



St. Mary's University
School of Graduate Studies
Department of Marketing Management

**ASSESSMENT OF PRACTICES AND CHALLENGES OF COFFEE
EXPORT MARKETING: IN THE CASE OF ETHIOPIAN COFFEE &
TEA AUTHORITY**

By
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May, 2018
Addis Ababa

**ASSESSMENT OF PRACTICES AND CHALLENGES OF COFFEE
EXPORT MARKETING: IN THE CASE OF ETHIOPIAN COFFEE & TEA
AUTHORITY**

**A Thesis Submitted to St. Mary's University School of Graduate Studies in
partial fulfillment of the requirement for the degree of Master of
Arts in Marketing Management**

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May, 2018

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Declaration

I hereby declare that this study entitled “Assessment of Practices and Challenges of Coffee Export Marketing in the case of Ethiopian Coffee & Tea Authority” is my original work prepared under the guidance of my advisor, Dr. Mulatu Takele. This paper is submitted in partial fulfillment of the requirement for the Degree of Master of Arts in Marketing Management and it has not been previously submitted to any diploma or degree in any college or university. I would like also to confirm that all the sources of materials used in this study are duly acknowledged.

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Statement of Approval

This is to certify that Hana Mulugeta has carried out her research work entitled “Assessment of Practices and Challenges of Coffee Export Marketing in the case of Ethiopian Coffee & Tea Authority” in partial fulfillment of the requirement for the Degree of Master of Arts in Marketing Management at St. Mary’s University School of graduate studies. This paper is an original work and has not been submitted to any diploma or degree in any college or university.

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School of Graduate Studies
Department of Marketing Management

**ASSESSMENT OF PRACTICES AND CHALLENGES OF COFFEE EXPORT
MARKETING: IN THE CASE OF ETHIOPIAN COFFEE & TEA AUTHORITY**

By
Hana Mulugeta

CERTIFICATION OF BOARD EXAMINERS

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Acronyms

CBD	Coffee Berry Disease
CLU	Coffee Liquoring Unit
ERCA	Ethiopian Revenue and Custom Authority
ECX	Ethiopian Commodity Exchange
ECM	Enterprise Content Management
ECEA	Ethiopian Coffee Exporting Association
GDP	Gross Domestic Product
GTP	Growth and Transformation Plan
IBM	International Business Machines
SPSS	Statistical Package for Social Studies
USDA	United States Department of Agriculture
UNCTAD	United Nations Conference on Trade and Development
WTO	World Trade Organization

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Abstract

The purpose of the study is to assess Practices and Challenges of Coffee Export Marketing in the case of Ethiopian Coffee & Tea Authority. The study is descriptive type of research in its nature and employed quantitative research methods. From top ten coffee export companies, by using purposive sampling techniques top three coffee export companies were selected as target population. Namely Kerchanshe Trading plc, Mullege plc and Horra Trading plc. The study uses both primary and secondary data sources. Primary sources of data were collected from respondents through questioner and the secondary data were collected from published & unpublished sources. To analyze the data gathered quantitative techniques were used. Descriptive statistics such as percentage, mean, and standard deviation were used the study. The finding in this study shows that the practices of coffee export are not limited to the seasonal market & the coffee is also not exported for yearly round consumption. The descriptive analysis shows that most of the respondents strongly agree that the price and quality of coffee have an impact on the export marketing. The research also shows that both price and quality are influential variable to affect the practices of coffee export marketing. In addition to exporting reliable and consistent quality coffee the government should offer price risk management services for producers to further reduce vulnerability due to fluctuation of international market prices. To improve the competitiveness of the country in its coffee export according to the target markets preferences, supporting participants in the domestic coffee production, improving the exporters capacity in market information usage, international sales capacity, and negotiation skills are crucial. Other factors like increasing productivity and reducing costs of marketing should also be considered.

Keywords: *Coffee, Volatile, Export marketing, Sustainable*

Chapter one

Introduction

This part deals with background of the study, background of the company, statement of the problem, research questions, objectives of the study, significance of the study, scope of the study, limitation of the study, operational definitions of the key terms and organizations of the study.

1.1 Background of the study

Exporting plays a vital role in the world and has countless benefits for firms and countries. Exporting is a fundamental strategy in ensuring firm's survival or growth, and firms may achieve a competitive advantage in international markets (Navarro et al., 2009). Export marketing is marketing of beyond the national boundaries. It includes the management of marketing activities for which cross the national boundaries of a country. (B.S. Rathor 2010).

In many developed countries export has been serving as the main driver for economic growth offsetting the need of finance to imports. Though, given the limited size of the domestic markets, expanding the export capacity and increasing the competitiveness is vital for rapid growth and development (Charles, 2001).

At the firm level, through market diversification, exporting provides an opportunity for firms to become less dependent on the domestic market. By serving new customers abroad, the firm may also explore economies of scale and achieve lower production costs while producing more efficiently (Lages, 2004). Export marketing strategy is the means by which a firm respond to the interplay of internal and external forces to meet the objective of the export venture (Cavusgil and Zou's, 1994).

In recent years, changes in the international market have made pricing strategy increasingly significant for exporting marketing research and practice (Langes, Montgomery, 2005). Price is another part of marketing mix that many researchers assessed in their study and it is one of important items in international market. Many firms follow the Porter's business strategies in export market to compare with their rivals but Lee and Griffith (2004) and Aulakh et al, (2000) noted that in today's competitive international market, focusing only on the decrease of

manufacturing costs might no longer can cause the company's success in export- driven economies.

Elements of price include the actual price level, the use of credits, discounts and margins. Export profitability can be improved by adapting a pricing strategy in line with the demand conditions, competition, legal and political environment prevailing in the targeted market (Albaum, Strandskov & Duerr 1998; Lages & Montgomery 2001; Thach & Axinn 1991).

The primary product exports are subject to large fluctuations in price and volume, and that high degree of concentration in exports makes their economies vulnerable to external disturbance. Although exceptions can be found, it is now generally agreed that export prices, quantities, and total earnings are all more unstable for the average poor country than the average rich one (Ingram 1986). Fluctuations tend to be even greater for individual commodity that matters for a country that depends on one or two exports. This instability of export prices and earnings is believed to lead to serious internal economic instability through the familiar multiplier accelerator process (Salvatore, 1983).

Ethiopia is not only known for the top quality and diversify of origin of coffee, but it is also more potential to produce and export different varieties of coffee. With the understanding of this, the government has made a structural change on the coffee sector to utilize this potential and bring a benefit to coffee growers and the market actors. The Ethiopian coffee & tea Authority has merged with these governmental mandates, to bring a paradigm shift on coffee production and export. After the establishment, the Authority has taking different reforms on the coffee sector. These reforms are designed to give farmers greater access to credit and a more fulsome extension package and also restructure the country's coffee marketing system to expand exports by allowing growers and traders to sell directly to foreign buyers. It also gives coffee exporters the opportunity to sell identity-preserved (IP) coffee to foreign buyers. These reforms appear to clearly put Ethiopia to export high amount of quality coffee in a better price to reap greater benefits from future coffee export sales. Assessing the result of the new reforms, in comparison with the same period last year, it has shown a significant increment in terms of export volume and foreign exchange earning respectively. (Ethiopian Coffee & Tea Authority, 2017)

Coffee, tea, cotton, oilseeds, fruits, vegetables and livestock products are the major agricultural products used for domestic consumption and export. Coffee alone accounts for up to 60% of total exports. (ministry of information Ethiopia report, 2005, p.16)

Coffee, the most important export earner of the country, in the last decades though its share shows declining smoothly and continuously from 70% of its share in 1997/98 to 26.4% in 2009/10. Moreover, export tax from coffee was a significant proportion of government revenues (ERCA, 2010). Approximately, about 1.5 million households are involved in coffee production; and it is estimated that 15 million people (i.e., about one out of every five people in the country) are dependent on coffee for their livelihood (MoTI, 2008).

There are many different species of coffee but the most commercially-traded coffee comes from two: Coffee Arabica (Arabica coffee) and Coffee Canephora (Robusta coffee). Ethiopia produces around 70 % of the global supply of Arabica, as the crop is suited to the temperate climate of Ethiopia's tropical highlands, at altitudes of over 1000 meters. It is regarded as the premium variety of coffee on account of its fine aroma and rich taste. Robusta is grown in lower-lying lands, gives higher yields and is an easier crop to cultivate than Arabica. Its taste, however, is not as highly prized as that of Arabica, so it is used for blending and to increase the caffeine content in espresso and instant coffee (GIZ, 2011)

Coffee is one of the most important traded commodities in the world. The sector's trade structure and performance have large development and poverty implications, given the high concentration of production by small-holders in poor developing countries. Coffee's global value chains are quickly transforming because of shifts in demands and an increasing emphasis on product differentiation in importing countries (Ponte 2002; Daviron and Ponte 2005).

Coffee supplied and traded in the local market usually has a lower quality. Coffee on the local market is mainly coffee destined for export through the Ethiopian commodity exchange(ECX) market but was rejected for failing to meet ECX's quality standards. In spite of the fact that coffee supplied to the local market has low quality, the price of coffee in the local market is usually higher than export prices. As a result of this price disparity, some coffee shops in most large cities have started mixing coffee with barley grain to get more profit. (ECX 2011)

Coffee the most important export earner of the country, accounted on average for about 60% of the total export revenues over the last two decades. Moreover, export tax from coffee was a significant proportion of government revenues. Approximately about 1.2 million households are involved in coffee production, and it is estimated that 15 million 3 people, that is, around a quarter of the country's population, are dependent on coffee for their livelihood. (ECX, 2013)

1.2 Background of the Organization

The Ethiopian Coffee & Tea Authority has been re-established as per the proclamation endorsed by the house of people's representatives in 2015, with a view to boosting the country's benefit from the sector. Ethiopia coffee & tea development base is in Addis Ababa with additional branch offices in regional states, having a budget allocated by the federal government. According to the authority director General Sani Redi Ahmed stated that previously the sector was accountable to three ministerial of offices. The newly established authority is accountable to the ministry of agriculture and natural resources with the responsibility of maximizing production, establish quality based marketing system and promoting Ethiopian coffee, tea, spices products worldwide. (Ethiopian coffee and tea authority)

The Authority has been an important link in bringing the gap between the importer and Ethiopian coffee, tea and spices producer, exporter in the international trade scenario. The authority regulates the sector and manages the coffee, tea and spice production and the value chain as a whole. It plays a coordinating and supporting role of producers, market actors and stockholders in the industry.

This would enable to make the sector productive and easy and accessible for investors engaged in the sector there by registering remarkable growth, the authority would also target on boosting coffee and spices development and making Ethiopia's coffee and tea products competent in the global market. Currently, the country is the fifth coffee producer in the world and added the authority would work closely with stakeholders to secure the second place within the next five years. (The Ethiopian Herald Newspaper 4 May 2016)

The Ethiopia coffee & tea authority missions are to identify main challenges in the development of coffee, tea and spices, agro processing and marketing chains; plan for their solutions; adoption of effective research findings and scaling up good practices; enhancing value addition,

production and productivity sustainable; proving competitive and quality product in international market and by this increase foreign exchange earnings and ensure producers and marketing societies benefit. (Ethiopia coffee & tea authority, 2016)

1.3 Statement of the problem

As Teresa (1987) explained in his study, the variation in Ethiopia's total merchandise export proceeds were better explained by fluctuation in export receipts from two or three commodity groups, namely; coffee, pulses and hides and skins.

World coffee market condition was the predominant source of the instability of coffee export earnings of Ethiopia (Teresa, 1987). This suggests that, there are a number of affecting factors in the world coffee trade, which in turn contribute to the determination and evolution of coffee prices. The key determining factors continue to be production, consumption, and stocks. As to consumption, coffee consumer tastes are known to vary a lot among importing countries. Other economic, social, political, and natural factors sometimes profoundly change the impact of fundamental factors on the determination of prices and their evolution (USDA,1999). Belay (1998) also stated that coffee accounted for 57% of the fluctuation in export earning of the country for the period 1962 to 1990.

Ethiopia is the country where coffee was first discovered and spread to the world. The crop plays an important role in the country's economy even today. It is heavily exported and it is estimated that 25% of the population depend directly or indirectly on coffee for their livelihood. Coffee has remained the main export of the country; however, other agricultural products are currently being introduced on the international market. Despite decline in the international coffee price, coffee still remains the country's dominant export commodity. In rural areas, smallholders are often geographically dispersed; roads and communications are poor, and the volume of business is insufficient to encourage private service provision. In other words, there are high probabilities of market failure. Inefficient and underdeveloped markets, results in low and variable prices thereby reducing the profitability of farmers (Mulat and Tadele, 2001)

In the activities of coffee export marketing practices there are many challenges. This challenges in the practices coffee export marketing include: volatile international market coffee price,

extended coffee marketing supply chain(ECX), low coffee productivity, inconsistency coffee quality, low value addition and climate change.

Besides, there are certain set of challenges where on the practices of coffee export marketing face deforestation and land degradation, loss of genetic diversity; gen erosion, crop replacement by more profitable cash crops, little market promotion and incentive mechanism, inadequate service (credit, inputs, seeds, equipment's....) (Ethiopia coffee & tea authority, 2017)

Few research activities have been undertaken on coffee marketing focusing on export. Nevertheless, in the past no empirical research was undertaken on the challenge and practices of coffee export marketing, with full coverage of current conditions. All these imply that knowledge of identifying the current challenges that influence the export earnings performance and demand for Ethiopian coffee in the sub-sector are some of the research gaps that should be addressed.

Therefore, this study was focused on the current challenge that affect the practices of coffee export marketing with respect to price and quality. This is due to the fact that this researcher believes that currently both are the most contributory and influential variable to the Ethiopian coffee export marketing.

1.4 Research questions

In line with the above research problem, the following research questions were formulated.

1. What are the main practices of coffee export marketing?
2. what are the challenge that affect the practices of coffee export marketing?
3. what are the current supportive strategies to encourage the practice of coffee export marketing?

1.5 Objectives of the study

The general objective of the study was to assess the practices and challenges of coffee export marketing.

The specific objectives of the study were;

- To assess the practice of coffee export marketing.
- To investigate the challenges of coffee export marketing
- To assess coffee export marketing by using 4p's.

1.6 Significance of the study

Coffee marketing activities make coffee one of Ethiopia's most important sources of farm income and government revenues. There is a need to address the challenge on the practices coffee export marketing. This study was focused on the challenge that affect the practices coffee of export marketing. Therefore, the finding of this study useful to encourage the exporters to practice the coffee export marketing with respect to economic growth of the country and policy makers. The notable significance of this study is the possibility that other researchers may be able to use the findings in this study for future studies that will create an impact in export marketing.

Moreover, this study's findings can also be used for student as a reference material in library who will conduct detailed research on the issues.

1.7 Scope of the study (Delimitation)

This study was delimited to the city of Addis Ababa especially focused on Ethiopian Coffee & Tea Authority residing at Mexico and this study was also covered those top three coffee exporter companies in Addis Ababa. These were: - Kerchanshe trading plc which is located at Bistrate Gebriel, Mullege plc which is located at Saris and Hora trading plc which is located at Lebu.

The study thematically was also focused on the challenges and practices of coffee export marketing and identifying the factors that affect the practices of coffee export marketing.

1.8 Limitations of the study

In preparing the thesis there were some limitations. The major one was inherent weakness of the methodology. Most of respondents were unwilling to answer the questioner.

This study was limited to the city of Addis Ababa, due to the cost and difficulty unable to address the whole coffee exporter companies in Ethiopia. This is due to lack of sufficient time to cover the wide range of and different part of coffee export companies in Ethiopia. The study did not include other export commodities due to limitation of time and finance.

1.9 Operational definitions of the key terms

Export marketing: it is marketing of product beyond the national boundaries.

Price volatility: it is a rate at which the price of a security increases or decreases for a given set of returns.

Export marketing strategy: is the means by which a firm respond to the interplay of internal and external forces to meet the objective of the export venture.

Challenges: are any real difficulties of situations.

1.10 Organizations of the study

This study is organized in to five chapters. The first chapter deals with background of the study, background of the company, statement of the problem, research questions, objectives of the study, significance of the study, scope of the study, limitation of the study, operational definitions of the key terms and organizations of the study.

The second chapter discuss about the literature relevant to this study. It includes theoretical concepts, empirical(previous) studies, and conceptual framework of the study. Chapter three focuses on the methodology. It includes types and approaches of research design, sampling and sample design, data sources and methods of collection, methods of data analysis, time and budget schedules. The analysis of the major findings of the study is discuss and present in chapter four. Finally, chapter five deals with summary, conclusions and recommendations of the study.

CHAPTER TWO

LITERATURE REVIEW

This part deals with the literature relevant to this study. It has theoretical review, empirical review and the conceptual framework of the study.

2.1 Theoretical concepts

2.1.1 Theory of Export Marketing

Export is the international marketing related decisions and activities of internationally active firms (Cavugil and Neviv, 1981). Exports are the goods and services produced in one country and purchased by citizens of another country. Export marketing is marketing of goods and service beyond the national boundaries. It includes the management of marketing activities for which cross the national boundaries of a country. (B.S. Rathor) When it comes to economics, the word Export performance has been defined in many ways and no unifying principle has underlined its quantification. However, in the context of the current study, Export performance is defined as:

- I) The success or failure of the efforts of a nation to sell domestically produced goods and services in other nations markets (Zou and Stan, 1998);
- II) The composite outcome of a nation's international sales (Shoham, 1996); and
- III) The three sub-dimensions which encompasses sales, profit and growth (Madsen, 1987).

2.1.2 Export Performance and Its Determinants

Export performance is a relative success or failure of the efforts of a firm or nation to sell domestically produced goods and services in other nations. Determinants of export performance can be split into external and internal components. External components include market access/entry conditions and a country's location, which include international markets. Internal components are related to supply-side conditions. Foreign demand is influenced by various elements. Firstly, it is strongly linked to geography (the structural component). Typically, countries at the center of a fast growing region are more likely to benefit than countries situated

outside that region. Second, it is likely to be related to competition and trade policy (the market access/entry component), which could have, in principle, a similar impact on trade than geography.

Finally, both the quantity and quality of physical infrastructures (the development component) are expected to play important roles (Lages et al, 2004).

Access to foreign markets is a critical determinant of export performance. It relates directly to the characteristics of the trading partner countries, such as the size of their market and transport facilities, and inversely to their own internal transport costs. It also depends positively on the size of the export basket and the number of differentiated items and their prices, which in turn are affected by market entry conditions. Trans border costs, which also include tariff and non-tariff barriers, have the expected negative impact on foreign market access (Anderson, 2004; Fugazza, 2004).

The other major factor that affects export supply capacity is the real exchange rate. The real exchange rate can be an important element in determining export growth, diversification and international competitiveness of goods produced in a country (UNCTAD, 2005). It is a key variable that requires close government supervision in any programmer to expand and diversify exports (Biggs, 2007) since its management can influence export performance over a large number of different product groups (Mouna and Reza, 2001).

2.1.3 Export Marketing Strategies

Export marketing strategy had significant influence on Export performance, and it was distinguished as one of the most frequently used determinants previously (Abdul Adis and Md. Sidin, 2010). Previous research on the significance of the marketing showed the strong association between export marketing strategy and export performance. Marketing strategies is a procedure by which companies react to situations of competitive market and forces of market or react to environment forces and internal forces to enables the firms to achieve its objective and goals in target market, through all aspects of the marketing mix, that consist of products, prices, promotion, and distribution (Slater et al., 2009; Lee, Griffith 2004). Cavusgil and Zou, (1994) have complete definition of export marketing strategy and explained that "export marketing strategy is the means by which a firm respond to the interplay of internal and external forces to

meet the objective of the export venture. It involves all aspect of marketing plan that including product, promotion, pricing, and distribution”.

Traditionally, marketing strategy is a plan for pursuing the firm’s objective or how the company is going to obtain its marketing goals within a specific market segment (Orville and Walker 2008; Theodosio, Leonidou, 2003; Kotler, Amertrong, 2009). The scope of marketing strategy is specifying the target markets for a special product or product line.

Firms seek competitive advantage and synergy through a well- integrated program of marketing mix elements (Orville, Walker 2008). Brodrechtova, (2008) explained that marketing strategy is a roadmap of how a firm assigns its resource and relates to its environment and achieves corporate objective in order to generate economic value and keep the firm ahead of its competitors. Hill and Jones (2007) have explained that marketing strategies have a major impact upon the efficiency and cost structure of an enterprise. The researcher concluded that export marketing strategy is the road map of how firm responds to internal and external forces by the use of marketing mix elements that include product, price, promotion, place in order that supply and achieve firm’s objective. Adaptation of marketing strategy is one of major elements of export performance and one of key factors impacting export performance is export marketing strategy (Cavusgil, Zou, 1994; Thirkell, Dau, 1998; Lee, Griffith, 2004; Brodrechtova, 2008; Salavou, Halikias, 2008).

Traditionally marketing strategy was identified as an antecedent and determinants of export performance (Mavrogiannis et al., 2008; Lages, 2003; Leonidou et al., 2002; Cooper, Kleinschmidt, 1985; Baldauf et.al, 2000). Export marketing strategy had significant influence on Export Performance and it was distinguished as one of the most frequently used determinants previously (Abdul Adis, Md. Sidin, 2010).

Previous research on the significance of the marketing showed the strong association between export marketing strategy and export performance also, a positive and direct impact of marketing strategy on export performance was found in the studies (Mohamad et al., 2009; Mavrogiannis et al. 2008; Lages, lages, 2003; Julian, O’Cass, 2003; Leoniduo et al., 2002; Cavusgil, Zou, 1994;).

Salavou and Halikias (2008) had found that the majority of exporter companies that obtaining higher export profitability belonged to their marketing-based strategists. Also, evidences in this survey explained that the marketing-based strategist's firms acquired higher export profitability. In contrast, researchers such as Julian, (2003); Julian and O'Cass, (2003) concluded that export marketing strategy had not effect onto export performance.

2.1.4 Marketing Mix Strategies

The goal of marketing mix is to ensure the right product for the right consumers in the right place and at the right price (Best, 2014; Kotler and Keller, 2006). A marketing mix strategy is built to achieve the companies' goals as desired which involves four basic component of strategy that often called 4p's strategy. For clearly, each component described as bellow;

A. Pricing Strategy

Recently, in the international market has increased pricing strategy, significantly in research practice (Lages and Montgomery, 2005). However, price is the another side of the marketing strategy otherwise many companies follow the porter's business strategy especial in export market and compare to their competitors but then Lee and Griffith, (2004), and Aulakh, Rotate, and Teegen, (2000) argue that, at this moment competitive market, the firms more focusing on the how to decrease the cost and no more can as a cause of company's success in export to driven economies.

Elements of price include the actual price level, the use of credits, discounts and margins. Export profitability can be improved by adapting a pricing strategy in line with the demand conditions, competition, legal and political environment prevailing in the targeted market. (Albaum, Strandskov & Duerr 1998; Lages & Montgomery 2001; Thach & Axinn 1991). It has been assumed that because of low incomes in export markets.

Pricing strategy is a way to determine the price level on the basis of the internal condition of the company and the actual market situation. Therefore, sales can be managed; so the company can achieve a profit as expected. Price is one of the critical success factors in sales abroad or exports trading business. Factors that affect strategies for determining prices of export goods is; Production costs and market prices, market trends, payment systems, product quality, packaging, market segment dominance, capital, program or competition planning, exchange rate, monetary

and political issues (Hollensen, 2014). Moreover, Best, (2014) argue that the product price is should be based on the customer needs and value, rather than the product cost. Means that the customer does not matter the price of the product since it gives greater satisfaction and good quality of product provided to a long term used.

On the other hand, Eusebio et al. (2007) the price is mostly not dominant strategy for the company's in the market, therefore, pricing method depended on the pricing strategy that whereby the company set the export prices according with the demand of consumer and competitor condition. The pricing method has a positive relation to what the sales proportion and profit level. Moreover, pricing strategy concentrated to penetrate the market by given low price to obtain a large number market. To determine the price of products in export activities is dependent on the quality of the product and the distance travelled (Lee and Griffith, (2004).

The determination of the international market price can be influenced anyway by politics and Government policy in the area where the market is located. Thus, there are three methods of approach to determine the export price (Hollensen, 2014) as first, cost plus market up. This method shows that if the export sales price setting is based on the total cost, cost of goods sold in plus interest. Second, the method of current market price is viewed in contrast to the cost plus mark-up that when fixing the export prices should be adjusted to a sale price in the international market at the time or the price specified by the buyer. Income will be from excess sell price and the total cost of production.

Third, the method then subsidized price based on the total costs such as cost plus mark-up and reduce certain cost components. The goal, reducing the cost of production is to strengthen the competitiveness of the international market. Lastly, dumping selling the product price is set lower than the domestic price for the same product or commodity. It is possible to do when a monopoly, so the domestic price may be higher than international market prices.

B. Promotion Strategy

The promotion objective is to introduce product and services to influence the customers to buy the products and services are provided. In this sense, an effectiveness of the promotion requires to understanding the process of business activities and how this process is a work affected by environmental factors (Kotler, 2011; Hollensen, 2014). There are various sales promotion can

implement, depends on the marketer what kind of promotion tools they want to use. Indirectly promotion also can occur for example through the consumer after having the products, intermediaries used, an industry, advertising, sales promotions, publicity, social media and some companies used sponsorship as promotion tools to promoting their products.

Promotion is one of marketing mix strategy. Promotion could be increasing the volume of sales and profit; however, promotion is relatively effective for the campaign to rivals, (Thirkell and Dau, 1998). In the export market is more importance of advertising with greatest commitment into a market target, (Lee and Griffith, 2004). While investigate of marketing strategy in export is also important when used the branch in promotion strategy (Eusebio et.al., 2007).

Therefore, promotion strategy related to advertising, sale promotion, individual selling, trade fairs, individual visit and promotion adaptation. (Leonidou et.al., 2002). Furthermore, Moghaddam and Foroughi, (2012) promotion is including to attending a trade fair, practicing of direct marketing, hiring experience and educated sale of staff enhance of the market. Advertising and promotion are would increase the cost.

Promotion is the how the company to communicate to introduce the product directly and indirectly to the market. Therefore, Hollensen, (2014) important of communication to global marketing will influence the customer to reach the product. Through the communication directly the customer can test how the product taste is.

C. Product Strategy

A product dimension is an important part of the marketing strategy (Leonidou et.al., 2002). The product dimensions including product design, brand, quality of product and product differentiation was determinants (Lages et. al., 2004). Understanding the product is somethings are produce to meet the customers to achieve the organization goals. Other than that the product is most important element of the company because it can apply to meet what customer requires or the buyers who have a relationship with the selected market target (Eusebio et.al., 2007). To international competition product should be have a value of sale (Hollensen, 2014). To produce good quality of product should take the stage process such input and output processes. Production of product may more or less than expected. The product would be export to several countries and there has to be an advantage of export. Thus the export product strategy namely

how to determine the type, specification, size of the product and how to packing the product in the right way that will bring into the international market.

The right to determining of the product strategy can be done with several stages such as Hollensen, (2014), (1), market research to determine the situation and characteristics of the market to know what the specification demand by the consumer, how was the purchasing level/power, the consumer's behavior, market opportunities, economics of scale, the competition situation, market trends and so on. (2), learn and to understanding well how far the ability of internal company react to the product has wants by the customer. (3), should design the product specific as required by the customers based on the ability of Export Company. Product is the main source of communication among the businessman, product should design in such a way, performance of the product and features are built around the customer needs, as they want to use as their behavior and it would be desired user experience. It is including branding the product provides and additional opportunity to communicate it positioning (Best, 2014).

D. Channels of Distributions Strategy

It is the importance of managing relationship between the people and the firms to perform the distribution channels and create value for making products and services available to customers in an appropriate form at the right place and time. However, it seems growing the interest in relationship marketing in nature as of general marketplace. Therefore, place is the most importance in marketing mix Best, (2014), place in order to marketing exchange to occur as well as the product and services must be available in market or customers however it will direct or indirect such through an internet or dealer as well as retailer. It is based on the customer preference which could be created to an exchange history and plans for the future interactions (Weitz and Jap, 1995).

2.1.5 Determinants of Ethiopian Export Performance

Mekbib (2008) classified factors affecting export performance into two broad categories. These are domestic and external factors. According to Mekbib, external factors are factors that are related with international/regional and individual country's trade and related policies. For instance, the rules established by different international organizations such as world trade organization may probably promote external trade in the long run.

Even though the rules established by international organizations such as the World Trade Organization (WTO) may in the long run promote external trade, in the short run, the degree to which globalization pressurizes developing economies to open-up without allowing enough time to prepare for the challenges, could have a serious impact on their export performance. In addition to the above constraints the tendency of some regional organizations to protect their markets from external competition may minimize the developing countries access to the external market. Protective policies of countries (through tariff and non-tariff barriers), such as, for instance, the agriculture policies of some European countries, under pressure from internal industries, constrain exports of developing countries.

The second one is domestic factors which Mekbib classified again in to two categories. Such as, factors internal and external to the firm. When we look at specifically the factors affecting export performance of Ethiopia, different researchers have put their effort level of industrialization is also an important determinant of external competitiveness and export performance through externalities. The level of development of infrastructure, the overall institutional framework for economic management, level of education of the workforce, the efficiency of transportation and communication system in the country, the availability and degree of domestic supply of inputs to exporting firms, the nature of home demand for export commodities, etc., influence the performance of a country's exports (Mekbib, 2008). Mekbib also underlined that the level of the economy, its resource endowments, policies and development strategies pursued are the some of the factors determining the export structure of a country.

World Bank (1987) report also indicated that, exchange rate overvaluation, low level of investment, the coffee surtax, inadequate marketing infrastructure, high raw material imports tariffs, unfavorable terms of trade, and insufficient adjustment of producer prices were the major obstacles of Ethiopian export performance.

Towards identifying and addressing these constraints. According to Abay and Zewdu (1999), the major constraints of the Ethiopian export sector could be seen from demand and supply sides. The demand side constraints include: low level of demand for agricultural products due to very slow population growth rate in industrial countries, low income elasticity of demand for primary

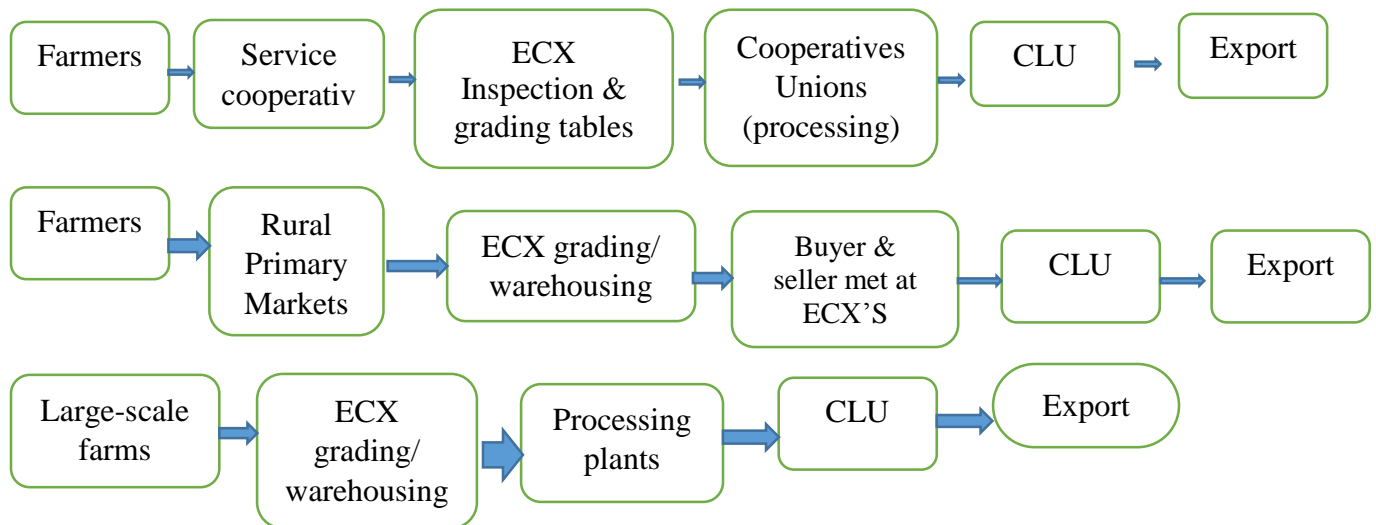
exports, production of synthetic products, and restrictive trade policies followed by importing countries.

On the other hand, the type and composition of products, concentration of export markets in few countries, natural factors, like: drought and diseases, and poor domestic policies are among the supply side challenges of the Ethiopian export trade.

2.1.6 Structure of Ethiopian Coffee Market

The coffee in Ethiopia can be exported through three main channels: a) private traders, b) farmers’ cooperatives and c) large-scale farmers.

Figure 1: illustrates coffee flows for the different exporting channels.



2.1.7 Coffee Market and Quality

Ethiopia’s role in the global value chain lies not in the volume of its exports; but, in the fine quality of its coffee (Ponte and Daviron 2005). In order to understand the relationship between domestic and international chain actors, it is important to first understand how, where and by whom coffee is produced in a country. Ethiopia, as mentioned earlier, produces only Arabica coffee, which is believed to have originated in the Kaffa region. Coffee-farming systems in Ethiopia can be classified into four categories: forest coffee, semi-forest coffee, garden coffee, and semi-modern plantation. Most farmers cultivate without the use of fertilizers, pesticides and herbicides, that is why yields per unit area are fairly low in Ethiopia compared to other countries.

Geographically, coffee districts (woreda) are classified by their extension into major, medium and minor producers. Coffee production is concentrated in the Oromia and the Southern Nations, Nationalities and People’s Region. Each woreda produces coffee varieties with distinct characteristics, the most popular of which internationally being Yirgacheffe, Limu and Harar varieties.

Dry and wet processing are the most widely used methods in Ethiopia. Historically, about 90% of production used to be sun-dried; but, washing has become more popular in recent years because of significantly higher premiums in the market. Petit (2007) Ethiopia known to be the home of coffee Arabica mainly produces washed and sun dried unwashed coffee types demanded in the world market for their flavor, acidity and diversity of taste.

Table 1: Main Ethiopian Coffee Types by Quality and Place of Origin

Coffee Types	Characteristics
Yirgacheffe	Internationally known and recognized by its brand name as “Yergachaffe” and has intense flavor known as flora. Many rosters are attracted to its fine and flavor and are willing to pay a premium price for it.
Harar	Medium sized beans with greenish-yellow color, medium acidity and have a distinctive mocha flavor. Internationally known and recognized as Harar Brand Name; and it is the highest premium coffee in the world.
Sidama	Medium-sized bean, greenish-greyish in color. Due to balanced tests and good flavor called sweet coffee; has fine acidity. It is always blended for gourmet or specialty coffee
Limmu	Spicy and winy flavor; and attracts many rosters, especially from Europe and USA; has good acidity and body. Washed Limmu coffee is one of the premium coffee types, medium sized bean and greenish-bluish in color mostly round in shape
Jimma	Like wine in taste and can be prepared as washed sun dried coffee.
Tepi	Low acidity. This coffee is commercially important which is used for special blending.
Bebeka	Low acidity. This coffee is commercially important, which is used for special blending.
Lekempti	Medium-to-bold bean: and known for its fruity taste and having greenish brownish color with good acidity. Many roasters put their flavor in their blends; but, it can also be sold as an original gourmet or special origin flavor.

Source: Federal Democratic Republic of Ethiopia Ministry of Trade, February 2016

Even before the new Coffee Proclamation (Proclamation no. 602/2008, also known as ‘the Coffee Quality Control and Marketing Proclamation’, and its Directives 159/2009 and 161/2009), regulations mandated coffee to be sealed by government officers at the production area before delivery in Addis Ababa or Dire Dawa and checked for moisture before the auction and prior to export. However, coffee has been bought at one price and without incentives for different qualities.

The new quality control system, in which coffee is graded according to its agro-ecological zone, type of processing and physical attributes, has helped to increase awareness about price differentials in relation to quality. Throughout the years’ Ethiopian coffee by types have maintained their place in the world market due to their rich genetic varieties and the low use of agrochemicals, which makes them naturally organic. Yet, two important factors are to be considered regarding quality.

The first is that, there is still room for improvement when it comes to processing. A common problem is that farmers are not used to see more compensation for more effort made for picking red cherries. Because of this, they pick coffee beans either early or from the ground. Institutional extension services aim to teach farmers the link between good processing techniques and final quality, but institutional capacity is limited for implementation.

The second factor is, the issue of traceability, which is lost once coffee is graded and warehoused. The new system allows for differentiation between coffee seed types coming from different regions; but, not from individual producers or farms. This is one basic requirement for specialty markets, which offer higher price premiums. Despite Ethiopia being “naturally endowed” for the specialty market, in the current circumstances only commercial growers and cooperative unions are able to offer full traceability. Hence, Ethiopia’s specialty market share is only 20%, compared to Kenya’s 40% (the highest in Africa), Guatemala’s 60% (the highest in Central America) or Colombia’s 33% (the strongest in terms of specialty volume) (ECX 2010b). Estimates suggest that, Ethiopia has the potential to increase its specialty coffee production to two thirds of its total production, or even to 80% of the total production adding organic or rainforest certified coffee produce.

2.1.8 Coffee Market and Pricing

The coffee sector has had to endure various challenges, including the limited improvement in productivity, low returns for farmers, inconsistency in quality, poor agricultural practices, less attention to the branding of differentiated coffees, none existence of price risk management, long supply chain and related transactional costs from farm to port of discharge and a lack of access to capital at the bottom end of the value chain. The effect of price volatility has been a direct factor in increasing rural poverty in rural communities; up to 85% of coffee farmers have cited coffee price volatility as a leading risk factor for their farms. The figure below provides illustrates the price volatility depicting prices contracting by a third and nearly tripling again within a seven years' period. The pricing volatility is further exacerbated by the lack of access to finance for farmers in Ethiopia. At the household level the impact of fluctuating coffee prices has been considerable, leading to forced sales of family assets, the abandonment of coffee farms and urban drift. Such market dynamics are also affecting more traditional and sustainable approaches of coffee cultivation.

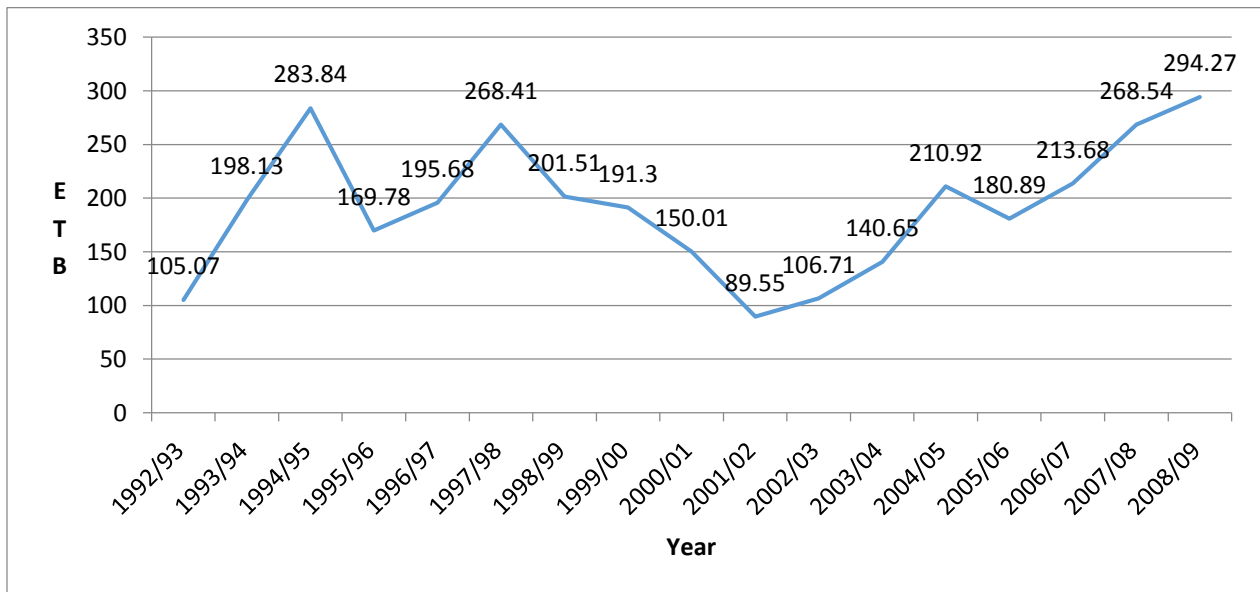


Figure 2: Average Prices Paid to Coffee Growers (Coffee market in Ethiopia 17kg: G)

International Coffee Council, 2011, The Ethiopian government has undertaken a major intervention to address price instability. In 2008, the Ethiopian Coffee Quality Control & Marketing Proclamation No602/2008 established trade practices and set constraints to the roles of market actors. All coffee in Ethiopia is required to be traded by the Ethiopian Commodity Exchange (the ECX). This intervention, supported by the UNDP, has greatly improved in the national trading system with some issues remaining to be addressed.

The Ethiopian Commodity Exchange Authority has the powers and duties to extend recognition and oversight of Exchange Actors , recognition and oversight of Clearing Institutions (domestic banks or other financial institutions engaged in clearing and settlement of payments), oversight of the Rules of the Exchange and regulation of Exchange-traded contracts, as well as regulation of the conduct of investment advisors, consulting companies, law practices, accounting and audit professionals, as this conduct relates to ECX business. By 2011, the 230,000 tons of coffee was trading annually via the exchange. (Ministry of Trade-Ethiopian coffee)

2.1.9 Ethiopian Coffee and the Economy

Ethiopia is known for being the birthplace of Arabica coffee, which still grows wild in the forests of the former “Kaffa region” and in the current administrative arrangement located in the regions of Southern Nation Nationality People (SNNP). It is also the country’s main export crop, accounting for approximately 40% of export earnings (IMF 2006); and responsible for the livelihoods of an estimated 15 million people including: producers, wage workers, transporters and their families (Petit 2007). For this reason, analysts and policymakers alike regard coffee as one of the key subsectors of the economy in terms of its potential to raise agricultural production and increase both smallholders’ income and government revenue. However, during the last decades, the world coffee market has evolved into a highly specialized and complex global chain involving a wide range of actors that interact in order to satisfy an even wider range of market demands. This global context poses particular challenges to a poor coffee-producing country, such as Ethiopia.

2.2 Empirical Studies

Mutandwa et.al., (2009) analyzed coffee export marketing in Rwanda by employed the Boston consulting group matrix (BCG). They took and evaluated two parameters namely rate of market growth and relative market share. The result indicated that in terms of market growth rate the country records the negative rate due to decreasing of production during the particular year of the study. The result of the country's relative market shares also indicated that a very small proportion in the global coffee trade. In addition to this, they tried to give ideas that concerning the growth of both parameters which are promotion of Rwanda coffee through participation in trade fairs and exhibitions in various countries. And also to foster relationships with the international buyers.

The study by (Tadesse and Feyera, 2008) attempted to analyze the impact of coffee market liberalization on producer prices and price transmission signals from world markets by employing Co-integration and Error-Correction Model (ECM) the findings indicate that the reforms induced stronger long-run relationships among grower, wholesaler and exporter prices. Their estimation of the ECM showed that the short-run transmission of price signals from world to domestic markets has improved. In their conclusion, the authors indicated that domestic price adjusts more rapidly to world price changes today that it did prior to the reforms.

In 2011, Dema, on the study of coffee market performance, he analyzed marketing costs and price margins among the different coffee marketing activities in order to measure the degree of coffee marketing efficiency. He depicted that, falls of the coffee bean tree before growing, weight loss by affecting the bean size and huge loss of productivity by coffee disease and low price, erratic rain-fall and shortage of land are the major constraints for the coffee production. Moreover, he identified constraints regarding coffee marketing are delay in unloading coffee at ECX (which creates additional cost), poor management and handling of coffee by farmers (which reduces its quality) and short supply of coffee (low economies of scale for traders). Regarding the effect of world market price on the local price, it has shown to increase local price in the study by Anderson et al., (2015). Their result indicates that the effect of warehouse access on price dispersion may not be linear, and that the download pressure on dispersion may grow over time.

They also presented an increase in the availability of adequate and timely market information should reduce search costs, while an improvement in the legal framework and reduced risk of defaults should reduce costs associated with transaction. The reduced transfer costs are likely to reduce price dispersion between exported coffee from different regions, as well as price dispersion between export price and local retail price within regions.

Fair Trade certified farmers receive a higher price and a higher dividend than farmers not in a certified cooperative according to the study by Dahlberg (2011). Although, he confirmed that, when coffee prices are relatively high and the minimum price offered by fair trade is far below the world market price, certified farmers are still better off economically than non-certified ones. Not only do certified farmers receive a higher price for their coffee, with up to 30%, but they also enjoy a premium, which is invested in social projects benefiting both themselves and the local community.

Berhanu (2005) using co-integration and Error Correction Model analyzed both short- and long-run relationships between the real exports of the country and various explanatory variables. The long-run model shows that when real exchange rate and real private sector credit affect real exports of a country positively, real private consumption is affected negatively. Similarly, the short-run factors significantly affecting exports are real GDP, real private sector credit, and real private consumption.

Maizels (1971) explained that changes in the commodity pattern of export reflect changes in demand and supply, both in the primary-producing countries and in the outside world. Externally, changes in the pattern of the world demand, the development of synthetic substitutes, changes in relative costs of production in competing countries, and changes in government protectionist policies may influence the pattern of exports from individual primary producing countries. Internally, changes in export patterns can originate from changes in resource availability, particularly from the discovery of new mineral resources, or more intensive exploitation of already known resources, or they may reflect a conscious attempt at diversification through selective industrialization or selective changes in agricultural production.

2.3 Conceptual framework of the study

In accordance to the above explanations in order to conduct this research the researcher has developed the following model to know the Practices and Challenges of export marketing.

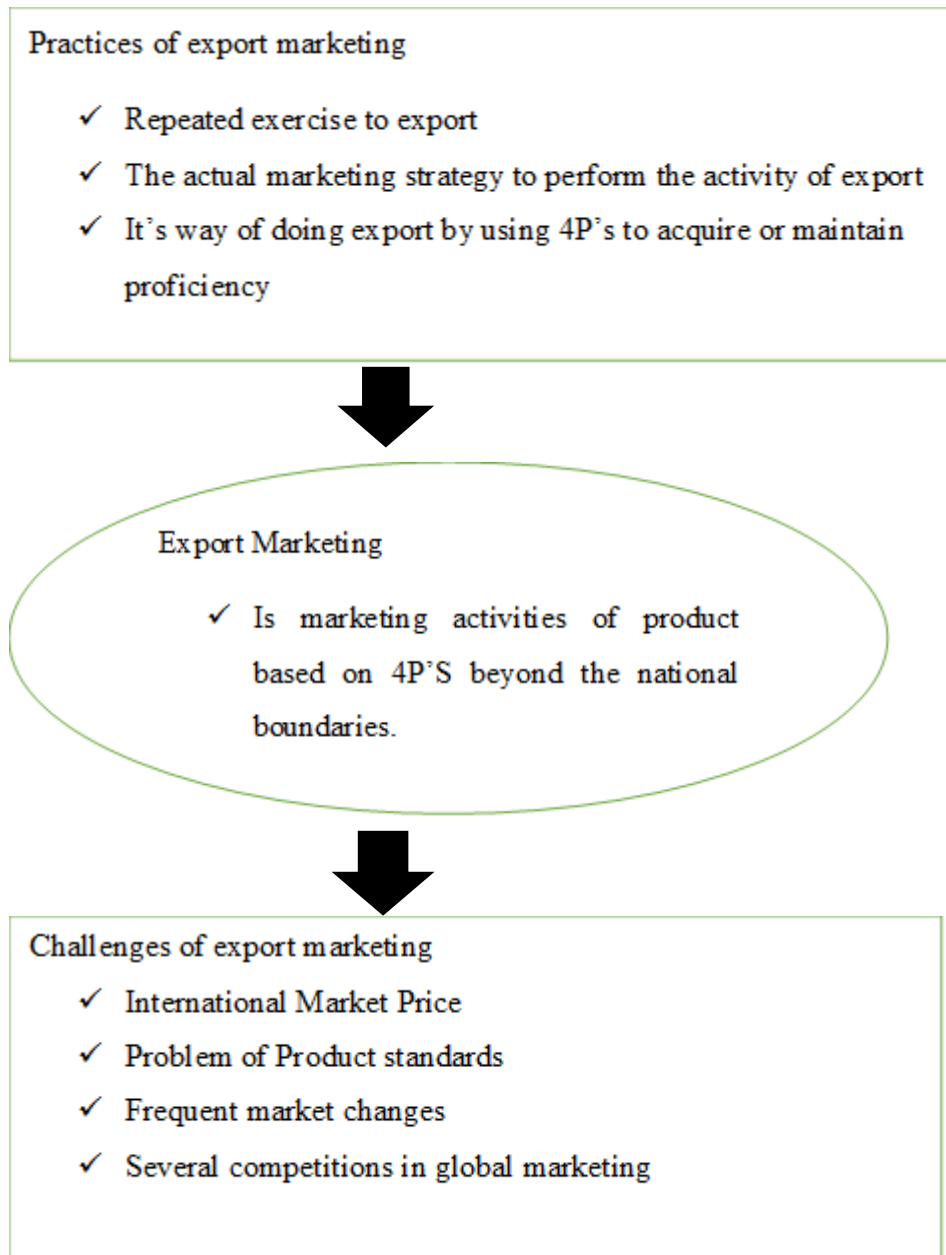


Figure 3: Conceptual Framework about the practices and challenges of export marketing.

CHAPTER THREE

RESEARCH METHODOLOGY

This chapter consists of approach and method that was used to answer the research question. It includes research design, types and data sources, methods and techniques of data collection, sampling techniques, sample size, method of data analysis, time and budget schedule.

3.1 Research Design

To achieve the objectives and to answer the research questions of the study descriptive research design. The reason behind to use descriptive study design is the researcher is interested in describing the existing current challenge or situation under this study. Descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual, or of a group, whereas diagnostic research studies determine the frequency with which something occur or its association with something else. (Kothari, 2004)

3.2 Research Approach

It is important to choose a proper approach in conducting a research to collect relevant data. Marczyk et al. (2005) asserted that a qualitative approach involves studies that do not attempt to quantify their involve interviews and observations without formal measurement. On the other hand, quantitative approach uses for quantitative results through statistical summary or analysis. Taking the advantages of qualitative and quantitative research approaches into account, the researcher employed quantitative research.

3.3 Sampling and Sample Design

3.3.1 Target Population

There are top ten coffee exporter companies residing in Addis Ababa. They are: - Kerchanshe Trading plc, Mullege plc, Hora Trading plc, Oromia Coffee Farmers Cooperatives Union, Sidama Cooperatives Union, Abbahawa Trading plc, Tracon Trading plc, S.A Bagersh plc, Ethiopian Trading Business Corporation and Kemal Abdela International Private respectively. Among them top three coffee exporter companies are selected as target population. Namely:

Kerchanshe trading plc, Mullege plc and Hora trading plc and also Ethiopian coffee & tea authority were selected. Because the amount of coffee exported by top three exporters has the significant impact on export marketing activities.

Table 2: Target population and Sample size

Sr.No.	Name of the Organizations	Number of respondent
1	Kerchanshe trading plc	35
2	Mullege plc	25
3	Horra trading plc	40
4	Ethiopian Coffee & Tea Authority	20
	Total	120

Source: Research data, 2018

3.3.2 Sampling Technique

The sampling techniques used in this study were both probability sampling and non-probability sampling techniques. The probability sampling technique especially simple random sampling to select respondents for self-administered question and by using non-random sampling especially purposive sampling technique was used for selecting companies. The main objective of a purposive sample is to produce a sample that can be logically assumed to be representation of the population.

3.3.3 Sample and Sample Size

The sample size of this study was determined based on Yamane (1967) formula. The formula is:

$$N = \frac{N}{1+N(e)^2}$$

$$N \approx 172 \quad e = 0.05^2$$

$$n = \frac{172}{1+172(0.05)^2} \quad n = 120$$

Where:

n = sample size for the research used

N = total number of the population (the general population from top three coffee export companies & from the Authority)

e = margin of errors at 5%

Based on this formula, the sample size of the research calculated was 120 and it is distributed proportionately to the organizations. The respondents were selected from Ethiopian coffee & tea authority and top three coffee exporter companies. This number is in accordance with the views of Dillman (2000) and Hill et al. (2005) as cited in Kitaw (2013) who reported that a sample size of 100 and above is sufficient to present good and concise research finding and provide good representation of the population/organization/ any subject investigated.

3.4 Data Sources and Methods of Collection

3.4.1 Data Sources and Type

The sources of data are primary and secondary sources. Primary data is the data collected from respondents and the secondary data is the data collected from published and unpublished sources.

3.4.2 Methods and Tools of Data Collection

Data are collected by using questionnaire, interview, observation.... etc. But in this research the data was collected using questionnaire.

The questionnaire consists of three sections; (part 1, part 2 and part 3). Part one includes respondents' demographic profile while part two and three questions that ask for the practices and the challenges of coffee export marketing respectively.

Dummy variables (yes or no), open ended questions were also included. The questions were based on 5-point Likert scale: 1 = Strongly Disagree, 2 = Disagree, 3= Neutral,4 = Agree, 5 = Strongly Agree.

3.4.3 Procedure of Data

First collected raw data were edited in order to discard the inappropriate data and retain the relevant ones. The questionnaires were checked to make sure that the questions were answered accurately and uniformly. Editing involves a critical examination of the completed questionnaire, in terms of compliance with the criteria for collecting meaningful data, and in order to deal with questionnaires that were not completed. The data obtained from the questionnaires were coded, captured and edited by using SPSS version 20. Descriptive statistics, frequency, percentage, mean and standard deviation was place in use to discuss and address responses generated from the questionnaires. As the aim of this study was to assess the factors that affect the export marketing; the respondents were asked an open ended questions to give any additional information so as reduce the challenges and to increase the practice of coffee export marketing on (See in Appendix; last part of the Questionnaire). As a result, out of the total 112 collected questionnaire above 15 questions (14.3%) respondents had commented on the provided space. The researcher believed that to assess the current challenges specially from the authority elaboration is more valuable for the study. And please note that: though the response rate for this question is very limited; the researcher has summarized the important points raised by respondents under the analysis of the study. Simple statistical method like percentage was used to facilitate meaningful analysis and interpretation of research findings.

3.5 Method of Data Analysis

To analyze the data gathered quantitative technique was used. In quantitative descriptive statistics such as frequency, percentage, mean and standard deviation were use. Quantitative data

is any data that is in numerical form such as statistics, percentages, mean, standard deviation etc. The researcher analyzes the data with the help of statistics.

3.5.1 Descriptive Analysis

The descriptive statistics of the variable was calculated in line with Malhotra (2007), which states that using descriptive statistics method helps the researcher in describing the existing situation and allows relevant information. In the descriptive analysis percentage, mean and standard deviation were used the study.

Frequency tables were used to summarize the respondents profile in the form of percentages. Mean and standard deviation were also used to analyze the challenges and practices of coffee export marketing.

3.6 Reliability and Validity

Validity refers to the extent to which a measurement tool measures what it's supposed to measure. That's it's concerned with the extent that the scale accurately represents the constructs of interest (Colin, 2005). This study was conducted based on conceptual framework that clearly indicates the theoretical constructs. Pre questionnaire were distributed to check the validity of questions. Thus, after comments and discussion with Ethiopian coffee & tea experts and the questionnaire was found valid by the researcher.

Reliability is the degree to which a measurement tool produces stable and consistent result. That's reliability is concerned with the consistency of the score obtained from a measure (Christopher, 2015). The Cronbach Alpha technique was applied to assess reliability of the measurement scales used in the study.

Table 4: Cronbach's Alpha Interpretation

Cronbach's Alpha	Internal Consistency
------------------	----------------------

$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Source: Cortina (1993)

Generally, a Cronbach Alpha greater than or equal to 0.7 can be regarded as an acceptable level of reliability in most social science research. If the Cronbach Alpha is less than 0.7, the questions might be difficult for the respondents or the respondents didn't understand the questionnaire (Cronbach,1951).

Table 5: Cronbach's Alpha for the challenges and practices of coffee export marketing

No.	Item	Cronbach's Alpha	N	N of items
1	Challenges of coffee export marketing	0.805	20	6
2	Practices of coffee export Marketing	0.789	20	7

Before analyzing the collected data, the reliability of the main items of the questionnaire was tested by using Cronbach's alpha. Therefore, the reliability of 20 items selected to the Challenges and practices of coffee export marketing has been tested. As shown in Table 5 the challenges of coffee export marketing scored 0.805 which is good to acceptable alphas. The second item as seen as on Table 5 where Practices of coffee export marketing acceptable reliability with Cronbach Alpha of 0.789.

3.7 Ethical Consideration

Ethical issues are very important in research these days. Ethical emerged from value conflicts. In research, these conflicts are expressed in many ways: individual's rights to privacy versus the undesirability of manipulation, openness and replication versus confidentiality, future welfare versus immediate relief, and others. Each decision made in research involves a potential compromise of one value for another. Researchers must try to minimize risks to participants, colleagues and society while attempting to maximize the quality of information they produce (David F. Gillespie, 1989).

The researcher has taken number of ethical considerations throughout the study. To facilitate this researcher made it clear in the questionnaire that participation is by free consent and the research is for academic purpose, and that confidentiality of participants will be assured. They were briefed about the nature of the study being carried out. Participants were assured that their responses would remain confidential. Therefore, the researcher has tried as much as possible to respect persons', organizations that would provide information and on whom information would be collected.

Therefore, in favor of this study the researcher was familiar with the ethical issues of research. Thus, the researcher was observed the principles of ethical issues like confidentiality and dignity of the participants, integrity, on no account plagiarism, and never fabricating and destroying data.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

This chapter deals with the analysis, interpretation and discussion of the study, which is analyzed with the help of the latest version of Statistical Package for Social Science (SPSS v. 20) software.

4.1 Response rate of respondents

In order to make the collected data suitable for the analysis, all questionnaires were screened for completeness. All returned incomplete questionnaires were considered as errors and removed from the survey data. Out of the 120 distributed questionnaires, 116 were collected. During data editing, the collected questionnaires were checked for errors and 4 incomplete questionnaires were identified and discarded. Therefore 112 questionnaires were found to be valid and used for the final analysis.

Table 6: Number of usable questioner in percentage

No	Companies	Distributed Questionnaire	Returned Samples	Usable Questionnaire	Usable Quest. (%)
1	Kerchanshe Trading plc	35	34	34	30.35
2	Mullege plc	25	23	22	19.64
3	Hora Trading plc	40	39	38	34.00
4	Ethiopian Coffee & Tea Authority	20	20	18	16.07
Total		120	116	112	100.00

Source: Research data, 2018

4.2 Background Information of Respondents

Under this section gender, education level, experience and positions are discussed.

Table 7: Analysis of demographic factors of respondents

No.	Factors		Frequency	Percent
1	Gender	Male	58	48.21%
		Female	54	52%
		Total	112	100%
2	Education Level	Masters	9	8.03%
		Degree	67	59.82%
		Diploma	36	32.14%
		Total	112	100.00%
3	Work Experience	Less than one year	0	0
		1-5 years	33	29.46%
		5-10 years	36	32.14%
		10 and above years	43	38.39%
		Total	112	100.00%
4	Positions	Export Manager	12	10.71%
		Tester	24	21.42%
		Sales	28	25.00%
		Expert	14	12.50%
		Marketing R. & D.	6	5.35%
		Customer Relation Management	10	8.92%
		Operator	10	8.92%
		Finance	6	5.35%
		H.R. Officer	2	1.78%
		Total	112	100.00%

Source: Research Data (2018)

As shown in table 7 above, regarding gender(sex) 58(52%) are males; 54(48.21%) are females. This indicates most of those involved in export market are males.

Concerning levels of education, as shows in table 7 above, 9(8.03%) are masters holders; 67(59.82%) degree holders; and 36(32.14%) are diploma holders. This implies that the majority of the respondents involved have high educational background, so their export business knows how and understanding might be satisfactory.

As the above table 7 shows, most of the respondents 43(38%) which represents 10 and above work experience. The second largest respondents 36(32.14%) were worked 5-10 years. 33(29.46%) respondents which represents 1-5 years' experience. None of the respondent of the study were less than one-year experience. Therefore, it is possible to say that, the majority of the respondents involved were experienced to give full and sufficient information for the study.

Based on table 7 presented above, 12(10%) of the respondents were Export managers, 24(21%) were Coffee Testers, 28(25%) of the respondents were Sales, 14(12%) of the respondents were Experts the remaining 6(5%) were Marketing Research & Development officers from Ethiopian Coffee & Tea Authority. 10(8%), 6(5%) & 2(1%) of the respondent were Customer Relation Manager, Finance & HR. Officers respectively. This implies that the respondents were directly related to the case of the study area.

4.3 Analyzing the practices of coffee export marketing

Table 8: Descriptive analysis for dummy variables (yes or no)

No.	Items	Rating Scales Dummy Variables		Mean	Standard Deviation
		1	2		
1	Do you export coffee for seasonal markets?	7 (6.3%)	105 (93.8%)	1.93	.243
2	Do you export coffee for year round consumption?	19 (17%)	93 (83%)	1.83	.377
3	Do you export coffee to the same country (party) repeatedly?	34 (30.4%)	78 (69.6%)	1.69	.461
4	Did you grade your coffee for international standard?	52 (46.4%)	60 (53.6%)	1.53	.500
5	Have you made any charge regarding the quality of coffee?	77 (68.8%)	35 (31.3%)	1.31	.465
6	Do you think that current market information is important for your competitiveness	55 (49.1%)	57 (50.9%)	1.50	.502

As shown in table 8 above, most the repondents105(93.8%) do not export coffee for seasonal market and 93(83%) of the respondent do not export coffee for year round consumption. The mean score for item no. 1 & 2 as shown in table 8 above are 1.93, 1.83 and standard deviation .243 and .377 respectively. but 7(6.3%) and 19(17%) of the respondents are export coffee for seasonal markets and for year round consumption respectively.

34(30.4%) of the respondents have exported coffee for the same country repeatedly and 78(69.6%) of the respondents do not export coffee to the same country repeatedly with 1.69 mean and 0.46 standard deviation.

60(53.6%) of the respondents do not grade their coffee for international standard and half of the other respondents 52(46.4%) are grade their coffee for international standard with 1.53 mean and .5 standard deviations. 77(68.8%) of the respondents made charge regarding to the quality of coffee. The rest 35(31.3%) of the respondents haven't made any charge regarding the quality of coffee.

55(49.1%) have agree that the current market information is important for their competitiveness, the rest 57(50.9) did not agree. The mean score for item no. 5 & 6 as shown in table 8 above were 1.31 & 1.50 the standard deviation .465 & .502.

The result in table 8 shows that the practices of coffee export are not limited to the seasonal market and also for yearly round consumption. Most of the exporters also do not export coffee for the same country repeatedly. This indicates that the practice to export of coffee are not affected by lack of buyer due to the repeated practices of coffee marketing chain with different countries. Almost half from the respondents are using updated marketing information. This implies that the competitiveness gap is filled by the current marketing information.

Table 9: Descriptive analysis for frequency type of questions

No.	Items	Rating Scale/Frequency				Mean	Standard Deviation
		1	2	3	4		
1	How many times do you export per year?	2(1.78%)	4(3.57%)	20(17.85%)	86(76.78%)	1.79	1.108
2	How many years have you been involved in coffee export?	2(1.8%)	4(3.6%)	13(11.6%)	92(82.1%)	1.29	.755

Item no. 1 indicated that 86(76.78%) export coffee more than three times per year. 20(17.85%), 4(3.57%) and 2(1.78%) export coffee three times and less than that per year. Item no. 2 indicated

that from the selected companies 92(82.1%) are involved in the practice of coffee export for 14-17 years. 13(11.6%) are also involved in the practice of coffee export for 11-13 years. 4(3.6%) & 2(1.8%) have participated less than 5 and 8 years respectively. The mean and standard deviations for item no.1 presented in the above table 9 scored 1.79 and 1.108 respectively. The mean and standard deviations for item no. 2 has 1.29 and .755 respectively.

The result in table 9 clearly shows that the practices of coffee export are more than three times per year. The selected companies are also well experienced in the activity coffee business to export. Therefore, the trend of coffee export in those companies are repeated activities throughout the years.

4.4 Analyzing the challenges of coffee export marketing

Table 10: descriptive analysis for Likert scales

No.	Items	Rating Scales/Likert Scales					Mean	Standard Deviation
		1	2	3	4	5		
1	Do you agree that the price is the challenge on export price?	12 (10.7%)	10 (8.9%)	6 (5.4%)	35 (31.3%)	49 (43.8%)	3.88	1.34
2	Do you agree that the quality of coffee is the challenge on export?	16 (14.3%)	13 (11.6%)	10 (8.9%)	20 (17.9%)	53 (47.3%)	3.59	1.55
3	Do you agree the government have a responsibility to minimize the challenge?	8 (7.14%)	5 (4.46%)	4 (3.57%)	45 (40.17%)	50 (44.64%)	1.61	.808
4	Do you agree that the coffee from the target region meet international market requirements?	4 (3.93%)	24 (21.4%)	6 (5.4%)	17 (15.2%)	21 (18.8%)	2.52	1.57
5	Is it always possible to fulfill the buyer order in terms of quantity	70 (62.5%)	30 (26.78%)	2 (1.78%)	6 (5.35%)	4 (3.57%)	1.7	.457

and time?								
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As shown in table 10 above, 49(43.8%) of the respondents have strongly agreed that the price of coffee has an impact on export price. 35(31.3%) of the respondents agreed that the price of coffee has an impact on export price. The mean and standard deviations presented in Table 10 as indicated by the respondents are 3.88 and 1.34 respectively.

53(47.3%)of the respondents strongly agree that the quality of coffee has an impact on export price. 20(17.9%) of the respondents agreed that the quality of coffee has an impact on export price. The mean and standard deviations presented in table 10 as indicated by the respondents are 3.59 and 1.55 respectively.

Therefore, 99% of the respondents strongly agree, on the reason behind for the challenges that affect the practices of coffee export marketing are inconsistency of coffee quality and volatile international market coffee price. The rest of 1(0.89%) the respondents disagree and agree on the reason that affect the practices of coffee were: low coffee productivity, extended coffee marketing supply chain and low value addition and climate change. Whereas Ethiopian Coffee & Tea Authority currently face the challenges as follow: Artificial price setting, under invoice, illegal trade (Contraband), poor coffee quality and complexity of marketing. 85% of the respondents from Ethiopian Coffee & Tea Authority agree by not still using any kind of strategies in promoting the coffee at all. The rest agree on currently using marketing strategies like appealing store fronts (Shopping), using word of mouth marketing, using free samples market development plan. Other respondents from the authority believes that even though there is no clearly stated marketing strategy but the authority focus on good quality coffee for premium price.

As shown in table 10 above, 50(44.64%) of the respondents have strongly agreed that the government have a responsibility to minimize the challenge. 45(40.17%) agree with the mean 1.61 and standard deviation .808. This result shows that almost all of the respondents agree that the government has a great responsibility to regulate the sustainability policy for practice of coffee export. 99% of respondents believe government interference is must by controlling the quality, by assuring coffee traceability, by giving awareness creation for farmers to produce specialty coffee, by controlling and taking measure for illegal market (contraband), by

encouraging the exporters and increase the knowledge of transaction actors on the sector like international coffee market information.

44(39.3%) of the respondents strongly disagree on the coffee from the target region meet international market requirements. 24(21.4%) of the respondents disagree. 21(18.8%) strongly agree that the form the target region meet international market requirement. 17(15.2%) agree with the mean 2.52 and 1.57 standard deviation. 70(62.5%) of the respondents strongly disagree on always possible to fulfill the buyer order in terms of quantity and time. 30(26.78%) of the respondents disagree. However, 4(3.57%) and 6(5.35%) from the respondents strongly agree and agree on always impossible to fulfill the buyer order in terms of quantity and time. This result implies that, most of the respondents agree in terms of quantity, quality, price and delivery time the coffee couldn't meet international market requirements from the target region. It's because inconsistency coffee quality, low coffee productivity, extended coffee market supply chain and there is imbalance of coffee price international market (New York Market) with local market.

As a solution the respondents suggested: all coffee exporters have to work on sustainability and traceability of coffee quality, attention should be given for improving the production and productivity of coffee in all level of the government and stakeholders, good quality for high price should be the motor for the authority, helping small farmers by using technology and input to increase and improve production and its quality, strengthen the coffee research sectors, being potential to use specialty market, must use marketing strategies and promotion, the government should facilitate the logistics problem and avoid lack of transportation from Ethiopia to Djibouti and, should make modern the agriculture system and capacitate the warehouse of ECX and control illegal market, so that the challenges related with the practices of coffee export marketing will be managed and minimized.

4.5 Trends of coffee export by the selected companies

Table 11: Analysis for the trend of coffee export marketing

No	Items	Buyer	Seller (myself	Set by demand & supply	Negotiation	ECX	Authority
1	Who set the selling price of coffee to export	40 (35.71%)	15 (13.39%)	7 (6.25%)	50 (44.64%)		
2	Who set the quality standard for the coffee to export	10 (8.92%)	7 (6.25%)	4 (3.57%)		63 (56.25%)	28 (25%)
3	Who or what determines logistic arrangement (how much and when to export)	59 (52.67%)	33 (29.46%)		20 (17.85%)		

As shown in table 11 above, 40(35.7%) of the buyer agreed that buyer set the selling price of coffee to export. 15(13.3%) of the respondent agreed that seller set the selling price of coffee to export. 7(6.25%) of the respondent agreed that the selling price of coffee to export is set by the demand and supply. 50(44.64%) of the respondent agreed that the selling price of coffee to export is based on negotiation.

10(8.92%) of the respondent agreed that the buyer set the quality standard for the coffee to export. 7(6.25%) of the respondent agreed that the quality standard for the coffee to export is set by the demand and supply. 63(56.25%) of the respondent agreed that the quality standard of coffee to export is set by ECX. 28(25%) of the respondent agreed that the quality standard of coffee to export is set by the authority.

59(52.67%)of the respondent agreed on the logistic arrangement is determine by the buyer. 33(29.46%) of the respondent agreed that the logistic arrangement is determine by the negotiation between buyer and seller.

The result in table 11 shows that most of the time the selling price of coffee to export is set by the negotiation between buyer and seller. However, currently the buyer is set the price without recognizing the quality. most of the buyers prefer the least price to buy the coffee. The quality standard set by the authority. The authority is also test the coffee before export. The logistic arrangement is most of the time determine by the buyer. In some cases, seller also determine the logistic arrangement to export coffee by using ship and car.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

This chapter summarizes about the result of findings, found from chapter four. It also gives conclusions and suggests some recommendations for the study.

5.1 Summary of Major Findings

The purpose of this study was to assess the practices and challenges of coffee export marketing. Several findings emerged that contributed to solve the study problem, gave logical answers to the study questions. Therefore, the results of the study can be summarized as follows:

Demographic factors such as gender, education level, job experience and position the researcher have been used to know the general characteristics of the respondents. Thus, the research used 52% male and 48 % of female as respondents. In terms of education level, the majority of the respondents were first degree holder with 59% which is followed by diploma holder which accounted 32% and 8% were masters' holder. In addition, the study looks at the respondent's job experience and their position respectively. most of the respondents 43 which represents 38% have 10 and above work experience. The second largest respondents were worked 5-10 years. They represent 32% of the total respondents. 33 respondents which represents 29% have 1-5 years' experience. None of the respondent of the study were less than one-year experience. 10% of the respondents were Export managers, 21% were Coffee Testers, 25% of the respondents were Sales, 12% of the respondents were Expert the remaining 5% were Marketing Research & Development officers from Ethiopian Coffee & Tea Authority. 8%, 5% & 1% of the respondent were Customer Relation Manager, Finance & HR. Officers respectively. From this the study concludes that the respondents were directly related and have full information to the case.

According to the result the practices of coffee export are not limited to the seasonal market. 99% of the coffee are also not export for yearly consumption. Most of the exporters didn't export coffee for the same country repeatedly. By using updated market information, they have different types of marketing chains with different countries. Therefore, the result indicated that the trend of coffee to export per year is more than three times for different countries.

The descriptive analysis shows that the 95% of the respondents are strongly agree on the price and quality of coffee have an impact on export marketing. The researcher also believes that both price and quality are influential variable to affect the practices of coffee export marketing. 99% of the respondents from the authority and export accompanies are strongly agree that the government have a responsibility to play by regulation sustainable police by controlling the quality, by assuring coffee traceability, by giving awareness/creation for farmers to produce specialty coffee, by encouraging the exporters and by taking serious measure to illegal market(contraband).

The result implies that, it is always possible to fulfill the buyer orders in terms of quantity, quality, price and delivery time. The coffee couldn't meet international market requirements from the target region. It's because inconsistency coffee quality, low coffee productivity, extended coffee market supply chain and there is imbalance of coffee price international market (New York Market) with local market.

5.2 Conclusion

The main aim of this study is to assess the current practices and challenges that affect the of coffee export marketing by giving high attention to price and quality. Practices challenges and for the country's coffee export identified and based on the finding the study the following conclusions are drawn.

Coffee has still remained the dominant export commodity of Ethiopia. However, Ethiopia irrespective of its being the origin of coffee Arabica and a traditional exporter, the volume of coffee exported rose by less than 8 percent for the last two decades. This is due to low coffee yield, quality inconsistency, and low return for farmers etc. On the contrary, Ethiopia's competitors have increased their volume of coffee exports aggressively by improving their production and productivity.

Coffee undergoes various processing stages by the time it reaches the consumer. At each stage the value added to it increases and takes a new form. In this study of coffee market, most of the produce is intended to exports.

Quality standards play an important role in reaching the global market. Still, more value adding activities are left over in most export companies. It may be possible to increase the value of coffee by increasing its quality. For instance, pre- and post-harvest management practices are very poor. Since coffee is dried on raised beds using local materials and others dry on ground. Besides, traders are storing in unventilated warehouses. Hence, coffees are hulled by traditional methods. Therefore, more interventions are needed to fill the above gap.

The determinants of export demand for Ethiopian coffee are not the same in all major client countries. Ethiopia's coffee own price and price of substitute coffee are important factors in most of the target markets; but, they are inelastic.

Factors causing low productivities are increasingly competing with traditional agronomic practices, and shortage of specialized institutions that provide extension support for coffee production. Low quality coffee is supplied to the local market. While, price of coffee in the local market is usually higher than export prices and it has seasonal and auction markets, and has poor fair trade systems, price volatility which affects those who depend on it for their livelihood.

Results showed that the practice of coffee marketing were inefficient and vulnerable for the challenges specially for the inconsistency of coffee quality and volatile international market coffee price. This shows that the responsible bodies were either unable to manage the quality or the source of uncertainty in relation with export earnings as well as instability in product incomes were not well controlled.

Generally, the results of the study show the practices of coffee export marketing were inefficient due to the availability of challenges. From the findings it is learned that, it is the time for all the farmers, stakeholders, exporters to work on the traceability and sustainability of coffee quality. Ethiopian coffee exporter must become the most useful actor in the economy. The government has a great responsibility to encourage the exporter and to regulate the sustainability policy for practice of coffee export.

5.3 Recommendations

Based on the findings of the study, the following recommendations are suggested by the researcher.

- The government and coffee export companies should continue assisting farmer to increase production volumes through extensification (new plantings) and/or intensification (higher productivity), improving quality and increasing the proportion of coffees selling at significant premiums or differentiated/certified coffees. This may contribute to improve the practice of coffee export marketing.
- The government should offer price risk management services for producers to further reduce vulnerability due to fluctuation international market price. For coffee producers the easiest solution for price risk reduction is to sell their coffee to exporters often, rather than holding in stock supplies and waiting for a better market price (in many cases which may never come). Selling often will help cushion producers from volatile price swings and enable them to receive relatively better an average of market prices during the season.
- In addition to exporting reliable and consistent quality coffee according to the target markets' preferences, supporting participants in the domestic coffee production, improving the exporters' capacity in market information usage, international sales capacity, and negotiation skills are crucial. To improve the competitiveness of the country in its coffee export, other factors like increasing productivity and reducing costs of marketing should also be considered.
- Exchange rates play a central role in international trade because they allow the computation of the relative prices of goods and services produced in different countries, thereby allowing the comparison of those prices across countries. The government should also focus to motivate coffee exporters in terms of allowing them to use some the hard currency brought through their efforts for increased motivation or encouragement.

- Price of Ethiopian coffee and that of its substitute (Brazilian mild) are important factors in determining the export demand for Ethiopian coffee, even though the demand is inelastic. This suggests that price competitiveness should be given due attention.
- Promoting and using marketing strategies are crucial which can take advantages of bargaining power in the input and output markets. This in turn will increase farmers input purchasing power in the input and output markets.
- Research and development should be strengthening supply of improved seedling to the farmers which can also contribute its part since this factor is one of the significant factors affecting the supply. Strengthening linkage between research centers, farmers and agriculture office is also important. Since strong linkages between institutions and organizations working on coffee sector are vital to enhance coffee sector development.
- Market information and extension contacts are found significant and positively determinant factors of the quantity of coffee supplied. Farmers should also provide with accurate information about consumer demand for organic and specialty quality coffee. Providing appropriate extensions service and infrastructural development can also contribute positively.

5.4. Suggestion for Future Researchers

This study has assessed the challenges and practices of coffee export marketing. Nevertheless, the findings should be interpreted carefully, as there were a number of challenges which also represent opportunities for further research.

First, extended coffee marketing supply chain are one factor that affect the practice of coffee export. In addition, the low value addition and low coffee productivity are others challenges with including variables that the researcher did not take in to account in this study.

Thus, the future researcher could conduct a study on the same title by considering the above mentioned factors. Moreover, future research may investigate the role of coffee export marketing in promoting and improving the practice of agricultural product.

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APPENDICES

St. Marry's University,
School of graduate studies
Department of Marketing Management

Dear respondent

The purpose of this questionnaire is to collect data about “The challenges and practices of coffee export marketing” for the partial fulfillment of MA degree in Marketing Management. The information you provide will be used only for academic purpose and kept confidential. Therefore, I kindly request you to provide reliable information for the quality of the research work.

Thank you in advance for your cooperation

Hana Mulugeta

General Direction

No need to write your name

Read each question and put (√) in the given space/ box.

Part One: The profile/ background of respondent

* Name of the organization _____

* level of education _____

* Position in your organization _____

* Work Experience _____

Part Two: General questions related with the practices of coffee export.

1. Did you start coffee export?

A. yes

B. Not yet

2. If your answer is yes, for how many years have you been involved in coffee export?

A. 1-4 years

B. 5-7 years

C. 8-10 years

D. 11-13 years

E. 14-17 years

3. who sets the selling price of coffee?

A. My self

B. Buyer

C. Set by demand & supply

D. Negotiation

4. How many times do you export per year?

A. Only once

B. Twice

C. Three times

D. More

than three times

5. Who sets the quality standards for your coffee to export?

A. My self

B. Buyers

C. ECX

D. Others

6. Who or what determines the logistic arrangement (how much and when to export)?

A. Market

B. Parties involved in distribution channel (buyers)

C. You yourself

7. How do you set the price of coffee product in foreign market? Is there other countries sell same product such coffee and is it very tight competition?

No.		yes	No
8.	Do you export for seasonal markets?		
9.	Do you export for year round consumption?		
10.	Have you made any charge regarding the quality of coffee?		
11.	Do you export to the same party repeatedly?		
12.	Did you grade your coffee for international standard?		
13.	Do you think that current market information is important for your competitiveness?		

Part Three: General questions related with the challenges of coffee export

14. Is the quality of coffee have an impact on export price?

- A. Strongly disagree B. Disagree C. Neutral
D. Agree E. Strongly Agree

15. Is the price of coffee have an impact on export?

- A. Strongly disagree B. Disagree C. Neutral
D. Agree E. Strongly Agree

16. Is there currently a significant challenge that affect the coffee export marketing practices with respect to price? And quality?

- A. Strongly disagree B. Disagree C. Neutral
D. Agree E. Strongly Agree

17. If your answer for #17 D&E, what are the reason behind?

18. Does the government regulate the sustainability policy for practice coffee export?

A. Strongly disagree

B. Disagree

C. Neutral

D. Agree

E. Strongly Agree

19. If your answer is probably not & under, what is your opinion toward that?

20. Can you always fulfill the order (i.e. meet the buyers' requirements in terms of quantity and time)? Yes/No, you had to reject some orders. Why?

21. How do you attract your buyers?

A. By giving fair price relative to others

B. By quality of the product

C. by giving bonus

D. Other (specify)

22. Does the coffee from the target region meet international market requirements? (in terms of quantity, quality, price, design, delivery time etc.)?

23. Would you summarize the potential and existing challenges to Ethiopian Coffee export sectors? And what will be the solution?

Thank You for your cooperation!!!

St. Mary's University,

School of graduate studies

Department of Marketing Management

Dear respondent

The purpose of this questionnaire is to collect data about “The challenges and practices of coffee export marketing” for the partial fulfillment of MA degree in Marketing Management. The information you provide will be used only for academic purpose and kept confidential. Therefore, I kindly request you to provide reliable information for the quality of the research work.

Thank you in advance for your cooperation

Hana Mulugeta

General Direction

No need to write your name

Read each question and put (√) in the given space/ box.

Part One: The profile/ background of respondent

- * Name of the organization _____
- * level of education _____
- * Position in your organization _____
- * Work Experience _____

Part Two: General Questions to Authority

1. Is there currently a significant challenge that affect the coffee export marketing practices with respect to price? And quality?

A. Strongly disagree

B. Disagree

C. Neutral

D. Agree

E. Strongly Agree

2. If your answer for #3 D&E, what are the reason behind?

3. Does the government (authority) regulate the sustainability policy for practice coffee export?

A. Strongly disagree

B. Disagree

C. Neutral

D. Agree

E. Strongly Agree

4. If your answer is probably not & under, what is your opinion toward that?

5. What are the challenges faced by the authority in marketing coffee?

6. what are the marketing strategies in used in promoting Ethiopian coffee for each area?

7. would you summarize the potential and existing challenges to Ethiopian coffee export sectors? And what will be the solution?

Thank You for your cooperation!!!

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ማስተርስ ፕሮግራም

ማርኬቲንግ ማኔጅመንት ዲፓርትመንት

ይህ መጠይቅ የተዘጋጀው በኢትዮጵያ ቡና በውጪ ሽያጭ ላይ የሚያጋጥመውን መሰናክል ለማወቅ እና ለመረዳት የተዘጋጀ ነው። በዚህ መጠይቅ የሚገኝ መረጃ በግሌ ጠብቄ ለትምህርት የምጠቀምበት መሆኑን ቃል በመግባት ነው። ስለሆነም በዚህ መጠይቅ ለቀረቡት ጥያቄዎች ተገቢውን ምላሽ በቅንነትና በታማኝነት እንዲሰጡኝ በትህትና እጠይቃለሁ። እባክዎን ጥያቄዎቹን ለመረዳት ደጋግመው ያንብቧቸውና ለቀረቡት ጥያቄዎች ምርጫ ከሆኑ በአጠገባቸው በተቀመጠው ክፍት ቦታ ላይ "✓" ምልክት ያስቀምጡ እንዲሁም አጭር መልስ ለሚያስፈልጋቸው በባዶ ቦታው ላይ አጭር ምላሽ ይሰጡ። ስለትብብርዎ በቅድሚያ አመሰግናለሁ።

ሀና ሙሉጌታ

- ❖ የድርጅቱ ስም-----
- ❖ የትምህርት ደረጃ-----
- ❖ የተሰማሩበት የስራ ደረጃ-----
- ❖ የስራ ልምድ-----

1. ቡናን ወደ ውጪ መላክ ጀምርዋል?

ሀ. አዎ ለ. ገና አልጀመርኩም

2. መልስዎ አዎ ከሆነ ለምን ያህል አመታት ቡናን ከኢትዮጵያ ወደ ውጪ ልከዋል?

ሀ. 1-4 አመታት ለ. 5-7 አመታት ሐ. 8-10 አመታት

መ. 11-13 አመታት ሠ. 14-17 አመታት እና ከዛ በላይ

3. የቡና ሽያጭ ዋጋው የሚተመነው በማነው?

ሀ. በሻጩ ለ. በገዢው ሐ. በፍላጎት እና በአቅርቦት መ. በስምምነት

4. በአመት ውስጥ ለምን ያህል ጊዜ ቡናን ወደ ውጪ ገበያ ይልካሉ?

ሀ. ለአንድ ጊዜ ብቻ

ለ. ሁለት ጊዜ

ሐ. ሶስት ጊዜ

መ. ከሶስት ጊዜያት በላይ

5. ለውጪ ገበያ የሚላከው ቡና ላይ ማነው ጥራቱን የሚቆጣጠረው?

ሀ. እራሳችን

ለ. ገዢው

ሐ. የኢትዮጵያ ምርት ገበያ

መ. ሌሎች ተቋማት

6. እንዴት በውጪ የቡና ገበያ ላይ ዋጋ ይተመናል? በተመሳሳይ ምርት በሌሎች አገራት ላይ ያለው ውድድር በቡና ሽያጭ ላይ ምን ይመስላል?

ተራ ቁጥር		አዎ	አይደለም
7.	ቡናን ወደ ውጪ የሚሸጡት ለወቅታዊ ገበያ ነው?		
8.	ቡናን ወደ ውጪ የሚሸጡት ለአመታዊ ዙር ፍጆታ ነው?		
9.	ከቡና ጥራት ጋር በተያየዝ ተጨማሪ ክፍያ ነበር?		
10.	በተደጋጋሚ ጊዜ ለተመሳሳይ ገዢዎች ነው ቡናን ሚልኩት?		
11.	ለአለም አቀፍ መለኪያ የቡናን ደረጃ አስመድበው ያውቃሉ?		

12. የቡናን ጥራት መጠበቅ ከሀገር ውጪ ባለው የግብይት ዋጋ ላይ ለውጥ ያመጣል?

ሀ. በጭራሽ አልስማማም

ለ. አልስማማም

ሐ. ወይ እስማማለው ወይ አልስማማም

መ. እስማማለው

ሠ. በጣም እስማማለው

13. የቡና ዋጋን መቆጣጠር ከሀገር ውጪ ባለው ግብይት ላይ ለውጥ ያመጣል?

- ሀ. በጭራሽ አልስማማም
- ለ. አልስማማም
- ሐ. ወይ አስማማለው ወይ አልስማማም
- መ. አስማማለው
- ሠ. በጣም አስማማለው

14. በአሁኑ ሰዓት በቡና የውጪ ገበያ ላይ ከዋጋ እና ከጥራት ጋር በተያያዘ እንቅፋት ወይም ችግር አለ?

- ሀ. በጭራሽ አልስማማም
- ለ. አልስማማም
- ሐ. ወይ አስማማለው ወይ አልስማማም
- መ. አስማማለው
- ሠ. በጣም አስማማለው

15. ለ14ተኛው ጥያቄ መልስዎ መ ወይም ሠ ከሆነ ምክንያቶቹ ምን ሊሆኑ ይችላል?

16. ስለዚህ የመንግስት ሀላፊነት ትልቁን ድርሻ ይወስዳል ብለው ያስባሉ?

- ሀ. አዎ
- ለ. አይመለከተውም
- ሐ. አላውቅም

17. ለ16ተኛው ጥያቄ መልስዎ አዎ ከሆነ መንግስት ምን አይነት ሀላፊነት ሊወስድ ይገባዋል? ምን አይነት ፖሊሲ ቢቀርፅ ተገቢ ነው ብለው ያስባሉ?

18. ከቡና ጥራት እና ከጊዜ አንፃር በተፈለገው መጠን የገዢውን ትዕዛዝ ሁልጊዜ ያሟላሉ? ከዚህ ቀደም የገዢው ትእዛዝ ያልተሟላበት አጋጣሚ ነበር? ለምን?

19. በአጠቃላይ በኢትዮጵያ ቡና የውጪ ግብይት ላይ በአሁኑ ሰአት እያጋጠሙ ያሉትን እንቅፋቶች ወይም ችግሮች ይዘርዝሩ? ለችግሮቹ መፍትሄ ምን ሊሆን ይችላል?

20. በኢትዮጵያ ቡና የውጪ ገበያ ላይ ለኢኮኖሚው ቀዳሚ እንዲሆን ተጨማሪ መረጃ ውይይት ምልክታ ካሉት፡

ስለ ትብብርዎ አመሰግናለሁ!!!