Factors affecting export marketing Performance of Ethiopian humeral type sesame seed

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Abstract: The factors affecting export marketing performance of Ethiopian humera type sesame seed. The objective of this research was to assess factors affecting export marketing performance of Ethiopian humera type sesame seed. A descriptive survey research design with explanatory research design was used quantitative research approaches were employed. Sources of primary data were employees of Ethiopian humera type sesame seed a total of 200 respondents were sources of primary data primary data and secondary data were obtained from the export marketing performance. Structure Likert Scale format questionnaire has been used for data collection. The data obtained were analyzed using Statistical Packages for Social Science (SPSS) V-26 V; descriptive analysis and regression analysis were conducted to interpret the data. The main findings indicate that Ethiopian humera type sesame seed was not well in conducting the product characteristics, market specific characteristics, managerial characteristics and Export marketing strategy and export marketing performance a. Moreover, the export was slow in tackling problems like communication, inadequate integration, and openness, fairness in treating the product characteristics, market specific characteristics, managerial characteristics and Export marketing strategy. The regression result shows the product characteristics, market specific characteristics, managerial characteristics and Export marketing strategy have significant negative relationship with export marketing performance (EMP) of the export. To improve the export marketing performance, the researcher recommended that the export marketing revising its programs through especially giving prior attention to the product characteristics, market specific characteristics, managerial characteristics and Export marketing strategy and export marketing performance system. This study would help the company management to implementation of export marketing performance system.

Keywords: product, characteristics, market, managerial Export and strategy

1.1. Statement of the problem

Ethiopian Humera type sesame seed export is characterized by highly exported agricultural commodity next to coffee with an increased volume from time to time. It is crucial to select and grade sesame seeds according to their quality and clearly specify its characteristics, such as its origin (for traceability), organoleptic qualities or a specialty. This creates good price, enhanced market access, better market competition and distribution and gives recognition of the role of primary producers. It also helps to protect regional brands and enhance consumers' confidence (Bezabih Emana, 2010).

Ethiopia is one of the largest sesame seed producers (UNFAO, 2015) in the world. The major sesame producing regions are located in the North and South-west Ethiopian in Gondar, Humera, and Wollega. These three areas contribute more than 92 % of the total sesame output in the country (Zerihun, 2012). The seed production in the country is highly growing due to its high market value and suitability to environmental conditions. The quality of sesame varieties in Ethiopia is usually known by their commercial brand name, such as, Humera, Gondar and Wollega types. As a reminder this days Gonder type sesame is considered under Humera type due to the similarity of the seeds in terms of color, odor, size and purpose.

Despite its enormous potential and actual contribution to the Ethiopian national economy the major objective of this research is to examine and investigates factors affecting export marketing performance of Humera type sesame seed with in exporter companies in Addis Ababa city registered under the Ethiopian Ministry of trade and regional integration.

Most of the reviewed studies indicate that export is one of the hastening factors for economic growth although it shows low performance in Ethiopia. Ethiopia exports mainly primary agricultural products which mostly produced in traditional way. Most of the previous studies focus on the main problem of sesame export in Ethiopia as poor quality of exported sesame study by Tewodros (2012) noticed, while another researcher Negash (2015) explained contrary to this as the exported sesame in Ethiopia is high quality especially the Humera. Another researcher, Sorsa (2009) identified the various types of sales outlets for sesame in the survey areas selling to local collectors in the nearby local markets, followed by selling to collectors who visit producers at home but not included export.

Finally, as we can see the previous studies focused generally on two issues product quality and local market influence on export performance but for this research the main objective is to study the determinant variables which were not properly assessed in the former researches like export market related factor, Institutional support related factors, export marketing strategy, managerial characteristics, export products to improve the sesame export performance.

The general objective of the research is intended to investigate the factors that affect export marketing performance of Ethiopian Humera type sesame seed with in actively operating exporter companies in Addis Ababa city registered under the Ethiopian Ministry of trade and regional integration.

1.2.   Significance of the study

First, this research would serve as a reference for new research works in the export sector particularly in sesame export. Second, the finding of this study would help Ethiopian exporters to improve their private and government Sesame exporters with in Ethiopian territory to use this research to understand the marketing problem and gaps to solve their existing marketing problems which would improve marketing strategies and market approach to meet the needs of their international market. Third, this research would be an input for different stakeholders like the government policy makers to revise existing activity and procedures in Sesame export sector. Fourth, the study would increase the contribution of standardizing export marketing to Ethiopian exporters related to the international marketing concept by trying to show ways that may improve the successful export marketing to exporters in Ethiopia.

1.3.   Scope of the study

This study would mainly focuses on determining factors affecting export marketing performance of Ethiopian Humera type sesame seed from the elements of marketing determinants only using a data for the past ten years from 2012 to 2022. The study would take censes of the current 200 active operating exporters registered in Addis Ababa Ethiopian Ministry of trade and regional integration and same time registered under Ethiopian pulses and oil seeds association.

In addition this research would focuses only on Humera type sesame not on other sesame area like Wellega type sesame seed.

1.4.   Limitation of the study

Since the topic is a major national concern it requires more budget and time to be further studied at a national level outside of Addis Ababa. In addition this research would focuses only on Humera type sesame and excludes Wellega type sesame seed.

1.5.   Organization of the study

The research would be organized in to five chapters. The first chapter would have the introduction part deals with back ground of the study, statement of the problem, general and specific objectives of the study, significance of the study, scope of the study, hypothesis of the study and limitation of the study. The second chapter would address a review of theoretical and empirical literatures about the factors affect the export market performance of Ethiopian Humera type sesame seed. The third chapter would address research methodology data collection, sample and sample size, data analysis methods would be discussed in details. The fourth chapter includes presentation of primary data, analysis, and interpretation. Finally, in chapter five, the study would end up by making conclusion and recommendations for sesame exporters and other stakeholders.

RESEARCH DESIGN AND METHODOLOGY

3.2. Research Approach

Research approach can be defined as the collection of procedures and plans that decide the overall process of research. Research approach decides the methods for data collection, analysis, and interpretation. The concept of research approach is followed in the entire research process.

There are three research approaches which are: (a) qualitative, (b) quantitative, and (c) mixed methods. Research approaches are plans and the procedures for research that span the steps from broad assumptions to detailed methods of data collection, analysis, and interpretation. This plan involves several decisions. The overall decision involves which approach should be used to study a topic. Informing this decision should be the philosophical assumptions the researcher brings to the study; procedures of inquiry (called research designs); and specific research methods of data collection, analysis, and interpretation. The selection of a research approach is also based on the nature of the research problem being addressed.

This research would apply Quantitative approach by collecting primary data using Questioner and analyze the data using SPSS V-26 to provide result of the data analysis and draw conclusion and recommendation.

3.3. Research design

The methods or procedures section is really the heart of the research proposal. Research design indicate the methodological steps to take to answer every questioner to test every hypothesis illustrated in the questions and hypotheses section.

There are mainly three research design approaches, explanatory, descriptive and exploratory design. Explanatory research is outline or blueprint of the procedure that enables the researcher to control the factors that may affect the result of an experiment. Descriptive

research is focused on answers to the questions of who, what, where, when and how related to the topic. Explanatory research is an approach of conducting research problem when there are few or no previous study related with the topic. This research design would be an explanatory design type associated with a subject on factors affecting export marketing performance of Ethiopian Humera type sesame seed.

3.4. Population and Sampling design

3.4.1. Target Population
Population refers to a complete set of elements (persons or objects) that possess some common characteristic defined by the sampling criteria established by the researcher. In this research the population is all exporters registered under Ministry of trade and regional integration same time registered under Ethiopian oilseeds pulses association. The target population is the entire group of Humera type sesame exporters to which the researcher desire to generalize the study findings to meet some set of criteria of interest to researcher from the list of active exporters under Ministry of trade and regional integration same time registered under Ethiopian oilseeds pulses association.

This research selects population jointly from Ministry of trade and regional integration and exporters association of "Ethiopian oil seeds pulses and cereals since active members are easily accessible with 200 active members which represents over the 95% of the country's Humera type sesame export share. Humera type sesame seed exporters are the primary target of this study registered under Ministry of Trade and Regional Integration and actively operating under oil seeds and pulses association. The sample frame would be taken from the list of oil seeds and pulses association members. Considering this are the most active players of sesame seed exporters represent the population in which the research focuses.

Currently Ethiopian oil seeds and pulses exporters association have 200 active members and these active members are the major players in the export of Ethiopian Humera type sesame seed to international market. The researcher would use random sampling technique with consideration of the size of the population and the objective of the study.

3.5. Data collection methods
There are two types of data collection methods; primary and secondary data collection methods. Primary data collection method is when the information was gathered from primary source or we can call it first-hand approach (collected by the researcher himself) and secondary data collection method is when the information already available and need only to analyze the information to our study.

This research would use primary data. As part of primary data, the data would be collected by using questionnaire; the researcher would select those respondents to be amongst the top management level and export managers and expert level in each firm to capture important data. The respondents would be selected from the general population which would be collected from Ministry of regional integration and active members of Ethiopia oil seeds and pulses associations from Addis Ababa city. This research would be used survey questionnaires to collect primary data which are structured using a five-point Likert scale on a number of variables.

3.6 Data collection procedure
Procedure of Data Collection the researcher would developed the research question and distributed to Research and development department since they have a good experience in research in order to check the reliability and validly of the instrument (questionnaires). After correcting their few comments it would be send to the advisor. And the advisor provided constructive comments and then approved it.

The researcher would distributed the questionnaires to the sesame exporters which are located in Addis Ababa city (the capital city of Ethiopia) and committed to consistent follow up in order to upgrade the responses rate and validity. The researcher would use SPSS of 2020 version computer software to process the collected data and to produce the out puts.

3.6. Data Analysis methods
Almost all statements in the questionnaire would rate 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, except the Demographical questions and opinion asked at the last part of the questioner. Data was analyzed using a Statistical Package for Social Sciences (SPSS) version 2020. The statistical method to be used for to analyze data would be regression to show the connection between independent and dependent variables in this research.

In addition to, the results showed B-coefficients of We make a few assumptions when we use linear regression to model the relationship between a response and a predictor. These assumptions are essentially conditions that should be met before we draw inferences regarding the model estimates or before we use a model to make a prediction for the constant (c), product characteristics

(X_1), use of export marketing strategy(X_2), the export market specific characteristics (X_3) and export marketing strategy(X_4). Thus the general equation obtained from the results of the regression coefficients is Y(c)= X1β1+X2β2+X3β3+X4β4……..Σ

y = x1β1 + x2β2 + x3β3 + ε. Depending on the context, the response and predictor variables might be referred to by other names. For simplicity, we'll generally stick with the terms *response* and *predictor* throughout this discussion in the above assumption.

3.7. Reliability of the Instrument
As Kothari (2004) stated reliability of the research instrument needs to check the extent to which the instrument yields the same results on repeated measures. The researcher used Cronbach's alpha coefficient as the indicator to check the degree of consistency of the instrument. After the questionnaires were filled and returned, the reliability and validity of items were measured by using Crobanch's alpha method.

Table 0.1: Reliability Statistics

Items	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
the product characteristics	.852	.851	7
market specific characteristics	.810	.810	6
managerial characteristics	.900	.903	9
Export marketing strategy	.871	.870	8
Institute support	.815	.767	4
Export marketing Performance	.715	.704	6

Source: Survey data, 2023

As Table 0.1 indicates the all Cranach's alpha value of the instrument found grater than 0.7. According to Gay, et al, (2009) who suggest that, the Cranach's alpha results > 0.7 is acceptable. Thus it can be conclude that all the items in this study are consistent and reliable except minor modification made on two items in the Export Marketing Performance which seemed ambiguous during try out.

3.8. Ethical Consideration
All data collected from informers by using questionnaire would be analyzed in accordance to the Yardistic International College ethical and academic research guideline. The study kept confidential to protect the respondents.

CHAPTER FOUR

RESULT AND DISCUSSION
This chapter presents the analysis of data from the survey. Once the raw data was obtained it was coded and entered into the computer program. In addition to this, background information of respondents was presented in different format. The Statistical Package for Social Sciences (SPSS) version 26 was used to analyze the data. Descriptive statistics were used to summarize, organize and simplify the findings in a systematic way. The results are presented in figures, percentages and tables and the summary statistics such as means, standard deviations are computed for each export marketimg performance in this study. The multiple regression tests also used to further analyses and explore the relationship between variables.

4.1.   Response Rate
Table 4.1 presented the rate of response of the questionnaires, a total of 200 questionnaires were distributed to the employees of the selected Ethiopian humera type sesame seed.

Table 0.1: Rate of response

Questionnaires	Frequency	%
Distributed	212	100
Collected	200	94.3
Discarded	12	5.7

Source: Survey, 2022/23

As indicated in Table 4.1 whole 212 (100%) of them were returned 200(94.3%) and discarded 12(5.7%). Thus, the total response rate was sufficient and safe to analyze and interpret the data.

		Frequency	Percent	Valid Percent	Cumulative Percent
	JOB POSITION				
Valid	GENERAL MANAGER	13	6.1	6.5	6.5
	EXPORT MANAGER	150	70.8	75.0	81.5
	SENIOR EXPORT MANAGE	37	17.5	18.5	100.0
	Total	200	94.3	100.0	

Source: Survey, 2022/23

In the job position showed that 13(6.1%) general manager, 150(70.8%0 export manager and 37(17.5%) senior export manager then data showed that majority participants were 150(70.8%0 export manager.

4.2. Demographic Characteristics of Respondents
This section presents the demographic characteristics of respondents like gender, age; educational level and experience are assessed.
Table **0.2:** Characteristics of respondents regard to gender and age

		Frequency	Percent	Valid Percent	Cumulative Percent
	GENDER				
Valid	Male	153	72.2	76.5	76.5
	Female	47	22.2	23.5	100.0
	Total	200	94.3	100.0	

Source: Survey, 2022/23

		Frequency	Percent	Valid Percent	Cumulative Percent
	AGE OF RESPONDENTS				
Valid	BELOW 28	59	27.8	29.5	29.5
	29-45	132	62.3	66.0	95.5
	46-65	9	4.2	4.5	100.0
	Total	200	94.3	100.0	

Source: Field survey (2023)

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	29-45	132	62.3	66.0	95.5
	46-65	9	4.2	4.5	100.0
	Total	200	94.3	100.0	

As shown in, 47 (22.2%) respondents were female and 153(72.2%) were male respondents. The percentage shows that the female respondents are higher than the female respondents this shows more the information gets from females. Regard to age, below 28 59(27.8%), 29-45 participants were 132(62.3%) and 46-65 participants were 9(4.2%) we concluded that the majority of the participants were 29-45 132(62.3%) year respectively. In order to compare the results of different surveys, it is necessary to know the age range of respondents in each survey. Definition: The age range of respondents sampled in the survey, given in years.

Table 0.3**: Characteristics of respondents regard to educational level**

EDUCATION LEVEL					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	degree	158	74.5	79.0	79.0
	masters	42	19.8	21.0	100.0
	Total	200	94.3	100.0	

Source: Field survey (2023)

Educational background of respondents is an important factor to be considered with regard to making loan related decisions. As indicated in Table **0**. above, 158(74.5%) of the respondents are first degree holders whereas 42 (19.8%) of respondents are Master's Degree holders. This denotes that the majority of the respondents might have theoretical background on the subjects raised on this study. High-quality data: Qualified survey respondents have the right background to help researchers with the correct data. They have the information with them that can make a difference in the online research project.

Table 0.4: Characteristics of respondents regard to work experience

EXPERIENCE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LESS THAN 5 YEARS	2	.9	1.0	1.0
	5-10	124	58.5	62.0	63.0
	11-15	73	34.4	36.5	99.5
	above 16	1	.5	.5	100.0
	Total	200	94.3	100.0	

Source: Field survey (2023)

Duration of services was another demographic factor, in the first item of, the highest percentages of 124(58.5%) represents employees serve in the sector between 5 to 10 years, the next level is 73 (34.4%) serving the between 11-15 years and rest `1% (.5) serve in the sector for more than 16 years. This implies that most respondents serving more than 5-10 years. Most of the respondents are more familiar with the activities of the Ethiopian humera type sesame seed and can provide useful insight in the factors affecting export marketing performance of Ethiopian humera type sesame seed. the next parts of the research seeks to understand factors affecting export marketing performance of Ethiopian humera type sesame seed, which has been analyzed and presented on following tables on each sections. Hence the researcher analyzed the quantitative data by comparing the mean and standard deviation score of each variable. work experience is a short period spent in a workplace, usually by young people, to learn what it is like to do that kind of work. I'm going to do work experience in a factory.

Table 0.5: Comparison Bases of Mean Score

No	Mean Score Range	Description
1	1.00 - 1.79	Strongly Disagree
2	1.80 - 2.59	Disagree
3	2.60 - 3.39	Neutral
4	3.40 - 4.19	Agree
5	4.20 - 5.00	Strongly Agree

Source: Pihie & Akmaliah (2009)

According to Pihie & Akmaliah (2009), the mean score below 1.79 is considered as "Strongly Disagree"; the mean score from 1.80 up to 2.59 is considered as "Disagree"; 2.60 to 3.39 is considered as "Neutral"; 3.40 to 4.19 is considered as "Agree" and mean score above 4.20 is considered as "Strongly Agree"; as illustrated in **Error! Reference source not found.**Above. The mean (average) of a data set is found by adding all numbers in the data set and then dividing by the number of values in the set. The median is the

middle value when a data set is ordered from least to greatest. The mode is the number that occurs most often in a data set. Thus, the mean tells us what the average value is and the SD tells us what the average scatter of values is, around the mean.

Figure 0.1: **Export Marketing Performance net export trend and growth rate trend from 2017 to 2022**
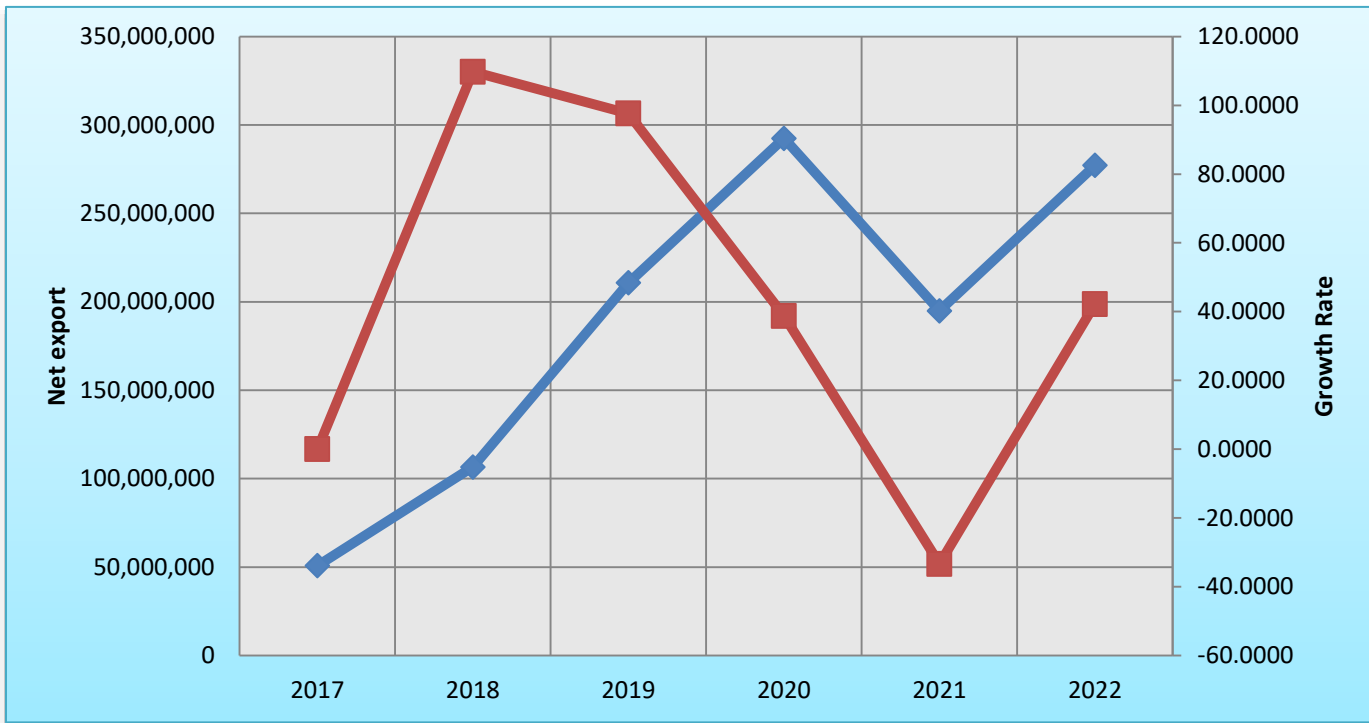
Source: Ethiopian humera type sesame seed Annual Report (2017-2022)

The result implies that there is a need for Export Marketing Performance to take steps to improve their export practice which would help to increase its Export Marketing Performance

4.3.   Regression Analysis

This section focused on the regression analysis which includes model summary, ANOVA, and regression coefficients of Export Marketing Performance is useful for the export product characteristics, use of export marketing strategy, the export market specific characteristics and the institutional support. However, from this perspective the respondents were not satisfied with Export product characteristics system of the export for the Export Marketing Performance. The study also determined the percentage of variation in the dependent variable (Export Marketing Performance) as a result of a percentage change in the independent variables (Export Marketing Performance is useful for the export product characteristics, use of export marketing strategy, the export market specific characteristics and the institutional support. However, from this perspective the respondents were not satisfied with Export product characteristics system of Table 0.2: Regression model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.679[a]	.454	.353	.5691030	.474	4.292	4	19	.014

a. Predictors: (Constant), the export product characteristics, use of export marketing strategy, the export market specific characteristics and the institutional support

Source: *SPSS Output from Survey Data, 2023*

Table 0.2 showed an R-value of 0.689 which indicates a high degree of correlation (strong) and a good level of prediction of Factors affecting export marketing performance of Ethiopian Humera Type sesame seed. Adjusted R squared is coefficient of determination which tells us the variation in the dependent variable due to changes in the independent variable, from the findings in the above table the value of adjusted R squared was 0.353 an indication that there was variation of 35.3% on export marketing performance of Ethiopian humera type sesame seed due to changes in Ethiopian Humera Type sesame seed at 95% confidence interval. This shows that 36.3% changes in export marketing performance of Ethiopian humera type sesame seed could be accounted for by Performance appraisal, Organizational development, Career development, Export marketing performance and Development. R is the correlation coefficient which shows the relationship between the study variables, from the findings shown in the table above there was a strong positive relationship between the study variables as shown by 0.679.

Table 0.3: Analysis of variance (ANOVA)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	5.354	4	1.339	4.282	.012[b]
Residual	5.939	19	.313		
Total	11.293	23			

a. Dependent Variable: Return On export

b. Predictors: (Constant), the product characteristics, market specific characteristics, managerial characteristics and Export marketing strategy,

Source: *SPSS Output from Survey Data, 2023*

From the ANOVA statistics in

Table 0.3 above, the processed data, the parameters had a significance level of 0.012 which shows that the data is ideal for making a conclusion on the parameter as the value of significance (p-value) is less than 5%. The calculated value was greater than the critical value (l.699 < 4.282) an indication that the export product characteristics, use of export marketing strategy, the export market specific characteristics, managerial characteristics and the institutional support influence export marketing performance of Ethiopian humera type sesame seed. From the result, the model was significant with a p-value of 0.012 which implies that the model was good for estimation.

Table 0.4: Regression Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	4.115	.592		6.955	.000
the export product characteristics	-.393	.119	-.676	-3.311	.004
use of export marketing strategy	.406	.114	.591	.971	.000
the export market specific characteristics	-.225	.105	-.391	-2.137	.046
Export Managerial characteristics	.386	.104	.571	.971	.002
the institutional support	.404	.117	.581	.981	.001
export marketing performance	-.339	.149	-.551	-2.273	.035

a. Dependent Variable: Return On Assets

Source: *SPSS Output from Survey Data, 2023*

The regression coefficient result is presented in Table 0.4. The results showed that p>0.05 indicating that the coefficients were not significantly different from 0 (zero). This meant that the above data showed that relationship between the export marketing performance, the product characteristics, market specific characteristics, managerial characteristics and Export marketing strategy influence export marketing performance were statistically significant for business progress.

Again, the results showed B-coefficients of 4.115, -0.393, 0.406, -0.225, -0.404, - 386respectively for the constant (c), product characteristics (X_1), use of export marketing strategy (X_2), the export market specific characteristics (X_3) and export marketing strategy (X_4) and managerial characteristic (X_5). Thus the general equation obtained from the results of the regression coefficients is:

$$EMP=4.115-0.393X_1+ 0.406X_2 -0.225X_3 -+0.-386x_3- 0.404X_4 +\mu \text{ (error)}$$

Or
$$EMP=4.115-0.393X_1+ 0.406X_2 -0.225X_3 -+0.-386x_3-0.404X_4 +\mu \text{ (error)}$$

From the above regression equation it was revealed that holding all the independent variable to a constant zero, export marketing performance of Ethiopian humera type sesame seed would be decreased by 4.115 unit, a unit increase in product characteristics, market specific characteristics, managerial characteristics would lead to increase in export marketing performance of Ethiopian humera type sesame seed by a factor of 0.393, a unit increase in export marketing performance would lead to increase in Ethiopian humera type sesame seed by a factor of 0.225 and 0.404 respectively. We Conclusions Regression analysis is a powerful and useful statistical procedure with many implications for export marketing performance research. It enables researchers to describe, predict and estimate the relationships and draw plausible conclusions about the interrelated variables in relation to any studied phenomena in constant variables export product characteristics, use of export marketing strategy, the export market specific characteristics and the institutional support.

Summary of Main Findings

The objective of this study has been to find out the main the factors affecting export marketing performance of Ethiopian humera type sesame seed. In this paper analysis of factors affecting export marketing performance for Ethiopia humera type sesame seed has been made.

❖ The mean score of the responses of the sample member participants to the items of the scale that addressed the effective the export product characteristics was 2.74, which was a few points lower than the average and indicating that the export was not well in conducting the export marketing performance and ineffective to help export to get feedback for their improvement and efficiency.

❖ The mean score of the participants' responses to the items of the scale addressing the use of export marketing strategy was 2.34, lower than the average point. It showed that the export was not done in relation to export marketing performance.

❖ The mean score of the participants' responses to the items of the export market specific characteristics was 2.61, which was lower than the average point. It indicates that the export was slow in tackling problems like communication, inadequate integration, openness, fairness in treating export marketing performance, as reported by participants.

❖ The finding showed mean score for the institutional support was 2.54, which is less than the average. Based on the finding one can conclude that the study area was not in a way taking good the institutional support in relation to export marketing performance.

  o The trend of net income from 2017 to 2022 shows that the Ethiopian humera type sesame seed exhibits both an upward and down ward in terms net income and in terms of growth rate. The finding reviled that the growth rate for Ethiopian humera type sesame seed decreasing for three years from 2017 to 2022 but has seen an inclined in 2022. The result implies that there is a need for the export marketing performance and the export product

characteristics, use of export marketing strategy, the export market specific characteristics and the institutional support influence to take steps to improve their export marketing practice which would help to increase its export marketing performance.

5.1. Conclusion

The following were the conclusions made based on the major findings summarized above and that could answer the basic leading research questions raised by the current study.

The four independent variables- the product characteristics, market specific characteristics, managerial characteristics and Export marketing strategy influence the export marketing performance by 55% in their order of descending. The optimal model for predicting revenues generated from the export marketing performance of seasame seeds shows export marketing performance rate as the only independent variable. The relationship between export marketing strategy, institutional support and export market specific characteristics with export marketing performance is positive and the extent of relationship is high.

Regardless of the export marketing performance variability, emergency of sesame seed as an important export crop is in favor of the Ethiopian economy. This is good indicators that export diversification would benefit the country. Therefore, it is very important to diversify export to make the export marketing performance of the country multi sourced. In addition to this, continuous currency devaluation should be amended based on the competitiveness index of the country. This will help the country to extract all possible benefits of product characteristics, market specific characteristics; managerial characteristics influence export marketing performance.

5.2. Recommendations

Based on all those major quantitative findings obtained, and all those discussions briefed and conclusions made, the following recommendations were forwarded.

- ❖ The product characteristics of the export better exert their at most efforts for the betterment of the inefficient and ineffective of practices of the export marketing performance system.

- ❖ The market specific characteristics department of Factors Affecting export marketing performance of Ethiopian Humera type sesame seed better rethinks to revise their export marketing performance.

- ❖ Moreover, effective and efficient service delivery can be ensured in export if employees get the required managerial characteristics. Thus, conducting on the managerial characteristics, creating strong link between export marketing performance and reward, practice of non-monetary incentive such as recommendation letter is essential.

- ❖ Besides, the Export marketing strategy better making the export marketing performance assessment system more open and carrying out continuous follow up, strengthening the monitoring and evaluation role and providing the necessary technical and interpersonal support to make the export marketing performance process more sustainable.

- ❖ Exchange rate has been found an independent variable influencing export performance in this study. In the country where hard currency shortage is the headache, export is very important economic sector that requires government to take concrete measures in improving export marketing rate. Some among other things to suggest include devaluation of birr, controlling inflation and minimizing government debt.

5.3. Contribution of the Study

Even though further research is needed to examine the relationship between import marketing and export performance, our results are a first step to empirically address how specific import may affect the import performance. The current study therefore provides an important point of departure for future empirical work aimed at investigate the relationship between of import and export marketing performance.

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