instrument employed to study the influence of marketing mix strategies on export performance of chickpeas exporters was structured self-administered questionnaire. The Questionnaire is adopted from Leonidou, et al., (2002) for measuring the influence of marketing mix elements on export performance of chickpeas while export measurement modes are adopted from Sousa (2004) and were used by yodit/2018:7/

3.10. Data collection procedures

Pilot survey conducted to reveal the weaknesses (if any) of the questionnaires and survey techniques by distributing the questionnaire to 15 respondents and attempted to differentiate the ambiguous question from most respondents and rephrased to ensure that each respondent clearly understood what it means before the survey was launched in full. As the questionnaires were distributed by hand delivery to the respondents, there was frequent telephone follow-up, which was effective in securing high response rate (85.3 percent).

3.11. Data analysis

The data collected has been screened for any missing values that could cause a problem in the research analysis. Then Descriptive statistics and inferential statistics used to evaluate the relationship with the dependent variable (export performance) between the independent variables i.e. (product marketing strategy, price marketing strategy, place marketing strategy, promotion marketing strategy) and the dependent variable. The descriptive statistical analysis was presented in a form of frequency, percentage, mean and standard deviation. To analyse relationships between the dependent and independent variables, correlation, ANOVA and multiple regression was used. To see the value of relationship among the dependent variable and each independent variable, value of coefficient was analysed. Statistical Package for Social Science (SPSS 23) was used for analysing data.

All statements in the questionnaire were rated on a 5-point Likert scale (strongly agree, agree, neutral, disagree, and strongly disagree). Numbers were assigned to this scale i.e., strongly agree = 5, agree = 4, neutral = 3, disagree = 2 and strongly disagree = 1. Instruments accurate and effective for calculating these constructs are critical components of the standard of research (Kimberlin and Winterstein, 2008).

3.12. Validity and Reliability

3.12.1. Validity

The external validity of a research study is, according to Leedy et al (2010), the degree to which its findings relate to circumstances outside the study itself, that is, the degree to which the conclusions drawn can be applied to other contexts. The three commonly used strategies that enhance the external validity of a research study i.e. a real-life setting, a representative sample and replication in a different context have been used to enhance external validity and generalization of study results.

Validity is, according to Kothari [2004], the most important criterion and shows the degree to which an instrument measures what it is supposed to be measuring.

As described on the methodology, the primary data was collected using questionnaire. Therefore, in order to ensure the validity of the instrument, the researcher gave professionals in the area the opportunity to review the questionnaire and a pilot test was carried out before the full scale questionnaire was distributed.

3.12.2. Reliability

Reliability is, according to Leedy et al (2010), the consistency with which a measuring instrument yields a certain result if the entity being measured has not changed. Leedy et al (2010) further explained that we can accurately measure something only when we can consistently measure it, too. But consistent measurement of something doesn't automatically mean accurately measurement it. To put it another way, reliability is necessary but insufficient for validity.

The respondents who were selected for this research are involved in the business and have the experience related to marketing mix of Ethiopian chickpeas and export business. Hence, they have given credible answers to the questionnaires. The same answer would probably be given to another independent researcher. Therefore, the researcher believed that this study was being reliable.

To check reliability and internal consistency of the measurement items the researched was tested the reliability through Cronbach‟s alpha.

3.13. Method of Data Analysis Techniques

Descriptive statistical analytical technique used and Social Sciences Statistical Package [SPSS version 23] also used to facilitate computation. Additionally, the data collected were analyzed through correlation and Regression analysis because it helps to investigate the relationship between the dependent variable and the independent. For this research, the demographic data were used to analyze and present, and to describe the data the researcher used descriptive analysis [Table, Figure, Mean,].To analyze the relationship among variables the researcher implemented Correlation and to know the degree of cause and effect and to measure marketing mix on export market the researcher used regression analysis.

3.14. Ethical considerations

According to Leedy et al (2010), most ethical research concerns fall into one of four categories:-protection from harm, informed consent, privacy rights with professional colleagues and fairness with them.

Given that the proposed methodology primarily uses questionnaires as a means of gathering data, participants in this research should be told in advance about the purpose of the study

and their voluntary participation. The respondents will treat the information confidentially and with anonymity. The personal and professional opinions will also receive due respect and consideration. A moral obligation is to be honest at all times between the researcher and the participant, and to maintain privacy.

CHAPTER FOUR

DATA PERSNATATION, ANALISIS AND INTERPRETATION

4.1. Introduction

This chapter presents the results of the analysis of the data obtained from the respondents through questionnaires and have three main section .In the first part discuss about demographic related, on the second section the researcher discuss about descriptive and at the end inferential analysis [correlation and regression] analysis discusses .The target population for this study was 124 actively chickpeas exporting companies and 95 Samples taken for this study from Distributed Questioners 81 respondents were returned.

Response Rate = Number of respondents that cooperated = $\frac{81}{95}$ = 85.3 %

4.2. Reliability test

Reliability test is performed to check the internal consistency or correlation within a variable of items. The usage of Cronbach alpha is determined. When Cronbach's alpha is closer to 1 (Gliem and Gliem, 2003), internal consistency is assured. The acceptable internal consistency is when an alpha of Cronbach exceeds 0.7 (George and Mallery, 2003). If it is below 0.7, an item may need to be removed from the instrument, as the internal consistency will be questionable, and reliability for the instrument will not be assured.

Table 4.1: Reliability Statistic

Reliability Statistics

	Cronbach's Alpha	N of Items
Product strategies	.860	10
Price strategies	.783	6
Place strategies	.812	7
Promotion strategies	.833	6
Export performance	.763	6

As it can be seen form the above table, the Cronbach alpha for all five variables exceeded 0.7. So according to the literature, this confirmed internal consistency of the research instrument. Hence, no item deletion was found necessary.

4.3. Data Processing

The completed questionnaires were coded in excel and integrated into version 23 of SPSS. The data was analyzed using this software program. Descriptive statistical analysis used to reduce large amounts of data in order to sum up frequencies, means and standard deviations. The data collected for each question and respondents were summarized on the basis of the descriptive statistics and, in addition to this, the data was analyzed The researcher used regression and correlation analysis with the support of SPSS version 23.

4.4. Demographics Respondent

The frequencies were used to determine how frequently respondents responded to questions and this allows for the analysis of general information about the collected information. Questionnaires have been distributed to the various managers who are directly related to Ethiopian chickpeas exporters' export activities. The following tables show demographic details such as gender, age, current educational status and work experience.

Table 4.2: Demographic respondent

Female or Male					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	47	58.0	58.0	58.0
	Female	34	42.0	42.0	100.0
	Total	81	100.0	100.0	
Year of establishment of your company					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 Years before	2	2.5	2.5	2.5
	Between 10 -19 Years	10	12.3	12.3	14.8
	Between5-9 Years	69	85.2	85.2	100.0
	Total	81	100.0	100.0	
General Company Information					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Plc	26	32.1	32.1	32.1
	Sole proprietorship	48	59.3	59.3	91.4
	Joint venture	1	1.2	1.2	92.6
	Share company	6	7.4	7.4	100
	Total	81	100.0	100.0	
Company proprietor					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Native owned	79	97.5	97.5	97.5
	Both	1	1.2	1.2	98.8
	Foreign owned	1	1.2	1.2	100
	Total	81	100.0	100.0	
Respondent position in the company					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CEO	6	7.4	7.4	7.4
	Assistant manager	6	7.4	7.4	14.8
	Marketing manager	18	22.2	22.2	37.0
	Export Manager	50	61.7	61.7	98.8
	Operation manager	1	1.2	1.2	100.0
	Total	81	100.0	100.0	

Source: Own Survey result, 2020

From the total 81 respondents 34 (42%) of them are Female respondent and 47 (58 %) of them respondent is male, this implies that male respondent greater than Female.

Year of establishment of the exporters, the furthest one included in this study 2 of the export companies were established before 20 years. While 12.3 % companies were formed between 10-19 years but the rest 85.2 % of chickpeas exporting companies started exporting within 5-9 years of experience.

The majority of the exporters included in this study are sole proprietor companies encompassing 59.3 % of the responding companies while 32.1% of them were private limited Company and 7.4 % were recorded as a share company.

Native owned companies holds the majority position of the exporting companies with 97.5 % of the respondents companies while the rest is either foreign company or both [foreign and Native] owned companies.

The student researcher used key informants in the selected companies no matter their position is. Hence the majority of the respondent were export managers 50(61.7%); CEO'S were 6(7.4%) of the respondents; 6(7.4%) were assistant managers; 18(22.2 %) were marketing managers and 1(1.2 %) was an operation manager. All the respondents were directly related to the export activity of the company.

4.5. Descriptive Analysis

The perception of respondents regarding the extent of the strategic marketing mix on export performance. For all of them the mean and standard deviation was calculated. The mean is the average value, and the standard deviation shows how far the values are deviated from the mean. According to Muhumed and Ssekajugo, 2015 a mean score of 3.80 and higher is considered to show a high level of agreement, those between 3.40 and 3.79 moderate agreement and an average of 3.39 and below show low level of agreement (Akmaliah, 2014; as cited as cited by Muhumed and Ssekajugo, 2015).

4.5.1 Product Marketing mix strategies on export performance

For the analysis of product marketing strategies, ten questions were asked A five point likert scale was used with strongly disagree, disagree, neutral, agree and strongly agree being equal to 1, 2, 3, 4, and 5, respectively.

Table 4.3 : Descriptive data on product marketing mix strategies

Descriptive Statistics

	N	Mean	Std. Deviation
Our product design is good	81	3.3457	.89667
Our product quality is competitive in the export market.	81	3.4815	.92346
Our product takes up branding advantage.	81	3.4815	.89598
There is high Packaging and labeling requirements.	81	3.3210	.94640
Our customers are satisfied with our product.	81	3.5062	.93706
Our product lacks warranty	81	3.9259	.95888
Our customers are getting advantage by our product	81	3.7654	.92563
We offer New/unique product	80	3.6000	.83590
Our Product/brand mix is familiar in the minds of our customers	81	3.5556	.98742
There is no product adaptation	81	3.3827	.99458
Valid N (listwise)	80		

Source: Own survey result, 2020

The respondents were asked ten questions to measure the level of their perception towards the Ethiopian chickpeas product using the dimensions identified by Leonidou. As shown in the above table, the scored mean value of the first dimension, i.e. product design is good was 3.3457 and standard deviation was 0.89667, indicating that the Respondents least agreed. Again the respondents moderately agreed on the product quality competitiveness on the export market with a mean value of 3.4815. The respondents believed and agreed highly that the Ethiopian chickpeas product lacks warranty with a mean value of 3.9259.Regarding the

familiarity of Ethiopian chickpeas on the minds of foreign customers, the respondents still agree moderately with the mean value of 3.5556.

The overall mean for the product marketing mix was found to be 3.54 which indicate that there is a moderate level of agreement with the respondents about its influence on export Performance.

4.5.2 Price Marketing mix strategies on export performance

For the analysis of this variable, a five-point likert scale was used like the product variable from strongly disagree to strongly agree having a level from 1 unto 5. This variable contains uses of different pricing method, market skimming pricing strategy, usage of flexible sales term, inconsistency in pricing strategy, and lack of price adaptation effect on export performance.

Table 4.4 : Descriptive data on price marketing mix strategies

Descriptive Statistics

	N	Mean	Std. Deviation
Our company uses different pricing method	81	3.5432	.79135
Market skimming is our pricing strategy	81	3.2469	.99412
We use flexible sales terms	81	3.3951	.81669
We arrange credit sales	81	3.3827	.90233
There is inconsistency in our currency strategy	81	4.0123	.91507
Lack of price adaptation affected our export	81	3.4815	.93690
Valid N (listwise)	81		

Source: Own survey result, 2020

As it can be seen from the above table, the lowest mean score was 3.2469. The construct was if the chickpeas exporters use market skimming as a pricing strategy and they all least agreed.

There is inconsistency in currency strategy of chickpeas export was the highest mean value with 4.0123 score. The overall mean was found to be 3.51 indicating moderate level of agreement in the respondents.

4.5.3. Distribution Marketing mix strategies on export performance

For the distribution marketing mix strategies; the availability of distributors, usage of sales representative, usage of merchants as suppliers, frequency of using direct buying through agents, dealer support, delivery time and distribution adaptation strategies has on the export performance of the company was analysed. Like the previous variables, a five point likert scale was used levelling from strongly disagree to strongly agree having a score of 1 up to 5.

Table 4.5: Descriptive data on Distribution marketing mix strategies

Descriptive Statistics

	N	Mean	Std. Deviation
Our company has no distributors/agents	81	3.6543	.89667
We use Sales representatives/office for our export	81	3.3580	.92613
We use merchants as suppliers	81	3.4074	.91894
Frequency of using direct buying through agents	81	3.4691	.86727
We do not have dealer support in the export market	81	4.0000	.92195
We are good in delivery time	81	3.5062	.96337
How far distribution adaptation makes our company competitive in export market	81	3.2963	.98036
Valid N (listwise)	81		

Source: Own survey result, 2020

From the table, the respondents highly agreed that the chickpeas exporters have no dealer support in the export market with a mean value of 4.000. Considering their belief on the use of sales representative/office for chickpeas product on export performance also resulted a low level agreement with a mean of 3.358.The rest of the constructs were perceived moderately agreed by the respondents.

The overall mean for distribution marketing mix was 3.53 giving a moderate level of agreement of the Respondents.

4.5.4. Promotion Marketing mix strategies on export performance

In promotion marketing strategy analysis, a five-point likert scale was used ranging from strongly disagree having a score of 1 to strongly agree with a score of 5. This variable includes the use of different type of advertising, extensive sales promotion, personal selling, trade fairs, practice of personal visit and promotion adaptation marketing strategies on export performance.

Table 4.6: Descriptive data on promotion marketing mix strategies

Descriptive Statistics

	N	Mean	Std. Deviation
Our company uses different types of advertising	81	3.4691	.93657
Our company uses extensive sales promotion	81	3.3333	.92195
We use personal selling	81	3.3827	.92962
Our company participates in trade fairs	81	3.5185	.96321
We do not practice personal visits	81	3.4075	.91897
We use promotion adaptation	81	3.5926	.99722
Valid N (listwise)	81		

Source: Own survey result, 2020

As the above table shows, the mean for extensive sales promotion shows a lowest level of agreement with a mean score of 3.3333 whereas for the influence of participation in trade fairs and the use of promotion adaptation on export performance gave a relatively high level of agreement with a mean score of 3.5185 and 3.5926, respectively.

The overall mean on the influence of promotion marketing mix strategy on export performance was 3.45 giving a moderate level of agreement from the respondents.

4.5.5. Export performance

Export performance was analysed using export intensity, export sales growth, market share in foreign markets, export profitability, meeting export targets and overall export performance.

A five-point Likert scale was used from strongly disagree to strongly agree with a score of 1 to 5.

Table 4.7: Descriptive data on Export marketing performance

Descriptive Statistics

	N	Mean	Std. Deviation
The export intensity of my company has been growing over the past 5 years	81	3.4938	.95031
The export sales growth my company has been increasing over the past 5 years	81	3.3951	.75298
The market share of chickpeas products from my company in foreign market has been increasing over the past 5 years	81	3.4568	.90897
Export profitability of my company has been increasing over the past 5 years	81	3.4198	.83463
The overall export performance of my company has been meeting the company's target performance over the past 5 years	81	3.4198	.93360
The overall export performance of my company has been increasing over the past 5 years	81	3.4075	.87721
Valid N (listwise)	81		

Source: Own survey result, 2020

To measure their export performance as adopted from Sousa (2004) export intensity, export sales growth, export market share, export profitability, meeting export targets and overall export Performance was analysed considering the past five years. Export intensity (mean=3.4938), export market share (mean=3.4568), export profitability(3.4198),overall export performance meeting(mean=3.4198) and export performance increasing (mean=3.4075) gave a moderate level of agreement while sales growth (mean=3.3951) had a low level of agreement.

Table 8: The average mean and standard deviation of all variables

	N	Mean
Product	81	3.54
Price	81	3.51
Distribution	81	3.53
Promotion	81	3.45
Export	81	3.43
Valid N (listwise)	81	

Source: Own survey result, 2020

As presented in Table 8 it is understood that the mean values of all variable were between 3.43 and 3.54. Mean values between 3.40 and 3.79 moderate agreement (Akmaliah, 2014; as cited by Muhumed and Ssekajugo, 2015).

This showed as there is a moderate and implies that half and above respondent agreed that export marketing mix strategies element positively implemented and giving and increasing export performance for the Ethiopian chickpeas. As stated in the literature review section using and implementing export marketing mix strategies for export market give to export companies to get higher export performance and are keys to success.

4.6. Normal Distribution

Skewness and kurtosis are used for regular delivery tests. Skewness measures the distribution tilt that can either tilt to the right or to the left. Within +2 and -2 the normal range is. On the other hand, kurtosis measures the peakness or flatness, and it can be considered normal when it is between +3 and -3 (Garson, 2012). Taking into account the normal distribution, the figures show that both skewness and kurtosis are not a concern in this analysis, as they are both within the given range.

Table 9: Normal Distribution

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Product	81	-1.036	.267	1.614	.529
Price	81	-.956	.267	1.116	.529
Distribution	81	-1.133	.267	1.086	.529
Promotion	81	-1.207	.267	1.115	.529
Export	81	-1.275	.267	1.534	.529
Valid N (listwise)	81				

4.7. Correlation Analysis

According to Cohen (1988), r 0.10 to 0.29 can be indicated as a low degree of correlation, r 0.30 to 0.49 can indicate a moderate degree of, and r as a high degree of correlation assigned from 0.50 to 1.00. The correlation test shows the strength of the association or the relation between the variables affected. Inter-relations coefficients (r) were calculated using the moment of Pearson 's product, and Pearson's correlation was used to investigate the interrelationships between variables.

The correlation analysis done between the dependent variable (export performance) and the independent variables (product, price, distribution and promotion) was computed. The correlation coefficient for each of the variables is shown in the table below.

Table 10: **Correlations**

		Product	Price	Distribution	Promotion	Export
Product	Pearson Correlation	1	.766**	.854**	.815**	.861**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	81	81	81	81	81
Price	Pearson Correlation	.766**	1	.842**	.847**	.869**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	81	81	81	81	81
Distribution	Pearson Correlation	.854**	.842**	1	.868**	.891**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	81	81	81	81	81
Promotion	Pearson Correlation	.815**	.847**	.868**	1	.951**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	81	81	81	81	81
Export	Pearson Correlation	.861**	.869**	.891**	.951**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	81	81	81	81	81

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

Source: Own survey result, 2020

As per the above table correlation among variables indicates that all correlation results are positive. This implies that among variables they have positive relationship. As per the above table correlation result the relation between and among variables is above 0.5 this implies that

strong relationship between Independent with dependent variables and independent with independent variables.

4.8. Regression Analysis

Linear regression was conducted to identify cause and effect between independent and dependent variables. And also Regression analysis was used in order to estimate or predict the effect of independent variable on dependent variable. The significance level of 0.05 with 95% confidence interval was used.

The dependent variable was Export Performance and the independent variables include Product marketing strategy, Price Marketing strategy, Distribution Marketing strategy and Promotion Marketing strategy. The reason for using regression analysis was to assess the direct effect of marketing mix strategy Efficiency on the Export performance of chickpeas exporters of Ethiopia.

4.8.1 Common Assumption Test:

The following are common assumption tests of leaner regression done on this study.

4.8.1.1. Multi Collinearity Assumption Test

The case of multi-collinearity is where the independent variables are strongly interrelated. This in turn would make regression analysis challenging, as it would be difficult to isolate the individual impact of the independent variables on the dependent one. Analyzing multi-linearity in SPSS helps to see whether correlations exist with independent variables, since further correlation analysis and multiple regressions between dependent and independent variables would be tricky if correlations between independent variables exist (James et al , 2013).

According to [Cochran, 1977] it is possible to detect the presence of multi-collinear by looking only at the variance inflation factor [VIF] of each explanatory variable. That is, if VIF is more than 10, it means that the independent variable is interdependent, but all variables less than 10 have no interdependence between variables. Or in other round Multi Collinearity occurs when independent variables in the regression model are more highly correlated with each other than with the dependent variable .Tolerance value and variation inflation factor [VIF] for each in dependent variables determines Multi Collinearity.

Multi Collinearity is problem and exists when tolerance is below 0.10 and average VIF is larger than 10. The multi collinearity test conducted showed that multi collinearity was not problem because tolerance value was not below 0.10 for each in dependent variable and variation inflation factor for each independent variable was not great than 10.

Table 11: Multi Collinearly assumption test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Product	.248	4.034
	Price	.235	4.246
	Distribution	.162	6.161
	Promotion	.189	5.295

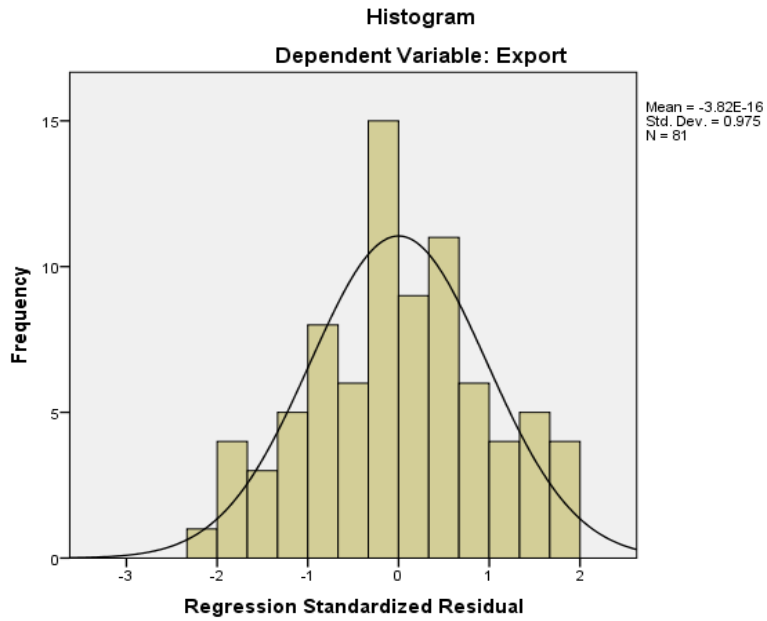
Source: Own survey result, 2020

The above table indicates that the VIF values for Product marketing strategy, Price Marketing strategy, Distribution Marketing strategy and Promotion Marketing strategy are below 10, tolerance result above 0.10 and this was implying that there is no interdependence among independent variables. Hence, the Multi collinearly assumption is fulfilled in the study.

4.8.1.2. Normality Test for Residuals

This study is a test for normality assumption and is offered graphically as follows

Figure 2: Normality Test for Residual



Source: Own survey result, 2020

If residuals are normally distributed, the histogram should be Bryman,(1988) in bell-shaped form. Hence the histogram is bell-shaped from the above figure; this implies that the residuals are normally distributed. Once the assumption of Normality is fulfilled.

4.8.1.3. Autocorrelation Assumption Test

The Dubin-Watsun statistic is a number which tests from a statistical regression analysis for autocorrelation in the residuals. The statistics for Durban-Watson always range between 0 and 4. The value 2 means no autocorrelation occurs in the study sample. Values close to 0 show positive auto correlation and values towards 4 indicate negative auto-correlation [Bryman, 1988].

Table 4.12 : Durban-Watson [Auto correlation assumption Test result]

Model Summary	
Model	Durbin-Watson
1	1.966
a. Predictors: (Constant), Promotion, Distribution, Product, Price	
b. Dependent Variable: Export performance	

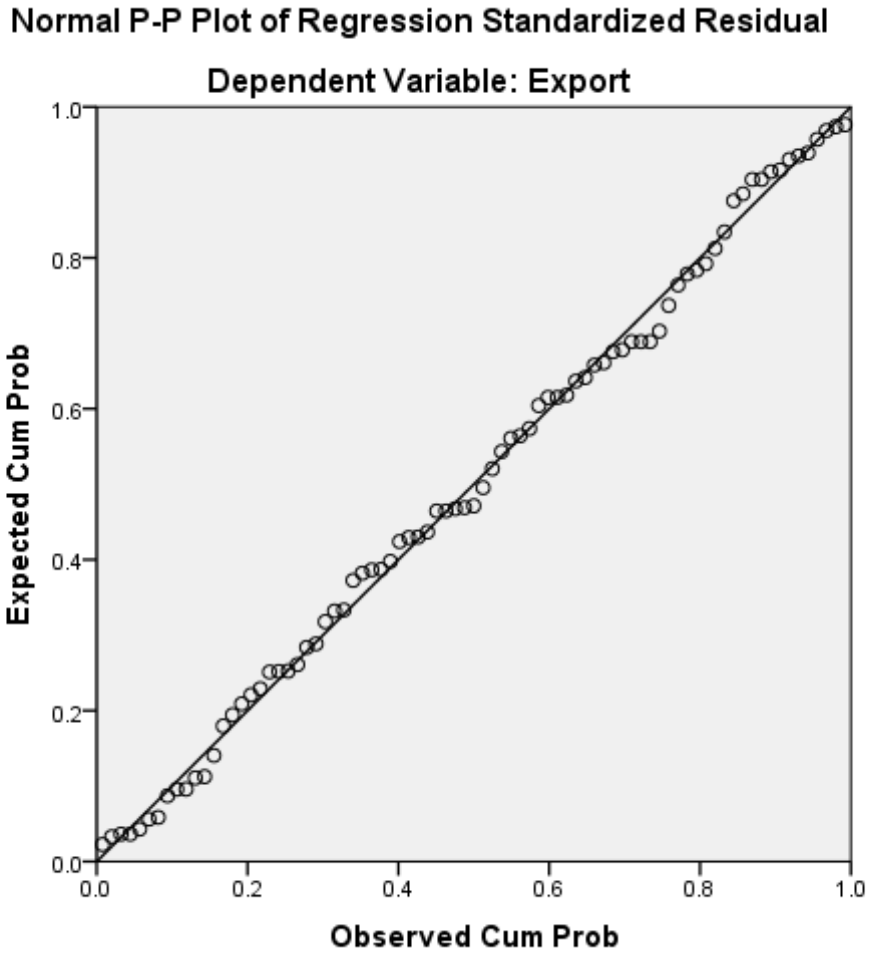
Source: Own survey result, 2020

From the above table indicates that the value Durbin-Watson Statistic result 1.966. Thus, this study has tested for assumption of autocorrelation and there is no autocorrelation from the above result. Hence, the autocorrelation assumption is fulfilled.

4.8.1.4. Linearity Test

Linearity refers to the degree to which the change in the dependent variables is associated with the change in the independent variables. Normal probability plot of the residuals is the best test for normally distributed error. In the case of normal distribution, the points on such a plot should fall close to the diagonal reference line. The p-p plot below therefore fails approximately close to the diagonal reference line. Thus it fulfills the linearity of linear regression assumptions.

Figure 3: Normal p-p plot of regression



Source: Own survey result, 2019

4.8.1.5. ANOVA Model fit

Table 13: Model fit [ANOVA[a]]

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.435	4	6.609	274.225	.000[b]
	Residual	1.832	76	.024		
	Total	28.266	80			

a. Dependent Variable: Export

b. Predictors: (Constant), Promotion, Product, Price, Distribution

Source: Own survey result, 2020

ANOVA (Analysis of Variance) is a method whereby the differences among the means of the factors included in a study are checked to see if there is a significant variation (Kothari, 2004).It is a way where results of an experiment are tested for significance. An important value to onsider in the above table (table 4.8.1.5) is the sig which indicates if the means in the variables are if there is a significantly different. It is seen that the significance in the ANOVA analysis is 0.000 which indicates that the results are significant.

4.8.2. Regression Result and Discussion

Regression analysis was used to examine and investigate strategic factors affecting export performance in the export marketing mix. The determination coefficient – R2 is the measure of proportion of the variance of dependent variables, and the mean explained by the independent or predictor variables [Saccani, 2007].

Table 4.14: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.967a	.935	.932	.15524
a. Predictors: (Constant), Promotion, Distribution, Product, Price				
b. Dependent Variable: Export				

Source: Own survey result, 2020

Table presents the model summary which states that **Export Performance as** a function of Product marketing strategy, Price Marketing strategy, Distribution Marketing strategy and Promotion Marketing strategy. Based on the above model summary R Square value indicated that the independent variables explained the dependent variable by 93.50 %. This result implies Marketing Mix factors accounted 93.5 % of the variance in Export performance.

Table 4.15: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.254	.109		2.342	.022		
	Product	.176	.057	.181	3.090	.003	.248	4.034
	Price	.133	.058	.138	2.299	.024	.235	4.246
	Distrubtion	.093	.068	.099	1.369	.175	.162	6.161
	Promotion	.511	.057	.600	8.930	.000	.189	5.295

a. Dependent Variable: Export

Source: Own survey result, 2019

Based on linear regression analysis, the table above reveals the Marketing strategy factors element, i.e. the Effect of Product Marketing Strategy, Price Marketing Strategy, Distribution marketing strategy, and Promotion marketing strategy on Export performance of Chickpeas of Ethiopia are 0.176, 0.133, 0.093 and 0.511, respectively. By examining this β weight of data analysis result and level of significant, the finding shows that Product Marketing

Strategy, Price Marketing Strategy, and Promotion marketing strategy have greater effect on Export performance of Chickpeas of Ethiopia on the other hand, Distribution marketing strategy didnot that much affect export performance of Chickpeas of Ethiopia. And this implies that the predicted change in the dependent variable for every unit increase in that predictor.

This signifies a one percent increase in the value of Product Marketing Strategy the Export performance of Chickpeas of Ethiopia increase by 0.176 percent provided that other variables remain constant the same is true for other variables for Price Marketing Strategy, and Promotion marketing strategy. Therefore we can conclude that Product Marketing Strategy, Price Marketing Strategy, and Promotion marketing strategy have statistically significant effect on Export performance of Chickpeas of Ethiopia. On the other hand, the β value of Distribution marketing strategy Variables significantly does not affect the export performance of Chickpeas of Ethiopia ; Because as per the above table Product Marketing Strategy ,Price Marketing Strategy, and Promotion marketing strategy is 0.176, 0.133, and 0.511 respectively and the significance level is greater than 0.05. Therefore we can conclude that these independent variables have a significant effect on Export performance but on the other hand Distribution marketing Strategy not a significant effect on Export performance of Chickpeas of Ethiopia because of less Beta value was 0.093 as per the table result and also the p-value above 0.05.

Generally, the main purpose of this study is to analysis the marketing strategy factors on Export performance of Ethiopian Chickpeas Export. From the above data analysis, marketing strategy factors affects which are, Product Marketing Strategy, Price Marketing Strategy, and Promotion marketing strategy On Export performance of chickpeas of Ethiopia at 5 % level of significance.

4.8.3. Hypothesis Testing

The aim of the hypothesis was to examine whether independent variables [Product Marketing Strategy, Price Marketing Strategy, Promotion Marketing Strategy, Distribution Marketing Strategy] have a major effect on dependent variables [Export Performance]. And hypothesis testing is one of the most used methods in static decision-making.

There are two hypotheses in the hypothesis test: the null hypothesis [denoted by Ho] and the alternative hypothesis [donated by Ha]. The null hypothesis is the initial claim, and is often

specified using common knowledge or previous research. The alternative hypothesis is sometimes called the Hypothesis of the Research.

The decision-making process for Hypothesis test can be based on the probability value [p-value] for the given test that is:

If the p-value is less than or equal to a predetermined 0.05 level of significance, then we reject the null hypothesis and claim support for the alternative hypothesis
If the P- value is greater than 0.05 level of significance value, we fail to reject the null hypothesis and cannot claim support for the alternative hypothesis.

Bases on this the researcher developed four hypotheses to check marketing mix strategy factor affecting of Export performance of chickpeas of Ethiopia.

At the 5% significance level, determine if the model is useful for predicting the response bases on this Hypothesis analysis implemented:

Ho: independent variables do not have a significant Effect on Export performance

Ha: independent variables have a significant Effect on Export performance.

The Significance Level $\alpha = 0.05$ and Reject the null hypothesis if p-value ≤ 0.05.

The ANOVA table 4.8.1.5 showed that (Test Statistic and p-value), $F = 274.225$, p-value < 0.05. since p-value ≤ 0.05, we rejected the null hypothesis.

At the $\alpha = 0.05$ level of significance, evidence to conclude that all independent variables are useful for predicting Exporting performance ; therefore the model was useful and accepted the alternative hypothesis; as per table 4.13 all variables are have positive Beta value with the exception of Distribution market Strategy independent variables the rest independent variables Significance level less than 0.05 this implies that Product Marketing Strategy, Price Marketing Strategy, and Promotion marketing strategy have a significant effect on Export performance .As per this result there is evidence to reject the null hypothesis and to accept the alternative hypothesis but on the other hand as per the above Coefficients table 4.13 result there is no evidence to reject null hypothesis of Distribution Marketing Strategy even if there is a positive result on Beta value because the significant value greater than 0.05 .

Summary of Hypotheses Result

Table 4.16: Summary of Hypotheses Testing

Type	Hypothesis	Result	Reason
Ho1	Product market Strategy have significant effect on Export performance	Supported	B=0.176, P<0.05, P-value =0.03
Ho 2	Price Market strategy have significant effect on Export Performance	Supported	B=0.133, P<0.05, P-value = 0.024
Ho3	Distribution Market strategy have significant effect on Export performance	Not Supported	B=0.093, P>0.05, P- value= 0.175
Ho4	Promotion Market strategy have significant effect on Export Performance	supported	B=0.511, P<0.05, P-value = 000

Source: Own survey result, 2020

The export marketing mix strategies versus export performance framework developed in this study suggest that marketing mix strategies have a direct impact on the overall export performance of Ethiopian chickpea exports, as per previous studies and literatures. Previous studies on the marketing mix approach (4Ps) relationship with export success have a range of results that include additional work (Leonidou et al., 2002). Although some marketing mix strategy studies indicate its positive impact on overall export results, others have found the correlation is not always positive or important (Leonidou, Katsikeas, and Samiee, 2002).

Past studies have shown that product dimensions are a significant part of a marketing mix that positively affects export success (Mavrogiannis et al., 2008; Leonidou, et al . , 2002; Cavusgil, Zou, 1994; Thirkell, Dau, 1998). Leonidou et al . (2002) concluded that product design, brand mix (name, sign , symbol, design), warranty, customer service as a pre- and after-sales service, and product benefits (such as luxury, prestige, and quality) have a positive relationship with export performance. In another research, Cavusgil and Zou (1994) used in-depth personal interviews with export marketing managers to investigate empirical links in marketing strategy and performance relationships. They noted that improved export performance could be achieved by tailoring the product to meet export customer

requirements. Product adaptation therefore has a positive impact on the output of the exports. Langes et al,(2008) concluded that the quality of the product is insignificant for the export performance. In their analysis on the marketing strategy-performance relationship in Korea, Lee and Griffith (2004) also concluded that product adaptation by Korean exporters would positively influence export efficiency. Zou et al . (2003) investigated the effect on export performance of export marketing capabilities via questionnaire answered by Chinese exporters. They concluded that price strategy had positive relation with performance of export. Lages et al. (2004) In their research on the marketing strategy-performance relationship in Korea, Lee and Griffith (2004) concluded that export pricing has a positive effect on export performance. Leonidou, et al . (2002) showed that the attributes of promotion had a significant effect on the export performance. Eusebio et al., (2007) on the other hand concluded that promotion had no effect on the performance of exports. Lages et al . (2004) concluded that the relationship between distribution and export performance is important and solid. Leonidou et al. (2002), on the other hand , showed a weekly relationship between distribution strategy and export performance.

The above arguments lead to Hypothesis 1, 2, 3, and 4 and export companies exercising high levels of Marketing mix strategy will have high levels of export performance.

Bases on this study hypothesis result showed that all independent variables hypotheses result supported with the exception of place strategy. Because all independent variables result less than 0.05 but on the other hand place marketing strategy Coefficient value above 0.05 because of the Hypothesis result was not supported. This will align the above previous study arguments with the exception of place marketing strategy.

CHPTER FIVE

CONCLUSION AND RECOMMENDATION

5.1. CONCLUSION

This study examined the effect of export marketing mix strategies on export performance. A total of 81 chickpeas exporters were taken whereby one well-informed respondent were sampled from each were included in the study. Explanatory research design was employed. In line with the objectives the following are the major finding of the study:

From the demographic data of the respondents one can concluded that as statistics indicates that the majority of the respondent are export managers 50(61.7%); CEO'S were 6(7.4%) of the respondents; 6(7.4%) were assistant managers; 18(22.2 %) were marketing managers and 1(1.2 %) was an operation manager. All the respondents were directly related to the export activity of the company and are key informants.

The descriptive analysis showed that there is a moderate and implies that half and above respondent agreed that export marketing mix strategies element positively implemented and giving and increasing export performance for the Ethiopian chickpeas.

From finding of Correlation result showed as among or between dependent [Export performance] and independent variables [product marketing strategy, price marketing strategy, place marketing strategy, promotion marketing strategy] have positive relationship.

From the finding the detail results on correlation results are here under:

The correlation between product marketing strategy and export performance is positive and significantly correlated at [r=0.861], [P<0.01], this shows that the relationship between the two variables is strong.

The correlation between price marketing strategy and export performance is positive and significantly correlated at [r=0.869], [P<0.01], this shows that the relationship between the two variables is strong.

The correlation between place marketing strategy and export performance is positive and significantly correlated at [r=0.891], [P<0.01], this shows that the relationship between the two variables is strong.

The correlation between promotion marketing strategy and export performance is positive and significantly correlated at [r=0.951], [P<0.01], this shows that the relationship between the two variables is strong.

Finding from regression analysis:

The independent variables selected for the model, [Product marketing strategy, price marketing strategy, place marketing strategy, and promotion marketing strategy], and 93.5 % of independent variable effect on export performance. But the rest variations are from extraneous variables. This result implies marketing mix strategy factors accounted 93.5 % of the variance in Export performance. So, export marketing mix elements variables explained the Export performance by 93.5 %

The finding from regression analysis showed that there are other factors or variables that have not included in the research which affected positively on the export performance of Ethiopian chickpeas export.

In the general, the cause and effect of four variables with export performance of Ethiopian chickpeas export is analyzed with help of SPSS version 23, and place marketing strategy weeks on Beta and week significant effect on export performance of Ethiopian chickpeas export

The finding of hypothesis 1 shows that the path between Product marketing strategy and Export performance is significant, that is, (β =0.176, P<0.05). In other word, Product marketing strategy has positive effect on Export performance. Hence, the hypothesis was supported.

With regards to hypothesis 2, the result shows that the path between Price marketing strategy and Export performance is significant, that is, (β =0.133, P<0.05). Simply put, Price marketing strategy association has positive effect on Export performance. Hence, the hypothesis was supported.

According to the finding of hypothesis 3, the path between place marketing strategy and export performance is low significant, that is, (β=0.093, P>0.05). Put in plain words, place marketing strategy has an insignificant positive effect on Export performance of Ethiopian chickpeas export. Hence, the hypothesis was not supported.

The finding of hypothesis 4 shows that the path between Promotion marketing strategy and Export performance is significant, that is, (β=0.511, P<0.05). In other word, promotion marketing strategy has a significant positive effect on export performance. Hence, the hypothesis was supported.

In General, on the above Hypothesis finding and result price marketing strategy, promotion marketing strategy and product marketing strategy have an effect on Ethiopian chickpeas export performance. But as per the finding of the study place marketing strategy insignificant effect on Export performance of Ethiopian chickpeas export.

Generally, as this study finding and result concluded that marketing mix strategies has a positive effect on export performance this reveled that more to do on independent variables will help Ethiopian chickpeas export to have competitive advantage on the international market. Over all based on the analysis we can conclude export marketing mix strategies has statistically significant effect on Export performance of Ethiopian chickpeas export. Bases on this the researcher conclude that Ethiopian chickpeas exporters need to consider taking and implementing export marketing mix strategies in as more effective and power full tools in the success of export performance.

Recommendations

Based on the major findings of this study, the following recommendations are proposed.

Ethiopian chickpeas exporters must give attention to export marketing mix strategy elements and allocate investment for them as they are imperative for a success of export performance.
Ethiopian chickpeas exporters should give due emphasis to the product, price and promotion strategies attributes.
Ethiopian chickpeas exporters should still be considering place marketing strategy. Despite significant relationship is not shown.

Direction for future research

This study used structured questionnaire to collect data about the effect of marketing mix Strategies on export performance of Ethiopian chickpeas export from the exporter's perspective. Future studies can focus on the same objective regarding the importers perspective.

For the independent variable, only marketing mix strategies were employed to analyze their effect on export performance. 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.

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Appendix: Questionnaire

QUESTIONNAIRE

ADDIS ABABA UNIVERSTY

SCHOOL OF COMMERCE

MARKETING MANAGEMENT GRADUATE PROGRAM

Dear respondent,

My name is Esubalew Yasin I am graduate student in marketing management in School of Commerce, Addis Ababa University. The purpose of this questionnaire is to gather data for the research entitled "Marketing strategy factors affecting the export performance: The case of chickpeas exporters of Ethiopia'' this study is conducted as a partial fulfillment for the requirement of masters' degree in marketing management. Please be sincere in your response as the information you provide will be used solely for research purpose. Make sure to complete all the question as it is very important for confidential as data will be analyzed in aggregates.

Thank you in advance

Year of establishment of your firm _____
Year when your company started exporting _____
General company information

☐ Pv.Ltd.Co ☐ Sole proprietorship ☐ Joint venture

☐ Share company ☐ Public company ☐ Both

Company proprietor

☐ Native owned ☐ Foreign owned ☐ Both

If foreign or joint owned, please specify the country/countries

_____

What is your position in the company?

☐CEO ☐ Assistant manager ☐ Marketing manager☐ Finance manager

Other _____

For the following questions please state your response by giving a check mark( ) on the space describing your choice. Please make sure you respond to all the questions.
(SA) – strongly agree (A) - Agree (N) – Neutral (DA) – Disagree
(SDA)- Strongly disagree

No.	Product marketing strategy	SDA(1)	DA(2)	N(3)	A(4)	SA(5)
1	Our product design is good					
2	Our product quality is competitive in the export market.					
3	Our product takes up branding advantage.					
4	There is high Packaging and labeling requirements.					
5	Our customers are satisfied with our product.					
6	Our product lacks warranty.					
7	Our customers are getting advantage by our product.					
8	We offer New/unique product.					
9	Our Product/brand mix is familiar in the minds of our customers.					
10	There is no product adaptation.					

No.	Price marketing strategy	SDA(1)	DA(2)	N(3)	SA(4)	SA(5)
1	Our company uses different pricing method.					
2	Market skimming is our pricing strategy.					
3	We use flexible sales terms					
4	We arrange credit sales.					
5	There is inconsistency in our currency strategy.					
6	Lack of price adaptation affected our export.					

No.	Distribution marketing strategy	SDA(1)	DA(2)	N(3)	A(4)	SA(5)
1	Our company has no distributors/agents.					
2	We use Sales representatives/office for our export.					
3	We use merchants as suppliers					
4	Frequency of using direct buying through agents.					
5	We do not have dealer support in the export market.					
6	We are good in delivery time.					
7	How far distribution adaptation makes our company competitive in export market.					

No.	Promotion marketing strategy	SDA(1)	DA(2)	N(3)	A(4)	SA(5)
1	Our company uses different types of advertising.					
2	Our company uses extensive sales promotion.					
3	We use personal selling.					
4	Our company participates in trade fairs.					
5	We do not practice personal visits.					
6	We use promotion adaptation.					

No.	Export performance	SDA(1)	DA(2)	N(3)	A(4)	SA(5)
1	The export intensity of my company has been growing over the past 5 years					
2	The export sales growth my company has been increasing over the past 5 years					
3	The market share of chickpeas products from my company in foreign market has been increasing over the past 5 years					
4	Export profitability of my company has been increasing over the past 5 years					
5	The overall export performance of my company has been meeting the company's target performance over the past 5 years					
6	The overall export performance of my company has been increasing over the past 5 years					

List of Respondent companies

BUSINESSNAME	REGION	WOREDA	HOUSENO	TELL	BUSINESSIN
AMAGA PRIVATE LIMITED COMPANY	Addis Ababa	Addis Ketema	1014.	01127 60487	Export of Pulses
KALEB SERVICES FARMERS PLC	Addis Ababa	Akaki Kality	አዲስ	01143 91459	Export of Pulses
KK PRIVATE LIMITED COMPANY	Addis Ababa	Lideta	895	09112 01196	Export of Pulses
KAKI PLC	Addis Ababa	Kirkos	219/	09112 01888	Export of Pulses
MOHAMMEDBERHAN ABDU MOHAMMED	Addis Ababa	Nefas Silk-Lafto	309	01137 17180	Export of Pulses
A B C P L C	Addis Ababa	Bole	ሊዲያ ህ	01166 32348	Export of Pulses
SADIYA HUSEN SHURALA	Addis Ababa	Akaki Kality	1156	09112 10263	Export of Pulses
MOHAN GHANSHYAMDAS SAJINANI	Addis Ababa	Kirkos	297/16	01155 13154	Export of Pulses
ZIKRI P L C	Addis Ababa	Addis Ketema	0122/38	01127 89012	Export of Pulses
PGATECHPLC	Addis Ababa	Bole	2874	01161 86225	Export of Pulses
ETHIO AGRICEFT PLC	Addis Ababa	Nefas Silk-Lafto	አዲስ	09113 69037	Export of Pulses
WOLDEGEBEREAL GEBREYOHANES HAGOS	Addis Ababa	Kirkos	560/1	09112 20469	Export of Pulses
NILE SOURCE PLC	Addis Ababa	Lideta	946	01115 62171	Export of Pulses
KURTU INTERNATIONAL PLC	Addis Ababa	Arada	አዲስ	01127 79693	Export of Pulses
PANAFRIC GLOBAL P L C	Addis Ababa	Kirkos	292/09/10	01155 16250	Export of Pulses
G/TINSAE G/EGZIABHER HAGOS	Addis Ababa	Bole	501	09112 30770	Export of Pulses
MULATE ABEGAZ YEMER	Addis Ababa	Bole	014	09112 04423	Export of Pulses

DELE FOOD OIL S/COMPANY	Addis Ababa	Addis Ketema	660	01121 38702	Export of Pulses
DES GENERAL TRADING PLC	Addis Ababa	Arada	G6-02/03	01111 16022	Export of Pulses
SEMSWEET TRADING PLC	Addis Ababa	Kirkos	287/40	01155 29472	Export of Pulses
HUSSEN ASFER IBRAHIM	Addis Ababa	Addis Ketema	785	09112 05214	Export of Pulses
AWASH INTERNATIONAL TRADING PRIVATE LIMITED COMPAN	Addis Ababa	Lideta	612	09112 01087	Export of Pulses
DAMOT INDUSTRIAL COMMURTIOAL PLC	Addis Ababa	Arada	025	01115 57616	Export of Pulses
ADDIS ASQUAL TRANSIT AND TRADING PLC	Addis Ababa	Kirkos	090/05	01155 15881	Export of Pulses
DANEL ZEKARIA ATORE	Addis Ababa	Nefas Silk-Lafto	1030	01137 10668	Export of Pulses
ESTIFANOS MEKASHA	KOMB OLCHA	KOMBOLCHA		09112 14896	Export of Pulses
AMHA KINFE BAHTA	Addis Ababa	Addis Ketema	122/38	01151 50613	Export of Pulses
HANTIPASE BERAZERS	Addis Ababa	Arada	619	01115 72066	Export of Pulses
MA TRADING INTERNATIONAL PLC	Addis Ababa	Bole	03/162	66266 27	Export of Pulses
YAHIA SAYED OMAR	Addis Ababa	Addis Ketema	1533	01127 70339	Export of Pulses
D H GEDA FLOUR FACTORY P L C	Addis Ababa	Bole	499	09112 23824	Export of Pulses
MUNER ALI HASEN	Addis Ababa	Addis Ketema	1172	01155 04044	Export of Pulses
ABEBE ENEDALE SIMA	Addis Ababa	Addis Ketema	1175	01127 6670	Export of Pulses
GETACHEW SIYUM INGEDA	Addis Ababa	Kirkos	602/3	01151 50823	Export of Pulses
TALARICO CARLO ALARICO	Addis Ababa	Nefas Silk-Lafto	167	09114 05566	Export of Pulses

GUNA TRADING HOUSE PLC	Addis Ababa	Bole	አዲስ	09112 08594	Export of Pulses
TEDA TRADING PLC	Addis Ababa	Bole	517/ቢ ቁ301	09112 09249	Export of Pulses
SORENIE JENERAL HALAFINTU YETEWESEN YEGEL MAHEBER	Addis Ababa	Gulele	588 .	09112 02504	Export of Pulses
CHOKSI VINODRAI AMRITLAL	ADAMA	ADAMA/TOWN/	185	02211 12017	Export of Pulses
MULUGENET PLC	Addis Ababa	Lideta	1294/7/1	01115 67839	Export of Pulses
KABEW TREDING PLC	Addis Ababa	Bole	አዲስ ቢ ቁ 607	09112 02226	Export of Pulses
BAHIR AWEL AGALO	Addis Ababa	Addis Ketema	679	09112 05042	Export of Pulses
SHASHIKANT PRABHUDAS AND CO EHTIOPIA PLC	Addis Ababa	Addis Ketema	9A/2/170	01127 55163	Export of Pulses
ADEM MOHAMMED ALI	Addis Ababa	Lideta	014/32	09112 90321	Export of Pulses
MAG INTERNATIONAL PRIVATE LIMITED COMPANY	Addis Ababa	Bole	አዲስ	01162 99991	Export of Pulses
AMBASEL TRADING HOUSE PLC	Addis Ababa	Kirkos	አዲስ	01146 66145	Export of Pulses
TESHALE BEZABIH ZEGEYE	ADAMA	ADAMA/TOWN/	አዲስ	09116 02053	Export of Pulses
AFRAN GLOBAL BUSINESS PLC	Addis Ababa	Kirkos	አዲስ	09115 44871	Export of Pulses
GD INTERNATIONAL	ADAMA	ADAMA/TOWN/	አዲስ	09142 31887	Export of Pulses
POMMY INTERNATIONAL PLC	Addis Ababa	Akaki Kality	ሐ/003	01155 53454	Export of Pulses
SOLOMON MEKONNEN W/GEBRAL	Addis Ababa	Bole	846/7/002	09112 01369	Export of Pulses
YILKAL YENESEW ZELEKE	Addis Ababa	Arada	አዲስ/ቢ ቁ305ሀ	09112 01900	Export of Pulses
TEMCHA PLC	Addis Ababa	Bole	990	459019	Export of Pulses

HABETAMU ZEKERIYA MOHAMMED	Addis Ababa	Nefas Silk-Lafto	አዲስ	09134 09490	Export of Pulses
DOMENICO FALLETTA SALVATORE	Addis Ababa	Addis Ketema	አዲስ/332	01127 56262	Export of Pulses
MURSELA JABIR AND SONS PLC	Addis Ababa	Arada	074	01156 6000	Export of Pulses
ANGEREB PRIVATE LIMITED COMPANY	Addis Ababa	Bole	432/3	01164 61801	Export of Pulses
ZELTRADINGPRIVATE LIMITED COMPANY	Addis Ababa	Lideta	003	01115 57565	Export of Pulses
ABDELA AND HIS FAMILY PLC	ADAMA	ADAMA/TOWN/ TULU JIDO KOMBOLCHA	888	412173	Export of Pulses
ABRHAM TAYE BEYENE	Addis Ababa	Yeka	255	09114 06832	Export of Pulses
RAHWA AMARE WELDEWAHD	Addis Ababa	Nefas Silk-Lafto	141/4	09114 10930	Export of Pulses
ZELTRADINGPRIVATE LIMITED COMPANY	Addis Ababa	Lideta	003 ቀበሌ 12	01115 57565	Export of Pulses
ZEMA INDUS TRADING PLC	Addis Ababa	Arada	አዲስ	01127 55974	Export of Pulses
TILAHUN MESAFINT DESTA	Addis Ababa	Arada	አዲስ/558/94	01115 60496	Export of Pulses
MS EXOORT	KOMBOLCHA	KOMBOLCHA	432/3	01115 67748	Export of Pulses
GARAD PRIVATE LIMITED COMPANY	Addis Ababa	Lideta	1294/6	01115 67748	Export of Pulses
MICHAEL TESFAYE HABTE	Addis Ababa	Lideta	ልደታ ቤተክ.09	09112 01392	Export of Pulses
ALPHA TRADING PARTNRS P L C	Addis Ababa	Kirkos	501	09112 03254	Export of Pulses
SLMONE TSEFAYA GEZAWE	Addis Ababa	Lideta	B041/078	01155 12380	Export of Pulses
AMEDHUN GENRAL TRADE PLC	Addis Ababa	Arada	G 7-01	11126 6600	Export of Pulses
ZAF PHARMACEUTICALS PLC	Addis Ababa	Bole	አዲስ	09115 04832	Export of Pulses

GENERAL MERKENTAYL PLC	Addis Ababa	Nefas Silk-Lafto	አዲስ	01141 97645	Export of Pulses
ETHIO INTERNATIONAL	Addis Ababa	Kirkos	ኢስማህ ከተማ	01151 57994	Export of Pulses
TEWODROS TEWELDE MEBRAHTU	Addis Ababa	Kolfe-Keraniyo	አዲስ	09116 00716	Export of Pulses
AWASH COMMERCIAL TRANSACTION PLC	Addis Ababa	Yeka	709/2/ ሸ	01162 92559	Export of Pulses
GENERAL CARGO TRADING PLC	Addis Ababa	Kirkos	455/16	15769 7	Export of Pulses
AM SIDOM	Addis Ababa	Kirkos	ሀ ሱቅ ቁ ቢ-331	09112 01530	Export of Pulses
GOLLAGUL TRADING PLC	Addis Ababa	Bole	አዲስ	09112 03237	Export of Pulses
GEBREMARIAM HAILU TEKLU	Addis Ababa	Nefas Silk-Lafto	አዲስ ቀበሌ01	09116 00027	Export of Pulses
ZELALEM DESTA MESHESHA	Addis Ababa	Kirkos	445	09114 08333	Export of Pulses
Almajd trading plc	addis Ababa	Kirkos	991/70 3	11555 98568	Export of Pulses

Reliability

Scale: Product

Case Processing Summary

		N	%
Cases	Valid	80	98.8
	Excluded[a]	1	1.2
	Total	81	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.860	10

Reliability

Scale: Price

Case Processing Summary

		N	%
Cases	Valid	81	100.0
	Excluded[a]	0	.0
	Total	81	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.783	6

Reliability

Scale: Distribution

Case Processing Summary

		N	%
Cases	Valid	81	100.0
	Excluded[a]	0	.0
	Total	81	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.812	7

Reliability
Scale: Promotion

Reliability Statistics

Cronbach's Alpha	N of Items
.833	6

Reliability
Scale: Export

Reliability Statistics

Cronbach's Alpha	N of Items
.763	6

Frequencies

Statistics

		Femle or Male	Year of establishemnt of your compnay	Genral Company Information	Company proprietor	What is your your position in Your compnay
N	Valid	81	81	81	81	81
	Missing	0	0	0	0	0

Frequency Table

Femle or Male

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	47	58.0	58.0	58.0
	Female	34	42.0	42.0	100.0
	Total	81	100.0	100.0	

Year of establishemnt of your compnay

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 Years before	2	2.5	2.5	2.5
	Between 10 -19 Years	10	12.3	12.3	14.8
	Between5-9 Years	69	85.2	85.2	100.0
	Total	81	100.0	100.0	

Genral Company Information

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Plc	26	32.1	32.1	32.1
	Sole proprietorship	48	59.3	59.3	91.4
	Joint venture	1	1.2	1.2	92.6
	Share company	6	7.4	7.4	100.0
	Total	81	100.0	100.0	

Company proprietor

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Native owned	79	97.5	97.5	97.5
	Both	1	1.2	1.2	98.8
	4.00	1	1.2	1.2	100.0
	Total	81	100.0	100.0	

What is your your position in Your compnay

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CEO	6	7.4	7.4	7.4
	Assistant manager	6	7.4	7.4	14.8
	Marketing manager	18	22.2	22.2	37.0
	Export Manager	50	61.7	61.7	98.8
	Operation manager	1	1.2	1.2	100.0
	Total	81	100.0	100.0	

Descriptive

Descriptive Statistics

	N	Mean	Std. Deviation
Our product design is good	81	3.3457	.89667
Our product quality is competitive in the export market.	81	3.4815	.92346
Our product takes up branding advantage.	81	3.4815	.89598
There is high Packaging and labeling requirements.	81	3.3210	.94640
Our customers are satisfied with our product.	81	3.5062	.93706
Our product lacks warranty	81	3.9259	.95888
Our customers are getting advantage by our product	81	3.7654	.92563
We offer New/unique product	80	3.6000	.83590
Our Product/brand mix is familiar in the minds of our customers	81	3.5556	.98742
There is no product adaptation	81	3.3827	.99458
Valid N (listwise)	80		

Descriptives

Descriptive Statistics

	N	Mean	Std. Deviation
Our company uses different pricing method	81	3.5432	.79135
Market skimming is our pricing strategy	81	3.2469	.99412
We use flexible sales terms	81	3.3951	.81669
We arrange credit sales	81	3.3827	.90233
There is inconsistency in our currency strategy	81	4.0123	.91507
Lack of price adaptation affected our export	81	3.4815	.93690
Valid N (listwise)	81		

Descriptives

Descriptive Statistics

	N	Mean	Std. Deviation
Our company has no distributors/agents	81	3.6543	.89667
We use Sales representatives/office for our export	81	3.3580	.92613
We use merchants as suppliers	81	3.4074	.91894
Frequency of using direct buying through agents	81	3.4691	.86727
We do not have dealer support in the export market	81	4.0000	.92195
We are good in delivery time	81	3.5062	.96337
How far distribution adaptation makes our company competitive in export market	81	3.2963	.98036
Valid N (listwise)	81		

Descriptive

Descriptive Statistics

	N	Mean	Std. Deviation
Our company uses different types of advertising	81	3.4691	.93657
Our company uses extensive sales promotion	81	3.3333	.92195
We use personal selling	81	3.3827	.92962
Our company participates in trade fairs	81	3.5185	.96321
We do not practice personal visits	81	3.4075	.91897
We use promotion adaptation	81	3.5926	.99722
Valid N (listwise)	81		

Descriptives

Descriptive Statistics

	N	Mean	Std. Deviation
The export intensity of my company has been growing over the past 5 years	81	3.4938	.95031
The export sales growth my company has been increasing over the past 5 years	81	3.3951	.75298
The market share of chickpeas products from my company in foreign market has been increasing over the past 5 years	81	3.4568	.90897
Export profitability of my company has been increasing over the past 5 years	81	3.4198	.83463
The overall export performance of my company has been meeting the company's target performance over the past 5 years	81	3.4198	.93360
The overall export performance of my company has been increasing over the past 5 years	81	3.4075	.87721
Valid N (listwise)	81		

Descriptive

Descriptive Statistics

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Product	81	-1.036	.267	1.614	.529
Price	81	-.956	.267	1.116	.529
Distrubtion	81	-1.133	.267	1.086	.529
Promotion	81	-1.207	.267	1.115	.529
Export	81	-1.275	.267	1.534	.529
Valid N (listwise)	81				

Correlations

Correlations

		Product	Price	Distrubtion	Promotion	Export
Product	Pearson Correlation	1	.766**	.854**	.815**	.861**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	81	81	81	81	81
Price	Pearson Correlation	.766**	1	.842**	.847**	.869**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	81	81	81	81	81
Distrubtion	Pearson Correlation	.854**	.842**	1	.868**	.891**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	81	81	81	81	81
Promotion	Pearson Correlation	.815**	.847**	.868**	1	.951**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	81	81	81	81	81
Export	Pearson Correlation	.861**	.869**	.891**	.951**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	81	81	81	81	81

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Promotion, Product, Price, Distrubtion[b]	.	Enter

a. Dependent Variable: Export

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.967[a]	.935	.932	.15524	.935	274.225	4	76	.000	1.966

a. Predictors: (Constant), Promotion, Product, Price, Distrubtion

b. Dependent Variable: Export

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.435	4	6.609	274.225	.000[b]
	Residual	1.832	76	.024		
	Total	28.266	80			

a. Dependent Variable: Export

b. Predictors: (Constant), Promotion, Product, Price, Distrubtion

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.254	.109		2.342	.022		
	Product	.176	.057	.181	3.090	.003	.248	4.034
	Price	.133	.058	.138	2.299	.024	.235	4.246
	Distrubtion	.093	.068	.099	1.369	.175	.162	6.161
	Promotion	.511	.057	.600	8.930	.000	.189	5.295

a. Dependent Variable: Export

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	Product	Price	Distrubtion	Promotion
1	1	4.961	1.000	.00	.00	.00	.00	.00
	2	.023	14.574	.83	.00	.01	.01	.05
	3	.007	26.445	.02	.56	.36	.02	.06
	4	.005	31.758	.14	.04	.46	.04	.87
	5	.004	36.569	.01	.40	.17	.93	.03

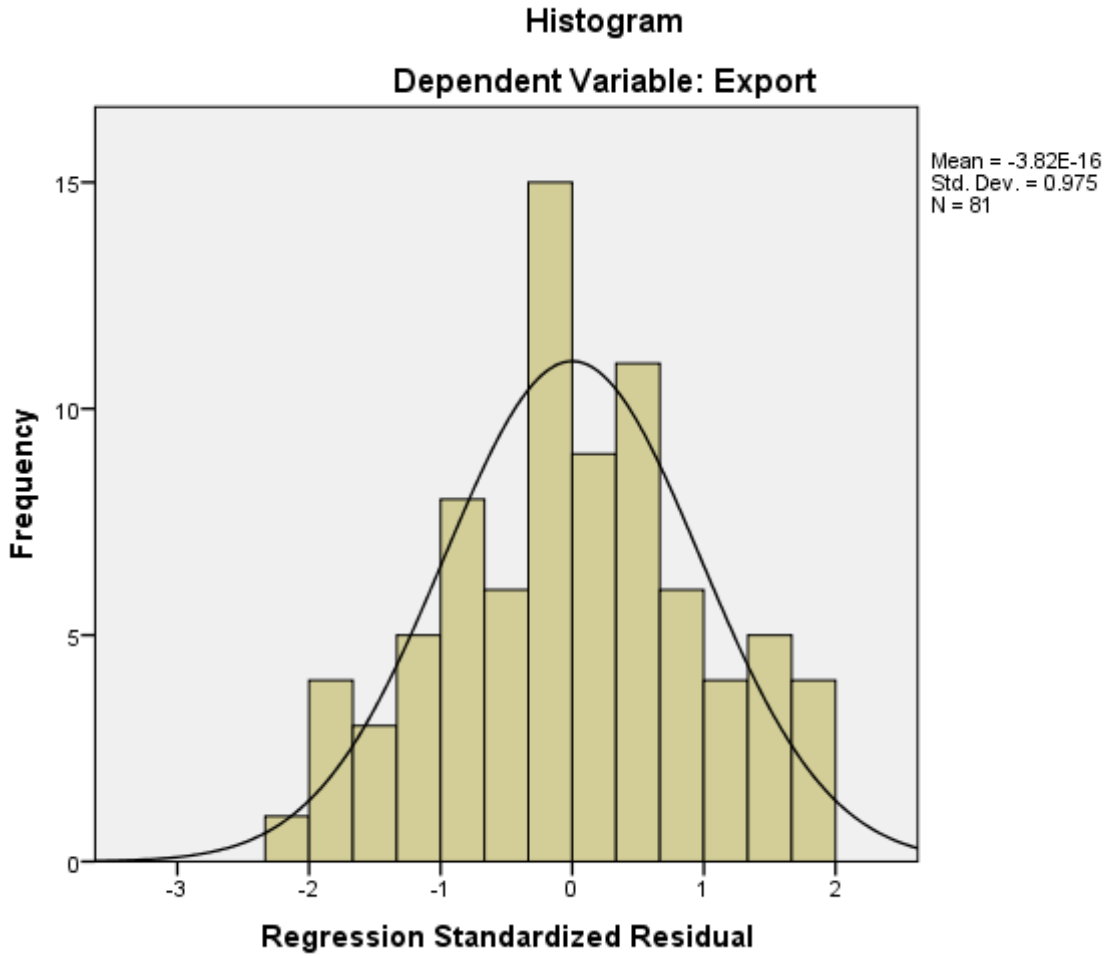
a. Dependent Variable: Export

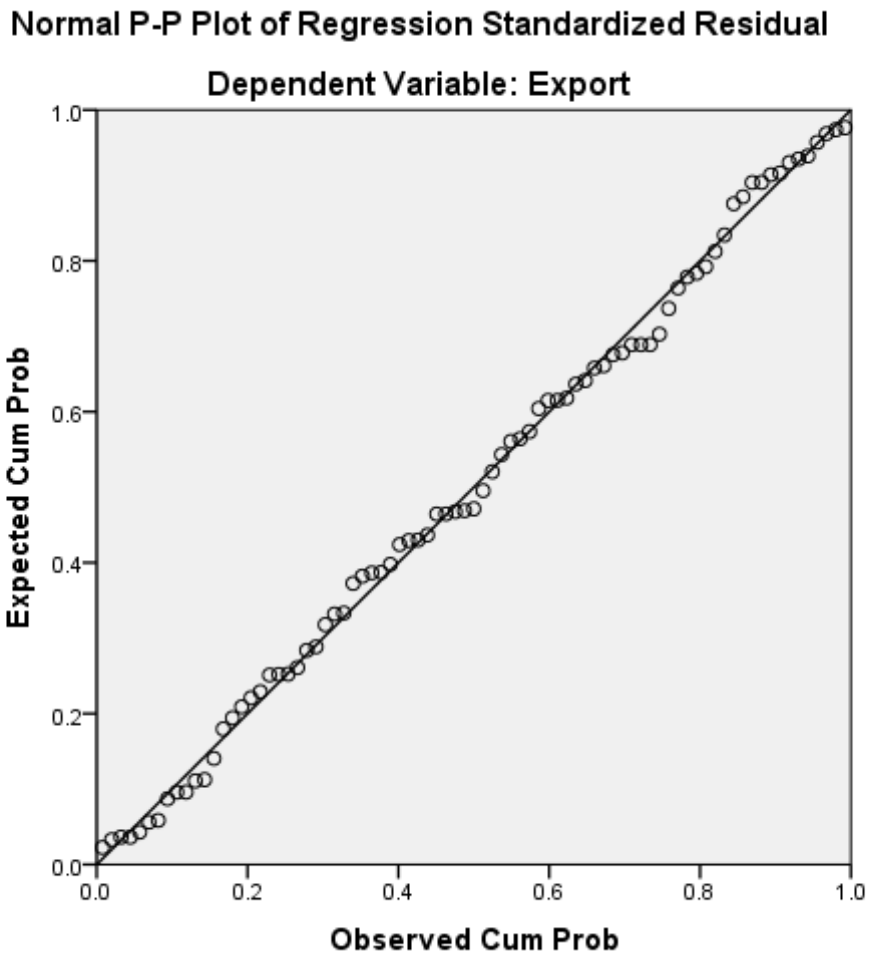
Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.6120	4.2554	3.4321	.57483	81
Residual	-.31103	.30810	.00000	.15131	81
Std. Predicted Value	-3.166	1.432	.000	1.000	81
Std. Residual	-2.004	1.985	.000	.975	81

a. Dependent Variable: Export

Charts


Histogram
Dependent Variable: Export
Mean = -3.82E-16
Std. Dev. = 0.975
N = 81
Frequency
15
10
5
0
-3
-2
-1
0
1
2
Regression Standardized Residual


Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Export
Expected Cum Prob
Observed Cum Prob
0.0
0.2
0.4
0.6
0.8
1.0

Export Performance

2. Pulses by Type for 2014/15-2018/19 GC (Hamle - Sene)

Source : EPOSPEA

Volume in Tons and Value in '000 USD

Sr. No.	Type	2014/15		2015/16		2016/17		2017/18		2018/19		Five Years Average	
		Volume	Fob Value	Volume	Fob Value	Volume	Fob Value	Volume	Fob Value	Volume	Fob Value	Volume	Fob Value
1	Red Kidney Bean	3,311	1,908	85816.753	42992.44	123,442	66,971	89,920.91	43,499.73	77,669.67	35,219.32	76,032	38,118
2	Other Color Beans	148,328	96,885	57528	34486	19,905	10,508	21,219.71	14,296.09	33,463.20	19,540.65	56,089	35,143
3	White Pea Beans	41,631	33,181	45,489	24,951	41,241	30,050	29,459.45	21,358.95	67,809.57	42,804.54	45,126	30,469
4	Horse Bean	38,552	18,945	37,613	26,612	10,828	5,933	22,156.67	11,351.87	53,480.38	32,655.93	32,526	19,100
5	Chick Peas	47,461	23,812	49,908	40,988	76,692	75,166	48,967.17	40,938.38	68,511.88	39,459.05	58,308	44,073
6	Green Mung Beans	22,719	27,821	28,174	32,876	68,818	68,836	76,281.30	61,967.42	57,538.00	49,826.57	50,706	48,265
7	Lupin	5,671	1,742	3,555	1,150	7,979	2,766	4,622.00	1,559.41	5,265.30	1,806.21	5,418	1,805
8	Vetch	6,243	2,535	750	412	720	384	360.00	176.09	369.00	160.75	1,688	734
9	Soya beans	27,475	13,296	67,325	28,179	47,837	20,784	109,716.62	49,852.40	94,523.80	43,985.22	69,375	31,219
10	Others	92	68	-	-	-	-	-	-	-	-	18	14
	Grand Total	***341,483***	***220,193***	***376,158***	***232,647***	***397,462***	***281,397***	***402,703.84***	***245,000.34***	***458,630.79***	***265,458.24***	**395,288**	**248,939**

From Centeral Satatistics Agency.

Pulses Production in Ton (2014/15-2018/19)

Source:Central Statstics Agency

Sr. No.	Item Description.	Production in Tons 2014/15	Production in Tons 2015/16	Production in Tons 2016/17	Production in Tons 2017/18	Production in Tons 2018/19	five years average
1	Faba beans	838,943.90	848,654.57	855,132.77	921,761.54	1,041,953.51	901,289.26
2	Field peas	342,636.78	323,390.13	346,667.50	368,519.07	360,811.24	348,404.94
3	Haricot beans	13,724.81	40,238.94	477,971.66	520,979.33	488,320.17	508,246.98
4	Chick-peas	458,682.26	472,611.39	342,534.29	499,425.55	459,173.19	446,485.34
5	Lentils	137,354.24	133,933.64	171,742.66	175,143.56	140,812.22	151,797.26
6	Grass peas/vetch	251,439.00	287,674.38	238,969.38	286,601.63	260,415.79	265,020.04
7	Soya beans	72,183.75	81,241.83	78,541.71	86,467.87	149,454.61	93,577.95
8	Fenugreek	25,128.66	35,653.76	46,215.60	43,637.39	28,829.99	35,893.08
9	Mung bean/"Masho"	14,067.65	27,158.98	37,904.58	51,422.74	57,620.46	37,634.88
10	Gibto/lupin	17,690.58	18,716.69	24,849.80	24,629.42	23,956.87	21,968.67
	Total Pulses	***2,671,851.63***	***2,769,274.31***	***2,620,529.95***	***2,978,588.09***	***3,011,348.06***	***2,810,318.41***