



COLLEGE OF BUSINESS AND ECONOMICS

SCHOOL OF COMMERCE

DEPARTMENT OF MARKETING MANAGEMENT

**INFLUENCE OF DIGITAL MARKETING ON THE SALES GROWTH
OF COFFEE EXPORT FIRMS IN ETHIOPIA**

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**June, 2024
Addis Ababa, Ethiopia**

**Thesis submitted to the school of graduate studies of Addis Ababa
University in partial fulfillment of the requirements of the degree of
Master of Arts in Marketing Management**

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DEPARTMENT OF MARKETING MANAGEMENT**

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LIST OF ACRONYMS

| | |
|-------|---|
| ANOVA | Analysis of Variance |
| CSAE | Central Statistical Agency of Ethiopia |
| ECEA | Ethiopian Coffee Exporters Association |
| ECX | Ethiopian Commodity Exchange |
| EMS | Export Market Strategy |
| EP | Export Marketing Performance |
| EPC | Export Product Characteristics |
| ERCA | Ethiopian Revenue and Customs Authority |
| FC | Firm/Managerial characteristics |
| ICO | International Coffee Organization |
| MOT | Ministry of Trade |
| SPSS | Statistical Package for Social Science |

Abstract

Ethiopia is one of the biggest exporters of coffee worldwide, and the coffee export provides the majority of the nation's foreign exchange earnings in addition to millions of jobs. It is crucial to comprehend the aspects that affect this business. However, digital marketing strategies have not been investigated as whether they are effective ways of increasing sales for coffee export in Ethiopia. In Indonesia and worldwide, coffee consumption is on the rise. Digital marketing, which combines customization and mass distribution to attain marketing objectives, is also expanding. It is through this understanding that the study sought to evaluate the influence of digital marketing strategies on sales growth of Coffee export firms in Ethiopia. The factors studied using quantitative approach and the studied variables includes; social media marketing, search engine optimization and email marketing Cross-sectional survey was adopted as the blueprint, while target population were all 40 coffee marketing firm in Ethiopia. Respondents were randomly selected to a sample size of 160 units. To assess multiple correlation problems, correlation matrix was applied and Multiple linear regression for analysis. Hence, it is revealed by this study is that except search engine optimization, the other variables (social media marketing and email marketing) do have a significant positive effect on the sales growth.. The study concluded that digital marketing strategies played a significant role in the sales growth of coffee export in Ethiopia. Therefore, The study recommended that Ethiopian coffee exporters should increase their online presence in order to reach a larger number of potential customers.

Keywords: Digital Marketing Strategies, Sales Growth, Coffee Export.

CHAPTER 1

1. INTRODUCTION

In this chapter, the context surrounding the research topic is provided. The chapter begins by introducing the study area and discussing the reasons behind the research. It then presents the main focus of the study, which examines the impact of digital marketing strategies on the sales growth of coffee export firms in Ethiopia. Additionally, it identifies the research questions that need answers and the gaps that the study aims to address. Finally, it outlines the objectives of the study and discusses the importance of the research.

1.1 Background of the Study

Digital marketing can be defined as achieving marketing objectives through applying digital technologies and media (Dave, & Fiona, 2016). It refers to the use of digital channels and platforms, such as social media, search engines, email, websites, and mobile applications, to promote products or services and engage with target audiences. On the other hand, a digital marketing strategy is a plan that outlines the goals, target audience, tactics, and channels to be used in achieving marketing objectives. Coffee exporters can enhance their sales and business growth by utilizing various digital marketing strategies (Kotabe and Helsen, 2022). By utilizing social media platforms, email marketing, and content marketing, businesses can create a strong online presence which can lead to increased trust from consumers, which in turn can drive sales growth.

According to (ICAS, 2023), In Indonesia and worldwide, coffee consumption is on the rise. Digital marketing, which combines customization and mass distribution to attain marketing objectives, is also expanding. PT Bogor Kopi Indonesia a coffee producing company uses its official website and social media, specifically Instagram, as a digital marketing strategy to connect with consumers. By implementing this strategy, PT Bogor Kopi Indonesia has gained trust from potential partners, leading to successful collaborations. Their social media engagement attracts numerous consumers, resulting in increased revenue for the company. Furthermore, ingenious digital marketing strategies have been advantageous to coffee

exporters in India and China , witnessing an upsurge in sales growth. This positive development can be attributed to the successful promotion and awareness created for the coffee exporter's brand and products, translating to increased sales. Hence, this brought up the query of whether the marketing efforts for Ethiopian coffee were effectively utilized to capitalize on the increase in sales.

In Kenya, coffee exporters have seen a notable rise in sales growth by incorporating digital marketing tools such as email marketing, social media marketing, and search engine optimization. This approach has allowed them to connect with a larger consumer base and generate a greater number of sales leads (Muriuki, N. M; Rintari, N & Muema, W. ,2022). Furthermore, digital marketing provides these exporters with the means to monitor their performance and measure their success, enabling them to adapt their strategies and tactics for expanding sales and reaching new markets (Kurgat Kipkorir, 2016).The application of digital marketing strategies played a pivotal role in escalating the sales of coffee exports in Kenya.

In the context of coffee exporting firms in Ethiopia, digital marketing has enabled exporters of coffee to increase their sales. Adopting digital marketing strategies opened up new opportunities for them to showcase their unique coffee varieties, strengthen their brand positioning, and expand their customer base on a global scale. These exporters can access new markets and connect with buyers directly using digital marketing, which has boosted sales (Gafesa, 2018).Ethiopia's coffee production in the 2022/23 season is expected to yield 8.25 million 60-kilogram bags (495,000 metric tons). The country's coffee exports are expected to surge to a new high of 4.72 million bags (280,560 metric tons), surpassing the previous record of 4.70 million bags (282,000 metric tons) exported in the 2021/22 season. In 2021/22, an estimated 42% of coffee production goes to the domestic market the remaining 58% is channeled to the export market.

The increase in local coffee prices due to better export prices over the last two years (USDA, 2022) raises the question of whether Ethiopian coffee exports have been effectively advertised to take advantage of the low prices. Additionally, In January 2022 only, Ethiopia sold around 11,200 bags (672 MT) of coffee online during the Ethiopian coffee brands launch on China's largest E-commerce platform, Alibaba (Tmall Global) because of joint effort with the United Nations Economic Commission for Africa (ECA) and the Government of Ethiopia.

Ethiopia is known for producing high-quality coffee, particularly Arabica beans, and has a strong reputation in the global coffee market. However, effective digital marketing strategies and advertising are crucial for maximizing the potential of Ethiopian coffee exports. Constraints include limited online access, insufficient professional digital presence, and resource scarcity. These challenges may hinder the industry's ability to fully realize the potential of its coffee exports, despite its strong international reputation.

Therefore, this study will assess the influence of digital marketing strategies on sales growth of coffee export firms in Ethiopia. By studying the outcomes, challenges, and opportunities associated with digital marketing strategies within the context of Ethiopian coffee exporting firms, this research will contribute to the existing knowledge and provide practical insights for the industry stakeholders. Ultimately, the findings will help these firms enhance their marketing strategies, establish a competitive edge, and increase their sales growth in the global coffee market.

1.2 Statement of the Problem

In the coffee industry of 2021 and 2022, an estimated 42% of the total coffee produced was distributed within the domestic market, meanwhile, the remaining 58% was exported. The vast majority, roughly 80 to 85%, was exported through the Ethiopian Commodity Exchange (ECX), with around 5-10% being exported through direct trade done by cooperatives and the remaining 5% being conducted by commercial farms (USAD, 2022).

Ethiopia has excellent soil, high elevations, and consistent rainfall, making it a suitable place to grow coffee. Additionally, the Ethiopian government has implemented a number of incentives to support general export sectors. Nevertheless, the coffee export industry hasn't reached its full potential. (Dawit, 2020)

In the Ethiopian coffee export industry, the number of exporters has grown, and various types of organizations (such as private companies, cooperatives, and public entities) are participating (Endashaw, 2017). High-performing exporters want to take advantage of their competitive advantages. Exporting companies develop marketing strategies to create sustainable competitive advantages. While there is extensive literature on the impact of digital marketing strategies on the sales growth of coffee export firms in various industries,

there is lack of specific studies focusing on the influence of digital marketing strategy on the sales growth of coffee export firms

Digital marketing concept is new and its impact on organizational performance needs to be determined. Some aspects of digital marketing have even been regarded adversely but to perform, organizations need to have a presence and be active in the digital marketing platforms (onyango, 2016). Businesses now have no choice but to implement electronic technology into their operations due to the rise of ICT. Investigating how users engage with new technology and devising strategies to unify the experience across them are imperative. According to Geyskens et al. (2002), businesses that invest in Internet marketing have successful financial outcomes.

This is significant research gap as the coffee industry is highly competitive and has global market, making it crucial for coffee export firms to adopt effective digital marketing to increasing their sales growth and expand their market reach.

Despite the increasing adoption of digital marketing strategies by coffee export firms in Ethiopia, there is a lack of comprehensive research that examines the direct impact of these strategies on sales growth. The existing literature on digital marketing primarily focuses on its benefits in a general context, without specific analysis of its effectiveness within the coffee export industry in Ethiopia. Therefore, there is a need to investigate and understand the extent to which digital marketing strategies contribute to sales growth for coffee export firms in Ethiopia, in order to provide valuable insights for optimizing marketing efforts and enhancing overall business performance in this sector.

Hence, this thesis aims to investigate the influence of digital marketing strategies on the sales growth of coffee exporting firms in Ethiopia. By studying the outcomes, challenges, and opportunities associated with digital marketing strategies within the context of Ethiopian coffee exporting firms, this research will contribute to the existing knowledge and provide practical insights for the industry stakeholders.

1.3 Research Questions

This study will attempt to identify research questions that would aid in the analysis of digital marketing strategy in coffee export firms. The main research question is

- ✓ How does the implementation of digital marketing strategies influence the sales growth of coffee export firms in Ethiopia?

Here are some possible sub-research questions:

- ✓ How effective is social media marketing in influencing sales growth of coffee export firms?
- ✓ How effective is email marketing in influencing sales growth of coffee export firms?
- ✓ How effective is search engine optimization in influencing sales growth of coffee export firms?

1.4. Objectives of the Study

1.4.1 General objective:

The general objective of the study is to examine the influence of digital marketing strategies on the sales growth of coffee export firms in Ethiopia.

1.4.2 Specific objectives:

1. To assess the current digital marketing strategies employed by coffee export firms in Ethiopia.
2. To establish the extent to which digital marketing has been adopted by coffee Exporting firms in Ethiopia.
3. To analyze the relationship between digital marketing strategies and sales growth in the coffee export industry in Ethiopia.
4. To propose recommendations for improving digital marketing strategies to enhance sales growth in coffee export firms in Ethiopia.

1.5. Significance of the Study

The purpose of this study is to investigate the digital marketing strategies that boost sales growth for Ethiopian coffee export companies. By expanding on current literature, we aim to facilitate comparisons with past research findings. The results of this study are beneficial to stakeholders as they provide up-to-date information on the crucial aspects that influence sales growth. This knowledge supports new entrants in the market and enables government bodies, exporters, support organizations, and other stakeholders to adapt their strategies for the betterment of the industry.

Furthermore, managers can gain insights and guidance from this study to effectively integrate digital marketing strategies. We highlight the importance of optimal resource allocation, allowing CEOs and managers to identify and invest in marketing platforms and strategies that lead to organizational success. Additionally, the research contributes valuable knowledge that forms the basis for further exploration of digital marketing strategies and other business strategies.

1.6 Scope of the Study

The research focused on the digital marketing strategy and practices of the organization from the viewpoints of employees and management. So far, different strategies have been identified by different researchers that have a potential to determine the degree of export sales growth. However, this study will limit itself to the digital strategies such as social media marketing, search engine optimization and email marketing and institutional supports (ECX, chambers, ECEA etc)

The study does not cover all the possible determinants due to the limited time and resources. The research focused on the digital marketing strategy and practices of the organization from the viewpoints of employees and management. The study was limited to data collected from questionnaires and interviews conducted in the Addis Ababa firms only. Expanding the study to include other regions in the country would have a significant impact on the

thoroughness of the research.

The research focused on the digital marketing strategy and practices of the corporation from the perspective of employees and management, without incorporating input from customers or other stakeholders.

1.7. Definition of Terms

1. Digital marketing strategy: is an approach or plan that outlines how a business or organization will leverage various online channels to achieve its marketing objectives and reach its target audience. Smith, J.P. (2020) It involves processes such as content creation, social media marketing, search engine optimization (SEO), email marketing, paid advertising, and more.

2. Sales growth: refers to the percentage increase in a company's revenue over a specific period of time. It is a measure of how well a company is performing in terms of generating more sales and increasing its market share. Kurt Salmon Associates (2017), a global management consulting firm, who define sales growth as "the rate at which a company's sales revenue increases over time, usually measured on an annual basis." This definition highlights the importance of a sustained increase in sales over a specific duration.

3. Social Media marketing (SMM): Social media marketing is the process of creating and distributing content on social media platforms in order to engage and connect with a target audience, build brand awareness, and drive website traffic and sales. It involves using social media channels to promote products and services, generate leads, and foster customer loyalty. Tuten, T. L. (2023).

4. Search engine optimization (SEO); is the process of improving the quality and quantity of website traffic by increasing the visibility of a website or a web page to users of a web search engine. Sharma, D., Shukla, R., Giri, A. K., & Kumar, S. (2019, January).

5. Email marketing is a digital marketing strategy that involves sending marketing messages and promotions to a targeted audience via email. It is used to build relationships, promote products or services, and drive sales. Jenkins, S. (2008)

1.8. Organization of the paper

This study is organized into five chapters. The five chapters include the Introduction, Review of Related Literature, Research Design & Methodology, Result & Discussion and Summary, Conclusions & Recommendations. Chapter one provides a general introduction of the study including background of the study, statement of the problem, basic research questions, objectives of the study, and significance of the study and scope of the study. Chapter two covers the literature relevant to the study. It also includes concepts and theoretical framework as well as the conceptual framework.

Chapter three elaborates the type and design of the study. It includes research method, sampling technique, data collection method and method of data analysis that were used in the study. Chapter four summarizes the findings of the study and discusses the findings. Chapter five is comprised of four sections which include summary findings, conclusions, Recommendations and limitations & suggestions for further study.

CHAPTER TWO

2. LITERATURE REVIEW

2.1 Introduction

This chapter reviews and analyzes existing literature and research conducted by other scholars. Specifically, it examines theoretical viewpoints, digital marketing, platforms and strategies employed in digital marketing, digital marketing strategies, and its impact on sales growth.

2.2 Theoretical Perspectives

The study is based on Technology Acceptance Model, Consumer Behavior Theory and Unified theory of acceptance and use of technology models to offer a wider understanding of digital marketing and sales growth.

2.2.1 Technology Acceptance Model (TAM)

The technology acceptance model (TAM) (Davis, 1989), is an information systems theory that models why end-users accept or reject information systems and how user acceptance is affected by the design features of the system. The proposed model specifies the causal interrelationships between system design features, perceived usefulness, perceived ease of use, attitude toward using, and actual usage behavior. TAM posits that perceived usefulness and perceived ease of use are key determinants of user acceptance and subsequent behavioral intentions towards adopting a technology.

According to TAM, perceived usefulness refers to the degree to which a person believes a technology would enhance their job performance, while perceived ease of use refers to the extent to which a person believes that using the technology would be effortless. TAM primarily focuses on the individual user's perceptions of usefulness and ease of use (Davis, 1989). The limitation of the paper is that it may not fully capture the broader organizational or environmental factors that can influence user acceptance. In the context of this study, TAM can help explain how coffee export firms in Ethiopia can embrace digital marketing strategies and their willingness to use digital marketing platforms for sales growth.

2.2.2 Consumer Behavior Model

This Model provides an overview of consumer behavior models and factors influencing consumer behavior. Consumer Behavior is defined as the process of how individuals make decisions to spend their resources on the consumption of products and services (Sai Om, 2014). The Consumer Behaviour Model is an established theoretical framework that provides insights into individuals' decision-making processes when purchasing goods and services.

It discusses the influence of economic, social, psychological, and personal factors on consumer behavior. Additionally, it presents traditional models of consumer buying behavior, such as the economic model and learning model, as well as more contemporary models like the Howard-Sheth model and the Engel-Kollat-Blackwell model.

By considering cultural, social, personal, and psychological factors, and their interaction with digital marketing strategies, this perspective provides a framework for understanding consumer behavior and developing effective marketing strategies to maximize sales growth in the context of Ethiopian coffee exports.

2.2.3 Diffusion of Innovation Theory

Rodgers' (1983) theory of diffusion of innovation describes the how, why, and pace at which new innovations are embraced. Innovation, in the opinion of DOI, is spread via specific channels and systems (Rodgers, 1995). Individual members of society participate autonomously in the diffusion process, which consists of raising awareness, persuading, deciding, implementing, and verifying the innovation's outcome along a common path. The diffusion of innovation (DOI) describes the events that occur as organizations embrace innovative ideas, processes, products, and philosophies. Rogers did map out these constructs, emphasizing that very few people or organizations are susceptible to new ideas and acceptance.

According to this model, technology adoption follows a normal distribution curve over time. Innovators, early adopters, early majority, late majority, and laggards are the five stages of the adoption process, with innovators being the first to adapt and laggards adapting last, according to DOI theory. The internal organization structure, system openness, and the leader's attitude toward change all have an impact on the adoption process at the organizational level (Rodgers 1995). The adoption and implementation of new innovations at the firm level are influenced by technology, organization, and environment (Tornatzky & Fleischer, 1990).

This theory review seeks to explore the relationship between digital marketing strategies and sales growth within the Ethiopian coffee export context, using the diffusion of innovation theory as a guiding framework.

The diffusion of innovation theory, developed by Everett Rogers, provides insights into the adoption and dissemination of innovations within society. In the context of digital marketing strategies, this theory helps explain how new technologies and strategies are adopted and diffused within the Ethiopian coffee export industry. It considers various elements, such as

the attributes of innovation, communication channels, social networks, and the characteristics of adopters that affect the adoption and successful implementation of digital marketing strategies.

Impact on Sales Growth:

1. Market Expansion: Digital marketing strategies enable coffee export firms to reach new geographic markets, expand their customer base, and create awareness about their brand and products. Increased customer engagement through digital platforms leads to higher sales opportunities and growth.

2. Cost Efficiency: Digital marketing strategies, such as social media advertising and email marketing, offer cost advantages compared to traditional marketing channels. With limited marketing budgets, coffee export firms can achieve higher returns on investment by leveraging digital platforms effectively.

2.2.4 Digital Marketing

Digital marketing refers to the application of technology to support marketing initiatives with the goal of better understanding customers by aligning demands (Chaffey, 2013).

Digital marketing has become an essential component of modern business strategies, enabling organizations to reach and engage with their target audiences in a cost-effective and efficient manner. We will explore key studies and publications that shed light on various digital marketing strategies and their impact on business performance.

2.2.4.1 Digital Marketing strategies and sales growth

The term "digital marketing strategy" describes the methods and plans that businesses or organizations use to promote their brands, products, or services and engage with

customers online by utilizing digital media and internet technology. A digital marketing strategy's primary goals are to connect with a specific audience, boost client interaction, and produce lucrative conversions.

Some of the key elements involved in a digital marketing strategy include

1. Search Engine Optimisation (SEO): Efforts to improve the ranking and visibility of a company's website in organic (non-paid) search engine results. SEO involves the use of relevant keywords, quality content creation, and other tactics to increase the chance of appearing on the first page of search results.

Bhandari, R. S., & Bansal, A. (2018) wrote that the thirst for information has led to the evolution of online "Search Engines" over the last few years and are the most widely used instruments currently. Gradually marketers also started using this platform for marketing their products.

2. Content Marketing: The creation and distribution of high-value content, such as blog articles, videos, info graphics and more, aimed at attracting and retaining audience interest and building brand credibility. By providing relevant and useful content, you can build engagement with potential customers, increase brand authority, and drive more traffic to your e-commerce platform (Purnomo, Y. J. ,2023).

3. Social Media Marketing: is a type of online marketing that makes use of social media platforms as a tool. To help a business expand its customer base and raise brand awareness, social media marketing (SMM) aims to create content that users will want to share with their social networks. using social media sites (Facebook, Instagram, Twitter, LinkedIn, and so on) to build community, interact with audiences, and advertise goods and services.

4. Email Marketing: is a form of marketing that can make the customers on your email list aware of new products, discounts, and other services. Using email to communicate with potential and existing customers. This can include sending newsletters, special offers, product updates, and so on.

5. Influencer Marketing: is a type of advertising that lets companies work with people who have a fan base to get more exposure for their brand. Businesses may request that an individual with a sizable fan base post social media content promoting their goods or services.

6. Paid Advertising: is a system of payment used on the Internet in which an advertiser on a website pays the website owner according to the number of people who visit the advertiser's website. The use of paid advertising on

Digital platforms such as Google Ads, Facebook Ads, or Banner ads on other websites to increase visibility and get clicks from relevant audiences.

Reaching a larger and more focused audience is the first advantage of a digital marketing plan. Secondly, enhanced communication with customers via pertinent and well-liked channels. The third is more precise assessment and evaluation of marketing campaign efficacy. Fourth, increased adaptability and customization to evolving consumer tastes and trends. Finally, a stronger competitive edge through the investigation of fresh and creative marketing techniques. It is crucial to remember that digital marketing tactics should always be connected to the business goals of the organization and the pertinent market environment. Creating a winning strategy and achieving the intended outcomes require a thorough understanding of the behavior and preferences of the target audience.

The coffee export industry plays a significant role in Ethiopia's economy, contributing to both foreign exchange earnings and employment generation. In recent years, the adoption of

digital marketing strategies has become increasingly important for businesses seeking to expand their market reach and increase sales. Understanding the influence of these strategies on the sales growth of coffee export firms is crucial for their sustainable development and competitiveness in the international market

2.3 Empirical Review

The Empirical review outline similar studies done by other researchers.

Onyango (2016) did a study on the impact of digital marketing tactics on the performance of Kenyan companies who export cut flowers . Based on the investigation, it was found that digital marketing had a considerable positive impact on revenue, market share, and profitability. Businesses that used digital marketing outperformed those who used traditional marketing techniques.It was also mentioned that the main advantage of digital marketing stems from its extraordinary capacity to provide interactive, tailored content without regard to location or time constraints.

Muriuki, N. M; Rintari, N & Muema, W. (2022) did a study on the effect of digital marketing strategies on the sales growth of coffee export in kenya.To evaluate the

effect of digital marketing strategies on sales growth of Coffee export in Kenya Cross-sectional survey was adopted as the blueprint, while the target population were all 157 coffee marketing firms in Kenya.From the analysis, the study concluded that digital marketing strategies played a significant role in the sales growth of coffee export in Kenya.Therefore, it also recommend that coffee exporters in Kenya should use digital marketing strategies like search engine optimization (SEO), social media marketing (SMM), and email marketing to increase their sales.

Evans and McKee (2019) discuss various digital marketing strategies for achieving online success, including search engine optimization (SEO), pay-per-click advertising, email marketing, and social media marketing. The study emphasizes the need for businesses to adopt a holistic approach to digital marketing by integrating multiple channels and leveraging data-driven insights to optimize campaign performance.

Asaminew (2020) the study aims to explore the impact of Digital marketing AND Sales Promotion on consumers' brand preference in the case of Tarara Coffee. It followed a deductive form of research approach and the research design was exploratory and descriptive. Questionnaires were used to collect primary data by using a self-administered data collection system from 384 respondents, out of which 239 valid questionnaires were collected and analyzed. The finding revealed that all Digital Marketing elements and from Sales Promotion tools premium or bonus packs and coupons have a positive and significant relationship, the remaining SP tools free sampling and discount doesn't have a positive and significant relationship between brand preference of Tarara Coffee. Therefore, this can increase their brand knowledge, sales volume and market share.

Jerico, Nicole, and Fulepro's (2021) to decide which kind of digital marketing plan is a better investment for your company than the other. These researchers employed an online survey to collect data . The results show that different kinds of digital marketing strategies are thought to be more or less effective than others. For example, pay-per-click ads are thought to be the least and least frequently used digital marketing strategy, while social media marketing is thought to be on top of the chart to most frequently used. According to the findings, content marketing, social media marketing, and SEO are some of the better strategies that businesses may use to raise brand awareness. These tactics are flexible enough to be used over time, actively contribute to sales growth, and foster possible endorsements.

Chaffey and Ellis-Chadwick (2020) analyze emerging digital marketing trends and innovations that are shaping the future of the industry. The study identifies key areas of focus, such as artificial intelligence, personalization, and omnichannel marketing, and discusses how businesses can leverage these trends to stay ahead of the curve and drive business growth.

2.3.1 Social Media Marketing and sales growth

Nengieh, Ngange, Babatunde, and Daphne-Carol (2020) look at the usage of social media for brand and product recognition, connection building, and sales in their study of the relationship between social media marketing and the performance of small businesses in Buea, Cameroon. The results also indicate that Small and Medium-sized Enterprise (SME) owners who employ social media marketing benefit greatly from it, outweighing the costs, as they have implemented marketing strategies and even delivered products directly to consumers' homes. The results of this study suggest that in order to facilitate the delivery of items purchased online to customers' doorsteps, the government ought to encourage the creation of a home numbering system. The finest ways to sell on social media platforms are suggested by this study.

Kim and Ko (2018) provide a comprehensive framework for understanding social media marketing strategies, defining key concepts and categorizing different types of social media marketing tactics. The study validates the significance of developing a coherent social media marketing strategy to effectively engage with consumers across various platforms.

Adegbuyi, Akinyele, and Akinyele (2015) examined the effect of social media marketing on the success of small businesses. 150 copies of a questionnaire were distributed to the owners, managers, and employees of certain SMEs in Ota Metropolis as part of the study. The data were analyzed using descriptive statistics, ANOVA, and correlation tests. The results of the study indicated that establishing connections and networking with other businesses increase brand exposure. The survey also showed that engaging in social contact with others exposes businesses to their audience and opens up opportunities for networking with a wide range of prospective customers.

Ryan and Jones (2016) explore the impact of mobile marketing strategies on consumer behavior, highlighting the growing importance of mobile devices in shaping purchasing decisions and driving engagement with brands. The study underscores the need for businesses to tailor their marketing efforts to mobile users and leverage mobile-specific tactics to enhance customer experiences.

Hypothesis 1: There is a positive relationship between social media marketing and the sales growth of coffee export firms in Ethiopia.

2.3.2 Search engine optimization and sales growth

Tomasi, S., & Li, X. (2015) studied the Influences of Search Engine Optimization on Performance of SMEs. In order to compete with larger businesses and expand SMEs' global reach, search engines have grown in importance. As a result, search engine optimization (SEO) is helping SMEs increase the visibility of their businesses. Small businesses can outrank big, well-known corporations in search results by using efficient SEO strategies. But, SMEs may gain additional advantages from an SEO campaign in addition to improving their position on a search engine results page (SERP). This study shows how SEO strategies might affect SMEs' performance using cases from numerous firms. The authors discovered that SMEs witnessed an increase in site traffic, average user time spent on the site, and more in addition to higher rankings on SERPs.

One popular Internet marketing tactic for increasing the quantity and caliber of consumer traffic to a business website via search engines is search engine optimization, or SEO. The purpose of this study is to investigate the significance and advantages of SEO in marketing as well as the influence of SEO dimensions on online advertising. A personal survey was conducted with 121 companies in Jordan. Just 102 businesses—or 72% of the total—completed and returned the questionnaire out of 121. Four dimensions from factor analysis were later used in multiple regression. These variables were identified as SEO competitiveness, SEO experience, SEO techniques, and SEO connectivity. The findings indicate that while the other three dimensions were all significant, SEO connectivity was not.

Hypothesis 2: There is a positive relationship between email marketing and the sales growth of coffee export firms in Ethiopia.

2.3.3 Email Marketing and sales growth

In their 2017 research, Hudak, M., Kianičková, E., & Madleňák, R. examined the significance of email marketing in e-commerce. These days, online marketing is a crucial component of e-commerce and encompasses a wide range of methods for showcasing a company's brand, including social media, affiliate marketing, email marketing, and content marketing. The article's goal is to draw attention to the value of email marketing because it's one of the best platforms for communication available. In this section of the study, basic email marketing metrics like delivery, open, and click-through rates are also covered. There are tips and ideas for writing an effective email at the conclusion of the article. Additionally, the eye tracking technology was utilized to examine Internet users' gaze.

Hypothesis 3: There is a positive relationship between search engine optimization and the sales growth of coffee export firms in Ethiopia.

2.4. Conceptual framework of the study

The conceptual and theoretical frameworks, along with the literature review, serve five similar purposes: (a) to lay the groundwork; (b) to show how a study advances knowledge; (c) to conceptualize the study; (d) to evaluate research design and instrumentation; and (e) to serve as a point of reference for interpreting findings (Merriam & Simpson, 2000).

The primary goal of the study is to demonstrate how these independent factors impact the dependent variable (sales growth) by concentrating on the following conceptual framework.

Sales Growth: This dependent variable is going to be explained by the digital marketing strategy elements such as Social Media Marketing, Search Engine Optimization and Email Marketing.

Independent variable

Dependent variable

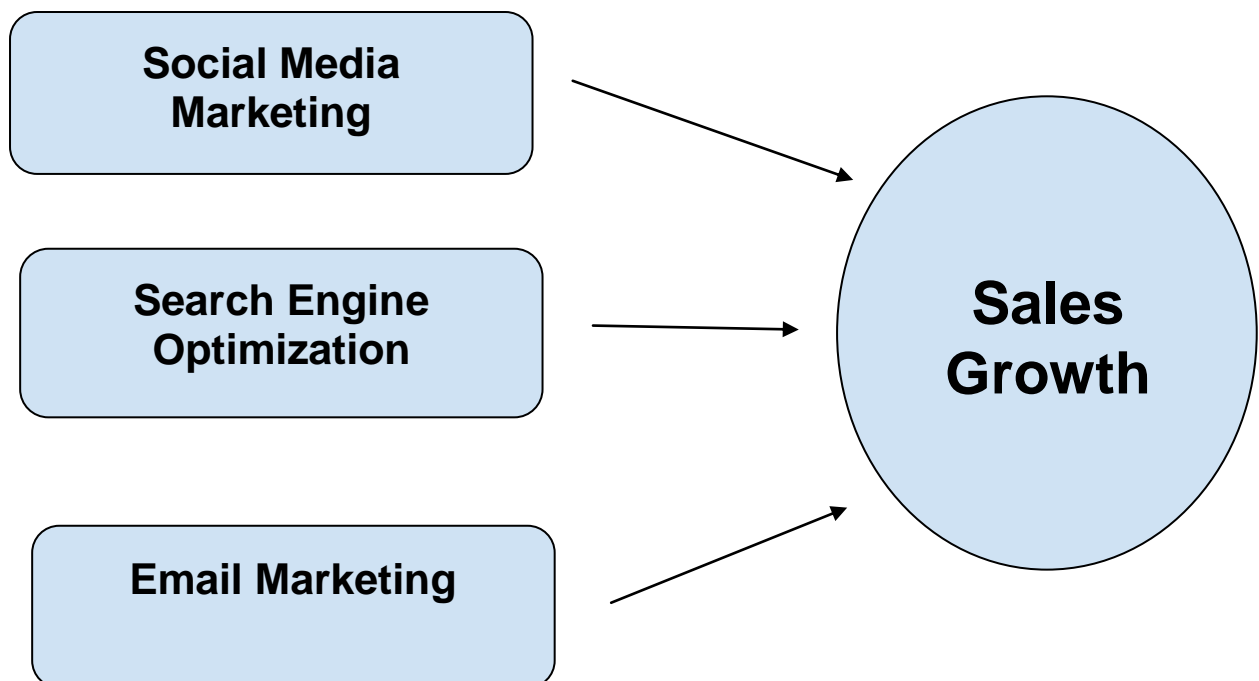


Figure 1: conceptual framework

Source: adapted from Muriuki, N. M; Rintari, N & Muema, W. (2022)

CHAPTER THREE

3. METHODOLOGY

3.1 Introduction

This chapter provides a brief overview of the research methodology that was employed for the study. The primary focal points pertain to the research design, study population, data collection methods, and data collection instruments. This paper studies the influence of Digital Marketing strategy on the sales growth of coffee export firms in Ethiopia , and the researchers had set three independent variables based on previous studies and with the assumption that these variables have statistically significant effect on sales growth for Ethiopian exporters.

3.2 Research Approach

Three distinct research approaches are available: mixed research approach, quantitative research approach, and qualitative research approach. The quantitative research approach looks at the relationship between variables to test objective theories. In turn, these variables can be measured, usually with instruments, allowing statistical methods to be applied to the numbered data.

The method of testing subjective theories by looking at the correlation between variables is called qualitative research.

A mixed methods approach to research entails gathering and analyzing both qualitative and quantitative data, applying unique designs that may incorporate theoretical frameworks and assumptions, and interpreting the two types of data.

This study used a quantitative approach; the researcher will use a questionnaire to gather primary data, analyze the data using SPSS version 24, present the findings of the analysis, and make recommendations

3.3 Research design

Explanatory, descriptive, and exploratory design are the three primary approaches to research design. The process map for explanatory research gives the researcher the ability to manage the variables that could influence an experiment's outcome. Answers to the questions of who, what, where, when, and how pertaining to the topic are the main focus of descriptive research. Explanatory descriptive is a method of approaching a research problem when there are little to no prior studies on the subject. The research design implemented on this research will be descriptive and explanatory research design on sales growth of the coffee exporters.

3.4. Population and sampling

3.4.1. Population

The term "population" refers to every member of a real or imagined group of individuals, occasions, or items to which we want to apply the research's findings broadly. A list of current exporters was compiled from the Ethiopian Coffee Exporters Association (ECEA) because many holders of coffee export licenses are not actively exporting, and the target population was determined by a survey of the body of literature on international trade.

The Ethiopian Coffee Exporters Association (ECEA) is an association of coffee exporters whose primary goal is to safeguard the interests of its members. Locating exporters via the ECEA is a time-saving method for this research. As per the Ethiopian Coffee Exporters Association (ECEA) website and interviewed in person, the organization have over 800 plus members but out of that 160 are active members, accounting for over 85% of the nation's coffee export market share. A sample of 30% of the total population was selected for the study considering the distribution of the entire population. Kothari et al (2014) approve that at least 25% of the target population as a fair representative of the whole population.

3.4.2. Determining the sample size

The main focus of this study is coffee exporters, the majority of whom are members of the Ethiopian Coffee Exporters Association. The membership list of this association served as the sample frame. Given that these individuals are the busiest in the coffee export industry, it is expected that they will speak for the general public.

The Ethiopian Coffee Exporters Association is currently one of the largest exporters of Ethiopian coffee worldwide With 160 active members,. Taking into account the study's goal and the size of the population, the research employs non-probability sampling. Purposive sampling techniques were used to distribute data to 50 exporters; 44, or 88%, of the total, were collected, and the researcher reduced one filled questionnaire in the course of clearing the data. The original plan was to gather data from all 160 exporters; however, as there was few coffee exporters using digital marketing, 40 members from the help of the Ethiopian Buna Association were surveyed. Since the researcher believes the samples accurately represent the population, the informants were chosen based on their status as active exporters.

3.5 Data collection methods

Primary and secondary data collection methods are the two categories of data collection techniques. When information is obtained directly from primary sources, or through a firsthand approach (collected by the researcher), it is referred to as primary data collection. When information is already available and only needs to be analyzed for our study, it is referred to as secondary data collection (data was available for the same or purpose).Primary data were used in the study. In order to obtain relevant data, the researcher will select respondents who are in top management and expert levels within each firm. Primary data will be gathered through the use of questionnaires.

Prior to gathering real data, a pre-test version of the questionnaire was used for 4 coffee export firms, and any necessary revisions were made. Primary data for the study were gathered through survey questionnaires, which were arranged on several variables using a five-point Likert scale.

3.6. Techniques for Data Analysis

Nearly all of the questionnaire's statements will be rated on a 5-point Likert scale: strongly disagree, neutral, agree, strongly agree, and disagree. This scale was given numbers: strongly agree = 5, agree = 4, neutral = 3, disagree = 2, and strongly disagree = 1. Version 24 of the Statistical Package for Social Sciences (SPSS) will be used to analyze the data. The Cornbrash's alpha (α) will be implied for data analysis.

Nominal data will be used to describe the different categories. SPSS statistical data analysis will also be employed to analyze the nominal data in terms of descriptive statistics such as frequencies and percentages.

Before analyzing the data that were collected using structured survey/quantitative approach and it is used to edit, coded, cleaned and entered in to software. This process is essential and saves a lot of time latter, according to pallant, (2005).

Then, the screened data will be analyzed and interpreted using software package for social science (SPSS). As result, a descriptive analysis is conducted by employing different methods. The descriptive statistical analysis, such as frequency and percentage are used to analyze the demography data of selected coffee export firms digital marketing and sales growth. Regression and correlation analysis will also use to analyze the impact and the relationship between the dependent and independent variables.

The exporter firm's top management, staff members in the marketing department completed the questionnaires. There were both closed-ended questions on the surveys. The majority of the questionnaire is taken from earlier studies in order to preserve the validity of the instruments. A portion of the questionnaire was created after a thorough literature review

3.7 Reliability and Validity

3.71 Reliability: - is the extent to which a measurement reproduces consistent results if the process of measurement were to be repeated (Malhotra & Birks, 2007). In order to check the internal consistency of the instrument, a pilot study was conducted on respondents and reliability test was conducted using Cronbach-Alpha. Cronbach-alpha is widely used in educational research when instrument for gathering data have items that are scored on a range of values, i.e. different items have different scoring points or attitude scales in which the item responses are in continuum (Oluwatayo, 2012). This coefficient varies from 0 to 1, and a value of 0.6 or less generally indicates unsatisfactory level of internal consistency (Malhotra & Birks, 2007).since our result is 0.8 its reliable.

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .869 | 29 |

Source: Research Survey, 2024

3.72 Validity:- defined as the extent to which data collection method accurately measure what they were intended to measure (Saunders *et. al.*, 2009).Validity is concerned with whether the findings are really about what they appear to be about.

A number of different steps will be taken to ensure the validity of the study

- The study was tested the validity of the questionnaire by taking 62.2% of the distributed questionnaires
- Data was collected from the reliable sources, from the coffee export marketing managers and ethopian buna association
- Survey questions were used based on literature reviews and frame of references to ensure result validity.

In regard to the digital marketing and sales growth, a question adopted from previous researches will be used for this study and related literature. Proper detection by an advisor will also be taken to ensure validity of the instruments.

3.7. Ethical Consideration

The Addis Ababa University academic and ethical research guidelines will be followed in the analysis of all the information gathered from informants through the use of questionnaires. The School of Commerce's ethical committee granted their approval. After providing the participants with the necessary information about the study, informed written consent will be obtained. By utilizing codes instead of names to identify the participants, the study maintained confidentiality.

CHAPTER- FOUR

RESULTS AND DISCUSSION

4.1. Introduction

This chapter will provide a detailed discussion based on the findings of this quantitative study as well as the results of the descriptive and inferential statistical analyses for the data collected from the survey questionnaires.

4.2 Background Information

4.2.1 Respondent profile

Participants were asked how they identified themselves in relation to background information, relevant to the problem under investigation. The following table will show the frequency of the respondents and their job position, gender, age, education and the respondents' experiences in the export business.

Table 1: respondents profile

| | | Frequency | Percent |
|--------------|---------------------------|-----------|---------|
| Job position | Export Manager | 21 | 52.55% |
| | Marketing Manager | 16 | 40.0% |
| | Digital marketing manager | 3 | 7.5% |
| Gender | Male | 31 | 77.5% |
| | Female | 9 | 22.5% |
| Age | 18-25 | 0 | 0% |
| | 26-35 | 21 | 30.3% |
| | 36-45 | 19 | 45% |
| | 46-65 | 9 | 24.7% |
| | 12 grade complete | 0 | 0% |
| | college Diploma | 0 | 0% |

| | | | |
|---------------------|---------------------------|----|-------|
| Education | 1st Degree | 27 | 67.5% |
| | Post graduate and above | 13 | 32.5% |
| Year Experience | less than 3 years | 0 | 0 |
| | 3-5 years | 9 | 22.5% |
| | 5-10 years | 8 | 20.0% |
| | 10-15 years | 23 | 57.5% |
| | Greater than 15 years | 0 | 0% |
| Firm Experience | less than 3 years | 5 | 11.6% |
| | 3-5 years | 6 | 48.8% |
| | 5-10 years | 12 | 34.9% |
| | 10-15 years | 17 | 2.3% |
| | Greater than 15 years | 5 | 2.3% |
| Number of Employees | less than 5 employees | 4 | 10.0% |
| | 6-15 employees | 14 | 35.0% |
| | 16-50 employees | 20 | 50.0% |
| | Greater than 50 employees | 2 | 5.0% |

Source; survey result (2024)

According to the table shown above, out of the 40 respondents who were included in this study; the majority (52.5%) of the respondents are in an export managerial position, while 40.0%, and 7.5% of the responds accounted for expert in Marketing management and Digital marketing management positions, respectively in which 77.5 % of the respondents are male whereas the rest are woman. More than 70% of the respondents are major actors and their answers in the surveys questioner will be assumed as a professional opinion.

The age of majority employees were between 26 and 35 years old that account 30.3%. employees who were between 36 to 45 years are 45% and from 45 to 65 years olds were 24.7%.this indicate that there is potential advantage for working by young employees especially to achieve future objectives of the company's marketing strategy and to take the company in another level.

The table also demonstrates the educational background of the respondents. Over 67.5% of the respondents are undergraduates and 32.5 % of them are postgraduates, thus they are expected to give strong response on the matter at hand. It is clear from this that the respondents are educated, which suggests that the company has made use of its human resources to apply marketing strategies and give the business a competitive edge in areas where competition may arise in the future.

In addition to this, the majority (57.5%) of the respondents experience in the export business is 5-10 years, while 22.5% & 20% of the respondents had less than 5-10 years and 10-15 years of experience respectively and also the table shown above establishes that, most respondents have worked for more than five years at their firm, thus strengthening the outcome of this study.

4.2.2 Digital marketing dimension elements

The table below shows the frequencies and relative parentages of firm’s products and whether the firm uses digital marketing.

Table 2: Firms products and use of digital marketing

| products | | | | | |
|--------------------------|-------------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | green beans | 80 | 73.4 | 73.4 | 73.4 |
| | Both | 29 | 26.6 | 26.6 | 100.0 |
| | Total | 109 | 100.0 | 100.0 | |
| digital marketing | | | | | |
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | yes | 109 | 100.0 | 100.0 | 100.0 |

Source; survey result (2024)

Green beans account for 73.4% of the products shipped, according to the table above. However, the remaining ingredients are roasted and green beans. Some of the best green coffee beans cultivated worldwide are those from Ethiopia. Currently, exporters of coffee are shipping their green beans along with their roasted ones. Additionally from the table we can see that all coffee exporters use digital marketing in their businesses.

4.3 Determinants of digital marketing elements

4.3.1 Social media marketing

The independent variables survey results, the frequency and the descriptive statistics of each variable are showed in the next few tables and paragraph

Table 3: Frequency statistics for Social media marketing

| | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|--|-------------------|----------|---------|-------|----------------|
| Our firm integrates this digital marketing strategy | - | - | 5.0% | 72.5% | 22.5% |
| Our firms various products and services offered are displayed here | - | - | 5.0% | 70.0% | 25.0% |
| Social media readily comes to mind when considering contacting us | - | 5.0% | 17.5% | 57.5% | 5% |
| Compared to other digital marketing strategy social media is used better | - | - | 12.5% | 55.0% | 32.5% |

Source; survey result (2024)

Based on the data from the digital marketing frequency table, it can be concluded that a majority of the respondents (72.5%) agree and a significant portion (22.5%) strongly agree that integrating social media marketing strategies is important. Additionally, 70% of the respondents display their products and services through social media, with 57.5% being the top choice when considering contacting them.

Furthermore, 55% of the respondents believe that social media is used better compared to other digital marketing strategies. This indicates a strong preference for social media as an effective platform for marketing among the surveyed individuals.

Table 4: Descriptive analysis of Social media marketing

| Descriptive Statistics | | | | | |
|------------------------|----|---------|---------|-------|----------------|
| | N | Minimum | Maximum | Mean | Std. Deviation |
| A | 40 | 13 | 19 | 16.00 | 1.895 |
| Valid N (listwise) | 40 | | | | |

Source; survey result (2024)

According to the table above, social media minimum value is 13 and the maximum is 19, while mean and standard deviation is 16 and 1.895 respectively. The mean is around to 16, meaning that most responses agreed with the statements.

4.3.2 Search engine optimization marketing

The independent variables survey results, the frequency and the descriptive statistics of each variable are showed in the next few tables and paragraph

Table 5: Frequency statistics for Search engine optimization marketing

| | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|--|-------------------|----------|---------|-------|----------------|
| Our firm integrates this digital marketing strategy | - | - | 12.5% | 60.0% | 27.5% |
| Our firms various products and services offered are displayed here | - | - | 12.5% | 57.5% | 30.0% |
| Search engine optimization readily comes to mind when considering contacting us | - | - | 15.0% | 45.5% | 40.0% |
| Compared to other digital marketing strategy Search engine optimization is used better | - | - | 2.5% | 62.5% | 35.00% |

Source; survey result (2024)

Based on the data from the digital marketing frequency table, it can be concluded that a significant majority of the respondents (87.5%) agree that integrating search engine optimization (SEO) marketing is important. Additionally, over 80% of the respondents display their products and services through digital marketing, with 85.5% being the top choice when considering contacting them.

Furthermore, an overwhelming 97.5% of the respondents believe that SEO is used better compared to other digital marketing strategies. This indicates a strong preference for SEO as an effective platform for marketing among the surveyed individuals.

Overall, the data suggests that the respondents highly value and prioritize the use of SEO marketing in their digital marketing strategies, and they perceive it as more effective than other digital marketing methods.

Table 6: Descriptive analysis Search engine optimization marketing

| Descriptive Statistics | | | | | |
|------------------------|----|---------|---------|-------|----------------|
| | N | Minimum | Maximum | Mean | Std. Deviation |
| C | 40 | 8 | 15 | 12.10 | 2.048 |
| Valid N (listwise) | 40 | | | | |

Source; survey result (2024)

According to the table above, export characteristics minimum value is 8 and the maximum is 15, while mean and standard deviation is 12.10 and 2.048 respectively. The mean is around to 12.10, meaning that most responses agreed with the statements

4.3.3 Email marketing

The independent variables survey results, the frequency and the descriptive statistics of each variable are showed in the next few tables and paragraph

Table 7: Frequency statistics for Email marketing

| | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|---|-------------------|----------|---------|-------|----------------|
| Our firm integrates this digital marketing strategy | - | 5.0% | 62.5% | 32.5% | - |
| Our firms various products and services offered are displayed here | 12.5 | 5% | 62.5% | 20% | - |
| email marketing readily comes to mind when considering contacting us | 12.5 | 5% | 52.5% | 30% | - |
| Compared to other digital marketing strategy email marketing is used better | - | 10% | 87.5% | 2.5% | - |

Source; survey result (2024)

Based on the data from the digital marketing frequency table, it can be observed that there is a significant portion of respondents who are neutral or undecided about integrating Email marketing into their digital marketing strategies, with 62.5% giving a neutral response. This suggests that there may be some uncertainty or lack of awareness among these respondents regarding the benefits and importance of SEO in their marketing efforts.

In contrast, a smaller percentage of respondents (32.5%) agree that integrating Email marketing is important. This indicates that there is a subset of respondents who recognize the value of Email marketing and actively incorporate it into their digital marketing activities. When it comes to displaying products and services, only 20% of the respondents indicated that they showcase what they offer. This suggests that there may be room for improvement in terms of promoting and highlighting their offerings through digital marketing channels.

Interestingly, 30% of the respondents stated that they are the first choice when considering contacting them. This indicates that a significant portion of the respondents have positioned themselves effectively in the minds of potential customers as a go-to option for

communication or inquiries.

Furthermore, a small percentage (2.5%) of the respondents believe that Email marketing is used better compared to other digital marketing strategies. While this percentage is low, it still reflects a preference for Email marketing over alternative methods among a minority of the surveyed individuals.

Table 8: Descriptive analysis Email marketing

| Descriptive Statistics | | | | | |
|------------------------|------|---------|---------|-------|----------------|
| | N | Minimum | Maximum | Mean | Std. Deviation |
| C | 40 | 8 | 15 | 12.10 | 2.048 |
| Valid (listwise) | N 40 | | | | |

Source; survey result (2024)

According to the table above, email marketing minimum value is 8 and the maximum is 15, while mean and standard deviation is 12.10 and 2.048 respectively. The mean is around to 12.10, meaning that most responses agreed with the statements.

4.4 Sales performance

According to the sales performance of the firms conducted on the influence of coffee export firm on their sales revealed significant results. The firm has seen a substantial increase in revenue, market share, and customer acquisition. This has led to increased profitability and more sales, contributing to a higher demand for their products. The firm has also been able to expand into new markets and charge higher prices, resulting in a revenue growth of over 50%. Overall, the analysis indicates that the coffee export firm's strategies and tactics have been

Table 9: Frequency statistics for Sales performance

| | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|----------------------------|-------------------|----------|---------|-------|----------------|
| Increased Revenue | - | - | 27.5% | 72.5% | - |
| Increased Market Share | - | - | 15% | 85% | - |
| More Customer Acquisition | - | - | 70% | 30% | - |
| Increased Profitability | - | - | 57.5% | 2.5% | - |
| More Sales | - | - | 65% | 35% | - |
| Higher Demand For Products | - | - | 15% | 85% | - |
| New Market Acquisition | - | - | 65% | 35% | - |
| Higher Prices | - | - | 52.5% | 47.5% | - |

Source; survey result (2024)

Table 10: Descriptive analysis Email marketing

| Descriptive Statistics | | | | | |
|------------------------|------|---------|---------|-------|----------------|
| | N | Minimum | Maximum | Mean | Std. Deviation |
| Sales growth | 40 | 24 | 32 | 28.32 | 2.805 |
| Valid (listwise) | N 40 | | | | |

Source; survey result (2024)

According to the table above, Sales performance minimum value is 24 and the maximum is 32, while mean and standard deviation is 28.32 and 2.805 respectively. The mean is around to 28.32, meaning that most responses agreed with the statements.

4.5 Correlation

The Pearson correlation coefficients provided indicate the strength and direction of the relationships between the independent variables (social media, SEO, and email marketing) and the dependent variable (sales performance). Marczyk, Dematteo, and Festinger (2005) state that correlation is the most fundamental and practical methods for determining how two or more variables are related. The output values were classified as small, moderate, large, and very large correlation when the values were, respectively, (0.1-0.3), (0.3-0.7), (0.7-0.9), and (0.9-1.0) in terms of correlation.

| Correlations | | A | B | C | D |
|---|---------------------|--------------------|--------------------|--------------------|----|
| Social media | Pearson Correlation | 1 | | | |
| | Sig. (2-tailed) | | | | |
| | N | 40 | | | |
| SEO | Pearson Correlation | .045 | 1 | | |
| | Sig. (2-tailed) | .783 | | | |
| | N | 40 | 40 | | |
| Email marketing | Pearson Correlation | .661 ^{**} | .543 ^{**} | 1 | |
| | Sig. (2-tailed) | <.001 | <.001 | | |
| | N | 40 | 40 | 40 | |
| Sales growth | Pearson Correlation | .820 ^{**} | -.282 | .530 ^{**} | 1 |
| | Sig. (2-tailed) | <.001 | .078 | <.001 | |
| | N | 40 | 40 | 40 | 40 |
| ** . Correlation is significant at the 0.01 level (2-tailed). | | | | | |

Table 11: correlation between independent and dependent variable

Source; survey result (2024)

As results, The correlation coefficient of 0.820 between social media and sales performance indicates a strong positive correlation. This suggests that there is a significant positive relationship between social media activities and sales performance

The correlation coefficient of -0.282 between SEO and sales performance indicates a weak negative correlation. This suggests that there is a slight negative relationship between SEO activities and sales performance. A lower value of -0.282 implies that as SEO efforts increase, sales performance may slightly decrease, although this negative correlation is not very strong.

The correlation coefficient of 0.530 between email marketing and sales performance indicates a moderate positive correlation. This suggests that there is a moderately positive relationship between email marketing activities and sales performance. A value of 0.530 implies that as email marketing efforts increase, sales performance tends to increase as well, but not as strongly as with social media.

So in conclusion, Social media has the strongest positive correlation with sales performance among the three digital marketing strategies analyzed. Email marketing also shows a positive relationship with sales performance, though not as strong as social media. SEO, on the other hand, exhibits a weak negative correlation with sales performance, indicating that there may be some challenges or factors affecting the effectiveness of SEO in driving sales.

4.6 Assumption test

4.6.1 Normality test

Ruth (2017) states that the purpose of the data normalcy test is to ascertain the distribution of the data in the study's variable. The normalcy data result is labeled below, and the P-P plot indicates that every point clearly lies on the diagonal line from the bottom left. Upper right. This would imply that the results of the normality test do not show any significant irregularities.

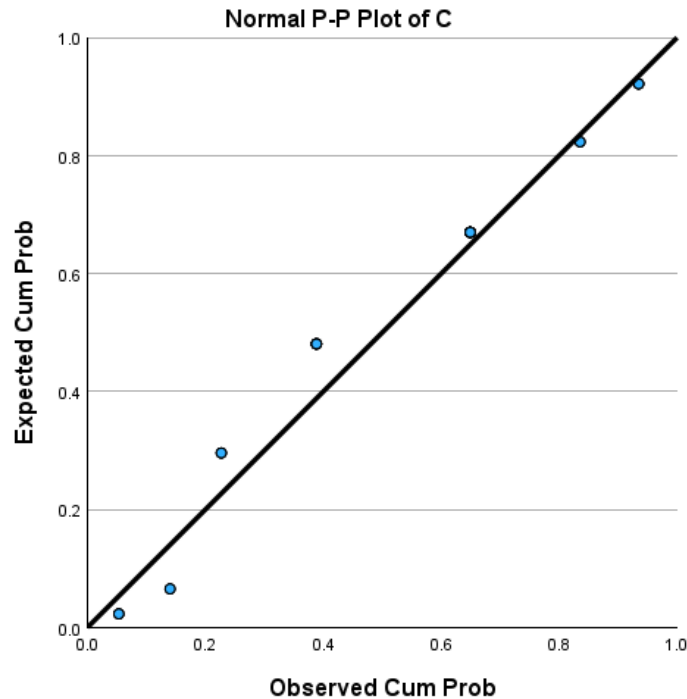


Figure 2: Normal P-P plot of regression standardized residual

4.6.2 Multicollinearity Test

We can see from the tolerance and variance inflation factor (VIF) values in the table below whether multicollinearity exists or not. The variables are perfectly correlated when the tolerance value is 0, and they are not correlated when the tolerance value is near to 1.

There is no discernible correlation between the tolerance column values in the table below, which are all below 0.6 there is no multicollinearity issue in this study because, according to the variance inflation factor (VIF), VIF above 4 or tolerance below 0.25 indicates that multicollinearity might exist, and further investigation is required. Since the VIF is less than 4. Generally speaking, a VIF of more than 10 is unacceptable since it indicates greater difficulty or collinearity in the variables.

Overall, based on these tolerance values, it appears that there is some level of multicollinearity among the independent variables, especially for email marketing, which has the lowest tolerance value. While these values do not indicate severe multicollinearity issues.

Table 12: collinearity

| Coefficients ^a | | | |
|---------------------------|-----------------|-------------------------|-------|
| Model | | Collinearity Statistics | |
| | | Tolerance | VIF |
| 1 | (Constant) | | |
| | Social media | .424 | 2.359 |
| | SEO | .531 | 1.883 |
| | Email marketing | .300 | 3.336 |

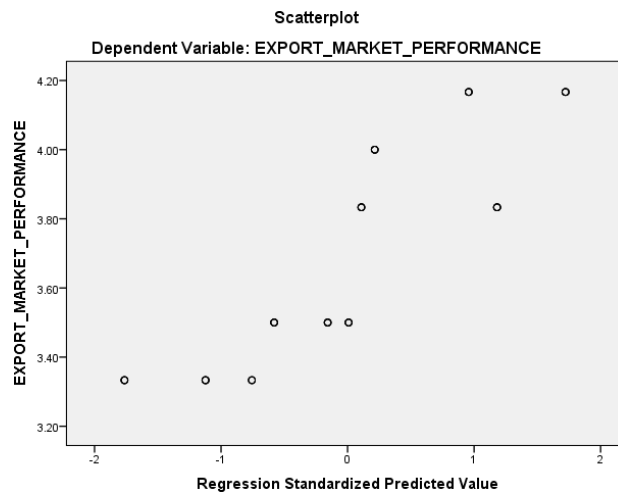
a. Dependent Variable: sales growth

Source; survey result (2024)

4.6.3 Linearity test

The degree to which changes in the dependent variable are related to changes in the independent variables is indicated by the linearity of the relationship between the two variables. The linearity is supported by the figure below.

Figure 3: Linearity scatter plot of regression standardized residual



4.7. Multiple Regression

The Pearson correlation between the values of Y that are observed and the values that are predicted by multiple regressions is known as multiple regressions. Large correlation values indicate a strong relationship between those variables.

The social media marketing, search engine optimization and email marketing factors are the three variables in the preceding table that have a moderate correlation with their dependent variable.

Table 13 :Model Summary

| 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 | .922 ^a | .851 | .839 | 1.127 | .851 | 68.525 | 3 | 36 | <.001 | .941 |
| a. Predictors: (Constant), Email marketing ,SEO ,Social media | | | | | | | | | | |
| b. Dependent Variable: sales growth | | | | | | | | | | |

Source; survey result (2024)

The degree to which the dependent and explanatory variables can be predicted accurately is indicated by the coefficient of determination (R square).

The model summary in the above table reveals a R square value of 0.839, meaning that 83.9% of the variables (social media marketing, search engine optimization and email marketing) that affect the sales growth are included in this model. Additionally, the Durbin-Watson value of 0.941 indicates that there is less connection between the independent

variables. Put another way, both the dependent variable and the explanatory variables are exogenous. Which is interpreted as there is no bias in the regressions

Overall, based on this model summary, it appears that the regression model with Email Marketing, SEO, and Social Media as predictors has a strong overall fit and explains a substantial amount of the variance in sales growth

Table 14 ANOVA

| ANOVA ^a | | | | | | |
|---|------------|----------------|----|-------------|--------|--------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 261.059 | 3 | 87.020 | 68.525 | <.001 ^b |
| | Residual | 45.716 | 36 | 1.270 | | |
| | Total | 306.775 | 39 | | | |
| a. Dependent Variable: sales growth | | | | | | |
| b. Predictors: (Constant), Email marketing ,SEO ,Social media | | | | | | |

Source; survey result (2024)

The ANOVA table provided shows the breakdown of variance in the dependent variable (sales growth) explained by the regression model with predictors (Constant, Email Marketing, SEO, Social Media) .One-way ANOVA can be used to assess whether there are any statistically significant differences between two or more groups' mean scores on the dependent variable.

The regression analysis indicates that there is significant linear regression when the significant level is less than 0.05 ($p < 0.05$), as the preceding table demonstrates. This suggests that factors have a big impact on Ethiopian coffee's export sales growth.

Table 15: coefficient for the multiple regressions

| Coefficients ^a | | | | | | | | |
|---------------------------|-----------------|-----------------------------|------------|---------------------------|--------|-------|-------------------------|-------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 22.981 | 2.639 | | 8.708 | <.001 | | |
| | Social media | .759 | .146 | .512 | 5.186 | <.001 | .424 | 2.359 |
| | SEO | -.897 | .137 | -.579 | -6.554 | <.001 | .531 | 1.883 |
| | Email marketing | .692 | .161 | .505 | 4.300 | <.001 | .300 | 3.336 |

a. Dependent Variable: sales growth

Source; survey result (2024)

Out of the three independent variables, social media element has highest beta coefficient, which is (beta=0.512). This shows the higher the beta value, the higher the level of sensitivity to the explanatory variable (sales growth). Email marketing also has a higher beta (beta=0.505), and SEO is -0.579 result.

In summary, based on the coefficients higher investment in social media and email marketing is associated with higher sales growth. Conversely, higher investment in SEO is associated with lower sales growth. These coefficients provide insights into the estimated impact of each marketing channel on sales growth within the regression model.

4.6 Discussion Findings

This study was carried out to answer the four main questions which were listed in chapter one,

(1) There is a positive relationship between social media marketing and the sales growth of coffee export firms in Ethiopia, (2) There is a positive relationship between email marketing and the sales growth of coffee export firms in Ethiopia and (3) There is a positive relationship between search engine optimization and the sales growth of coffee export firms in Ethiopia.

Findings on the **Social media marketing**, the study revealed that social media marketing have significant positive effect on sales growth of coffee export firms with a mean value of 16. This result has been supported by different scholars.

Findings on the **search engine optimization**, the study revealed that search engine optimization have positive significant on the sales growth of coffee export firms with a mean of 12.10. This result has been supported by previous different scholars.

Findings on the **Email marketing**, the study support that, email marketing have a positive and significant affect on the sales growth of coffee export firms with mean value 12.1. This result has been supported.

4.7 Hypothesis Testing

Table 16: hypothesis testing

| Hypothesis | Beta value | P Value/Sig Value | Nature of Relationship | Discussion |
|--|------------|-------------------|------------------------|-------------|
| Hypothesis 1: There is a positive relationship between social media marketing and the sales growth of coffee export firms in Ethiopia. | B=.512 | .001 P<0.05 | Positive | Supported |
| Hypothesis 2: There is a positive relationship between search engine optimization and the sales growth of coffee export firms in Ethiopia. | B=-.579 | .001 P<0.05 | Negative | unsupported |
| Hypothesis 3: There is a positive relationship between email marketing and the sales growth of coffee export firms in Ethiopia. | B=.505 | .001 P<0.05 | Positive | Supported |

Source; survey result (2024)

In summary, the results suggest that while social media marketing and email marketing have a positive impact on sales growth for coffee export firms in Ethiopia, This unexpected result contradicts the hypothesis. The statistical significance of the relationship, indicated by the low p-value, further strengthens the evidence against the expected positive relationship. the unexpected negative relationship between search engine optimization and sales growth requires further investigation and consideration of potential confounding factors.

CHAPTER- FIVE

5. SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary

The main objective of this study is to analyze some selected digital marketing elements that influence the sales growth of coffee export firms in Ethiopian coffee. This study examined three determinants factors; , Social media marketing, Search engine optimization and Email marketing. The study used quantitative data to determine the factors.

In order to answers the questions, the researcher want to take all ECEA members, assuming the main coffee exporters are members of this association. According to selecting sample size the researcher couldn't take all population. And 50 questionnaires were disseminated, 40 were chosen. From the entire respondents firm profile all of them do have additional business besides exporting coffee.

Summarized major findings that are related with influence of digital marketing on sales growth of coffee exporters are listed below;

- **Social media marketing**, exporters adopt social media plat forms that are coherent with the customers. Most of them displayed their products and service on this platform and their customers readily see this platforms. Most respondents reveled they are in rapid sales growth and over all the exporting has increasing profitability to their firm directly or indirectly. Exporting has improved competitiveness and firm market share internationally. Overall the digital marketing strategy resulted in their firm growth. Most of them respond their firm export venture has been successful.
- **Search engine optimization**, most of the firms have website which is the first thing most customers ask when they connect with them and with that they have displayed their products and services their. Some of them even have buy on spot pages. Contrary to the hypothesis, the study revealed a negative relationship between Search engine optimization and sales growth among coffee export firms in Ethiopia.

This unexpected finding challenges the conventional belief that Search engine optimization positively influences sales growth. The statistically significant negative correlation suggests that other factors or variables may be at play in influencing sales growth in this context.

- **Email marketing**, most of them are experienced in the export business, and do have emails but they don't market its well. Some try to display their service and little display their products. Their main use is for communication. And this element also moderately affects sales growth.

5.2 Conclusions

Ethiopia is one of the biggest exporters of coffee worldwide, and the coffee export provides the majority of the nation's foreign exchange earnings in addition to millions of jobs. It is crucial to comprehend the aspects that affect this business. The three independent variables are not the only factors, as this study has shown. According to the study, none of the three explanatory variables are negligible.

The concern of the study is to test if those three variables affect the export sales growth positively and significantly, after analysis all of the variables have positive effect on the dependent variable. Export market strategy had been significant in other previous studies, like (Endeshaw, 2017) and (Gafesa, 2018)). So the more ~~po~~ adjustment to these variables will increase the export market performance.

According to the empirical data gathered from questionnaires and policy documents, all exporters are involved in the import and other economic sectors. This demonstrates that the majority of exporters use the export industry to obtain hard currency for their other businesses; as a result, they become price takers in the market even when they lose money since they believe they will make money by bringing in highly sought-after goods for the local market.

5.3 Recommendation

- The study recommended that Ethiopian coffee exporters should increase their online presence in order to reach a larger number of potential customers.
- The study also recommended through investing in digital marketing initiatives, building a website and producing interesting and educational content is crucial for drawing in and keeping clients.
- The study also suggested that Ethiopian coffee exporters should boost customer interaction on their websites to promote customer engagement. This can be achieved by giving special offers and discounts and promptly answering queries and comments on time.
- Finally, the study suggested that Ethiopian coffee exporters should spend money on digital marketing strategies in order to reach a greater number of potential clients and increase their sales and also their market shares.

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APPENDIX-1 Questionnaire

**Addis Ababa University College of Business
and Economics**

School of Commerce

Marketing Management Department

Dear respondent

The main purpose of this questionnaire is to gather information or primary data in order to assess and examine “*The influence of Digital marketing strategy on the sales growth of coffee export firms in ethiopia*”. Your genuine information is highly valuable as it determines the success of this study. Therefore, the overall objective this questionnaire is to gather primary data only. I would like to assure you that, the information you are going to provide will be exclusively used purely for academic purpose and will kept confidential. Completing the questionnaire won’t take more than fifteen (10) minutes. Your contribution to this research and Cooperationis much appreciated.

Thank you very much for your time and assistance!

Questioner

Part 1: - Respondent and Firm profile

Direction: Please put a tick mark (√) on the appropriate box of your answer.

1. Position of the respondent: -

Export Manager Marketing Manager Digital marketing Manager

2. Gender: Male Female

3. Age:- : 18-25 26-35 36-45 46-55 Above 55

4. Educational level: Primary education High school Diploma

BA Degree Masters and above

5. Your Year of Experience in the export market:-

Less than 3 years 3-5years 5-10years

10-15 years 15 years above

6. Company's Year of Experience in the export market:-

Less than 3 years 3-5years 5-10years

10-15 years 15 years above

7. Number of permanent/temporary employees in the company :-

Less than 10 10-30 30-50

50 and above

PART TWO: Digital marketing dimension elements

Instruction: Please read the following items and respond by indicating your degree of agreement on each statement on the five point Likert scale; Where: **1- Strongly Disagree 2- Disagree 3- Neutral 4- Agree 5-Strongly Agree**

1. Which of the following products do you deal with?

a) Green beans

b) Roasted

c) Both

2. Does your firm use digital technologies to market your products? Tick as appropriate.

a) Yes

b) No

Please indicate your choice by putting tick sign (√)

| S. No | Social media such us instagram, facebook, whatsapp and such | 1 | 2 | 3 | 4 | 5 |
|-------|--|---|---|---|---|---|
| 1. | Our enterprise has a functional Social media platforms | | | | | |
| 2. | Our enterprise various products and services offered are displayed here | | | | | |
| 3. | Social media readily comes to mind when considering contacting us | | | | | |
| 4. | Compared to other digital marketing strategy social media is used better | | | | | |
| S. No | Search engine optimization (SEO) | | | | | |
| 1. | Our firm integrates this digital marketing strategy | 1 | 2 | 3 | 4 | 5 |
| 2. | Our firms various products and services offered are displayed here | | | | | |
| 3. | search engine optimization readily comes to mind when considering contacting us | | | | | |
| 4. | Compared to other digital marketing strategy search engine optimization is used better | | | | | |
| | Email Marketing | 1 | 2 | 3 | 4 | 5 |

| | | | | | | |
|----|---|--|--|--|--|--|
| | | | | | | |
| 1. | Our firm integrates this digital marketing strategy | | | | | |
| 2. | Our firms various products and services offered are displayed here | | | | | |
| 3. | Email Marketing readily comes to mind when considering contacting us | | | | | |
| 4. | Compared to other digital marketing strategy Email Marketing is used better | | | | | |

Part III: SALES GROWTH

1. To what extent has digital marketing affected the following performance indicators in your firm? 1: Strongly Disagree 2: Disagree 3: Neutral 4: Agree 5: Strongly Agree

| Sales Performance indicator | | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|-----------------------------|----------------------------|-------------------|----------|---------|-------|----------------|
| 1 | Increased Revenue | 1 | 2 | 3 | 4 | 5 |
| 2 | Increased Market Share | 1 | 2 | 3 | 4 | 5 |
| 3 | More Customer Acquisition | 1 | 2 | 3 | 4 | 5 |
| 4 | Increased Profitability | 1 | 2 | 3 | 4 | 5 |
| 5 | More Sales | 1 | 2 | 3 | 4 | 5 |
| 6 | Higher Demand For Products | 1 | 2 | 3 | 4 | 5 |
| 7 | New Market Acquisition | 1 | 2 | 3 | 4 | 5 |
| 8 | Higher Prices | 1 | 2 | 3 | 4 | 5 |

