ST.MARY'S UNIVERSITY SCHOOL OF GRADUATE STUDIES

EFFECT OF MARKETING STRATEGY ON COFFEE EXPORT MARKETABLITY IN CASE OF TRACON TRADING

By

Samiya Mohammed

THESIS SUBMITTED TO ST.MARY'S UNIVERSITY SCHOOL OF GRADUATE STUDIES IN PARTIAL FULLFILMENT OF THE REQUIREMNT FOR AWARD MASTER DEGREE IN BUSINESS ADMINSTRATION(MBA)

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Advisor

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By Samiya Mohammed

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Acknowledgment

First of all, I would like to say, Alhamdulillah, for my creator to finish my thesis and stay until today.

Great thanks to our advisor, Dr. Tewodros Mekonen, in-charge and principal, for his support and guidance in completing my thesis, from advising to modify the title to the topic of "Effect of Marketing Strategy on Marketability of Coffee Export in Case of Tracon Trading" until the end of the successful thesis.

My gratitude appreciated for Tracon Trading plc, who's provided support during the survey, and for Tracon Trading workers who were willing to fill out my survey questionnaires. In these short words, I can't mention the people's help to me. Thanks for all the guidance and moral support that you have shown me.

Finally, I want to thanks my family, staff, and friends for your effort to make an effective proposal from your side and your knowledge.

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List of Abbreviations /Acronyms

DFID: The Department for International Development

ECEA: Ethiopian coffee exporter association

ECX: Ethiopia commodity Exchange

EU: European Union

FAO: Food and Agriculture Organization

FT: Fair trade

ICO: International coffee organization

LIFFE: London International Financial Futures and Options Exchange

OXFAM: Oxford Committee for Famine Relief

MOARD: Ministry of Agriculture and Rural Development

NRI: National resource inventory

NYBOT: New York Board of Trade

UNCTAD: United Nations Conference on Trade and Development

US: United state

USDA: united state department of agriculture

WTO: World Trade Organization

Abstract

This study was focused on the effect of marketing strategy on marketability of coffee export in the case of Tracon Trading plc.The study used an explanatory method of research design. Both primary and secondary data collection instruments are used to collect data. In this study the quantitative approch was used for the questionaries' collected from Tracon trading export department . The data received from the respondents were edited, coded, and analyzed using IBM SPSS statistics 27 Computer Software. Quantitative data output were presented in the form of descriptive statistics using mean, and standard deviation, frequency and frequency distribution, valid and cumulative percentage for each of the variables used in the study.The validity of the instruments would be ensured through content validity and reliability tested using Cranach's alpha with a coefficient of 0.7, which was considered acceptable. Correlation and multiple linear regression analysis techniques were also used to measure the relationship and predicting between the independent and dependent variables of the study. The result of the study shows that among the four independent variables:price, product, promotion, place strategy have strong correlation and positive significant effect on coffee export martketablity. Based on the findings of this study, the researcher has made vital recommendations on what the company should implement to improve its coffee export marketability despite its challenges in implementing a marketing strategy. The pricing strategy advisable to be competitive but also reflect the high quality of the product. The researcher has recommended to establish the coffee laboratory in regional level to identify the arrival coffee quality from its origin and participate in new product innovation. The Company also focuses on establishing strong distribution channels both locally and internationally. This can include partnerships with online sales platforms, and international distributors to reach a global market. The researcher would like to recommend a promotional strategy to adopt new technology that other competitors have not well adopted, like augmented reality (AR), virtual reality (VR), and block chain technology, which are used to promote and are easily accessible to clients. .

Key terms: *price strategy, product strategy, place strategy, promotion strategy, coffee export marketability*

CHAPTER ONE

INTRODUCTION

1.1Background of the Study

Export is the legal transportation of goods and commodities to a foreign country. Generally, international trade is supported by government rules and regulations for trade (Kotler, 2011). The actuality of import conditioning proves that countries need to engage in transnational trade to meet their requirements and solicitations. During this process, the involved parties need to accept the mutual differences in culture, natural resources, climate, geography, human resources and labor skills, and the socio-economic structure of developing and developed countries (Hollensen, 2014).

In our modern and competitive business today, being the producer and provider of certain products is not enough to succeed in the market. But the organizations should also be competent enough in terms of their product quality, quantity, and substitute product, forecasting the threat of new entrants, customer management, product promotion, input supply and processing, marketing, and effective distribution. Therefore, organizations must make their products marketable to ensure long-term survival. (OXFAM, 2003)

Kotler (1972): "Marketing is the set of human activities directed at facilitating and perfecting exchanges". The analysis, planning, execution, and supervision of programs intended to create desirable interactions with target audiences for the sake of one's own or both parties' benefit is known as marketing management. It relies heavily on the adaptation and coordination of product, price, promotion, and place for achieving an effective response". Philip R. Cateora and Graham (2005) Export trade, on the other hand, is vital to fill the foreign exchange gap of a country and, hence, to increase import capacity and reduce dependence on foreign aid. For that reason, increased participation in world trade is considered the single most important tool for rapid-fire profitable growth and development (Rahman, 2009).

In international marketing exploration, scholars have applied several confines to indicate marketing strategy as export marketing strategy, export strategy, or business strategy. However,

all these dimensions are based on the marketing mix, and some scholars add a few variables in order to make them more meaningful (Abdul and Sidin, 2010). Especially in export marketing strategy (Leonidou et al., 2002; Lee and Griffith, 2004; Brodrechtova, 2008; Mohamad *et al.,* 2009), the elements of the export marketing strategy are product, price, promotion, and place. Marketing strategy is the way companies deliver products and services to consumers, establish relationships with them, and achieve goals. In much of the literature, companies strive to build strategies, especially in this era. The company's response to implementing a marketing strategy is the key to success. In fact, marketing companies can surpass expectations, which mean gaining the hearts of consumers (Saefulloh and Darma, 2014).

As firms begin to compete in export markets, their success depends on their ability to develop and implement unique competitive strategies. When developing such strategies, export firms have to match their internal and location-specific competitive (as explained in Porter, 1980) and comparative advantages (i.e., Ricardian) with the requirements of the external environment in which they compete (Aulakh *et al.*, 2000).

Sales growth in coffee exports refers to the growth in the value of coffee that is exported from one country to another. This growth is typically measured in terms of the volume of coffee exported and can be impacted by factors such as market conditions, global demand, and other factors. A market penetration strategy is used to increase the sales of a particular product or service by targeting existing customers and exploring new markets. (Ninah et al., 2023)

Coffee is exceptional for being produced in nearly all non-arid countries in the tropics. In many of these countries that are producing coffee, foreign exchange earnings from coffee exports are of vital significance to the balance of payments as well as the economies of the countries. thus providing a legitimate source of rural employment for both men and women. Coffee is the most valuable tropical agricultural product in terms of worldwide trade. According to Utting-Chamorro (2005), it is the "second most traded commodity after petroleum" and "determines the livelihoods of 25 million poor families." According to Ponte (2002), at the global market, the emergence of competitiveness could favor exporters such as Brazil, Vietnam, and Colombia in deciding the world market price due to lower production costs in the respective countries. This negatively affects the import performance of coffee-exporting countries in East Africa, including Ethiopia (Nsabimana; Wondmagegn, 2019). In a moment's specialty request, all three types of coffee need to be represented as exemplary: high-quality coffees either as stage-alone or as a

named mix element, and mainstream quality in numerous of the ready-to-drink and seasoned drinks that are vended alongside sludge coffee and espresso (Sette, 2012).

Ethiopia is not only the birthplace of coffee; it is also the leading exporter of Arabica coffee, which is indigenous to Ethiopia and grows in more than 58 zones. The country is the first in Africa and the third largest worldwide Arabica coffee producer in the world. Exporters almost all over the world to more than 50 countries in Europe, Asia, America, the Middle East, and elsewhere in the world. The countries have the greatest diversity of coffee and produce superior quality and unique coffee with glamorous flavors. Ethiopian Coffee Exporter Association, 2022) Marketing effort is required to position the brand of Ethiopian coffee in international customers' minds with respect to the promptness of the Ethiopian coffee export distribution strategy and export market segmentation strategy. Thus, the development of appropriate and effective service delivery, including market information and export market infrastructure, should be a priority area for policymakers since Ethiopia is a landlocked country (Shiferaw, 2012).

Based on my preliminary study, increasing national and international competition causes tension for coffee exporters. The former and the new entry into the business industry In the Ethiopian coffee industry, most coffee exporters become competitive and, some years later, lose their position and are out of the market because they can't withstand the new competitor's loss of internal capacity to survive competitors competition. In order to increase product competitiveness, companies need to enhance product quality, service quality, facility and distribution quality, as well as digital marketing strategies.

Hence, the objective of this study was to determine the effect of marketing strategy on coffee export marketability at Tracon Trading, as top and leading coffee exporter companies are trying to determine the main challenges and the implications of facing the environment to become successful in the coffee industry. Insufficient supply chains, volatility in international pricing, and supplier quality problems are the main challenges to implementing a marketing strategy and improving coffee export marketability.

1.2 Back ground of the Organization

Tracon Trading plc is one of the main business groups contributing to the economy of Ethiopia. It's a family-owned and managed business. The family has been in business for over 40 years, with experience in export, import, and recent years in industrial farming and real estate.

Coffee exports are the most important commodity for Ethiopia. Thus, among the various business lines the company specializes in, almost attention is given to the coffee export business. It exports the finest Ethiopian Arabica coffee to different parts of the world. Coffee for Tracon is a second-generation business. Tracon has broken many local export records in its coffee history. (Tracon, 2023) Tracon trading had the number one rank in value in USD 86,085,544.99 of total export coffee in 2021/2022. (Ethiopian business review, 2023)

Their modern processing line includes the latest color sorting technology, which enables them to produce coffee of the highest standard and ensure consistent quality for their buyers. Tracon has a 30,000-square-meter facility that is dedicated to coffee processing.

A high degree of processing facility also allows them to prepare coffee directly to customer specifications. Their product ranges from standard grades to premium beans. Combining international experience with local know-how. Tracon's objective is to ensure that the trust placed in them by their clients and local suppliers alike serves as the core of their commitment to customer satisfaction.

The coffee business line of the company has a well-structured organization and management system where all the activities of procurement, processing, and export are focused on delivering good and consistent quality coffee, timely execution of contracts, and high-level customer satisfaction.

Coffee is sourced from their farms, ECX, and a few selected specialty coffee suppliers. Yirgacheffe, Guji, Sidamo, Djimma, Harrar, Gera, Nekemet, Gesha, Limu, Andercha, and Tepi are sources of coffee.

The coffee liquoring laboratory is the backbone of our coffee business and the key to decades-long relationships with our customers across the world. Pillared and specialized with master cuppers having a minimum experience of 20 years, they guarantee the supply of premium quality coffee consistently.

In 2018, they launched the first roasted coffee brand in the name of our farm, Gera. The unique and diverse flavor, along with our expertise in the coffee market, has made Gera one of the few roasted coffee brands to be exported for international consumption.

The list of clients for their coffee export includes leading roasters like Illy Café, Starbucks, Dunkin Donuts, and many more. Tracon also supplies large trade houses like Volcafe, Taloca, Rothfos, Itochu, and Japan (Tracon, 2023)

1.3 Statement of the Problem

In Ethiopia, coffee has been and still contributes to the Lion's share in its national economy, being the leading source of foreign exchange earnings. Either, the livelihood of a quarter of the Ethiopian population depends directly or laterally on the different processes of product and marketing along the coffee value- chain. (Adugna,2008). Despite its significance, the coffee sector is being challenged by different factors.

Tadesse G. (2014) investigated the major determinants of coffee export supply in Ethiopia for the period of 1981-2011. His study employed a Vector Auto Regressive and Error Correction approach to identify the major determinants. It further used the Granger reason test to find the direction of reason between coffee import force and some of the independent variables. The findings indicated that the real import price of coffee, domestic product, physical structure, and the world force of coffee all affected Ethiopian coffee exports significantly.

According to Shifraw (2012), export and import duty protection imposed by the government of Ethiopia, the educational background of the management of Ethiopian coffee export firms, the geographic location where coffee is being grown, the fluctuations in the currency rate between different countries and existing of strong competitors' strategy in the international market were found as the major determinants of export marketing of coffee in Ethiopia, taking the legal and

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political, socio-cultural, geographic, economic and competitive environmental factors in to account Cavusgil and Zou (1994) found the positive relation between price and export performance. In addition, Eusebio et al. (2007), found that confidence in product price had a positive effect on export performance. In contrast, a study by Abdul-Adis and Sidin (2010), on the relationship between export marketing strategy and environmental factors concluded that price competitiveness has no direct relation with export performance

Hana, (2018) found Results 95% of the respondents strongly agree that the price and quality of coffee have an impact on export marketing. The researcher also believes that both price and quality are influential variables to affect the practices of coffee export marketing On the other hand Tizita,(2017) describes in her study findings The key factors considered in setting pricing strategy are product value and cost and Fuad(2021) explain his finding according to the survey the Ethiopian coffee exporter´s promotion strategy has more challenges regarding marketing promotion and product development, lacks more advertising, and the products in the global world's market lacks more selling promotion, and also the lacks the promotion comparison with global competitors, lacks the continuity promotion in the global markets and also unused publicity materials.

A study conducted by Leonidou et al.(2002) on marketing strategy of export performance found that using an export sales representative office and direct purchasing had a positive effect on the intensity of sales export while, a weak relationship is found between export performance and adoption of distributor, agent, and merchant in export market.

According to Di Fatta et al. (2019), export knowledge is critical in developing an export strategy. Their findings established a clear relationship between import knowledge, import strategy, and import performance, which is analogous to our result. Therefore, this study argues that knowledgeable company directors could develop presumptive strategies to address the challenges of coffee exporting in the study area.

To sum up, the above research findings indicate that market price, promotion factor, and quality are dominant factors affecting the marketability of coffee. But those studies (Shiferaw, 2012; Hana, 2018; Tizita, 2017; Fuad, 2021) mainly focus on the need for marketing strategy,

determinants of coffee, marketing strategy practice, and the one research study on export knowledge, commitment, and export performance on company effectiveness. In addition, Di Fatta et al. (2019), although they have no clear explanation about the effect of the marketing strategy on considering the volatility and challenging situation in the coffee market industry, However, no study has tried to determine the effect of a marketing strategy on coffee export marketability, particularly over-identifying price strategy, product strategy, place strategy, and promotion strategy on the effect of the marketability of coffee export. The marketing strategy has been implemented and should be updated to challenge the dynamic environment in the coffee export industry. Therefore, this study would focused on the effect of a marketing strategy, and its price, product, promotion, and place strategy are the most contributory and influential marketing strategies. Four pillories of variables to coffee export marketability.

1.4 Research Question

1. How does product attributes affect coffee export marketability?
2. To what extent marketing advertising affect coffee export marketability?
3. How does the selection of distribution channel affect coffee export marketability?
4. How does the implantation of pricing model effect on marketability of export coffee in different international market?

1.5 Objectives of the Study

1.5.1 General Objective
The general objective of this study is to determine four marketing strategies that affect the marketability of coffee export in the case of Tracon Trading plc.

1.5.2 Specific Objectives
1. To identify the effect of product attributes on coffee export marketability of Tracon trading plc.
2. To measure the effect of advertising channels on coffee export marketability of Tracon trading plc.
3. To study the effective of place strategy on coffee export marketability of Tracon trading plc.

4. To analyze the effect of pricing models on coffee export marketability of Tracon trading plc.

1.6 Significance of the Study

The significance of this study would be multifaceted and could have several implications. It can understand the effect of marketing strategies on coffee export marketability. It helps us identify the effective marketing approaches that can lead to increased export sales revenue and ultimately contribute to economic growth for Ethiopia. As we know, the coffee industry is dynamic, and no permanent strategies are applied throughout the season. They should have to update their marketing strategy approaches according to the situation, including internal and external analysis of the environment and challenges that face the coffee industry, such as price fluctuation, insufficient supply chains, and improper coffee quality suppliers; stock management for customer demand; identifying the best and most effective advertising method based on technological changes; marketing segmentation that identifies the prior customers; and preparing the export coffee based on their quality and requirements. A proper place strategy for which country delivers on what coffee export quality must be identified because different countries have their own rules and acceptance and different customers have their own quality criteria to accept the export standards. This helps the coffee industry lead competitively at the national and international level.

This study would shed light on how marketing strategies influence the competitiveness of coffee exports in the global market. This insight can help coffee exporters use more effective marketing tactics to differentiate their products, build brand value, and gain a competitive edge in the international market. It would also help my study area Tracon trading and can lead to improved sales, competitive advantage, target marketing efforts, adaptation to customer trends, enhanced buyer relationships, and informed strategic decision-making. And it would help as a source of reference and a stepping stone for those researchers who want to do further study in the area afterward.

1.7 Scope of the Study

The researcher needed to have delimitation to have efficient and effective accomplishment of the research project. This study would limit aspects to the geographical, conceptual, time, and methodological aspects. The scope of the study focuses on the effect of marketing strategy on coffee export marketability. This study conceptually examines marketing strategy, price, promotion, place, and product and their effect on marketability. Geographically, this study would be conducted in the Tracon Trading coffee export department, which was related to the study. This coffee export has been experienced for more than three years decades in the coffee industry and has broken many local records in the coffee export market. Methodologically, the study would be limited to explanatory type and quantitative research design, and data would be collected from primary and secondary data collection. The data would be collected from questionnaires prepared for the Tracon Trading Coffee Export Department. The secondary data would assist with conducting the research. The research design would also identify the relationship between independent and dependent variables, the effect of independent variables on dependent variables, and their results. The independent variables are four types of marketing strategies: price, place, promotion, and product. For this reason, the data would be collected from a questionnaire and analyzed through quantitative descriptive statistical tools such as percentages and frequencies, means, and standard deviations for inferential statistics like correlation and regression using SPSS version 27 computer software. The time period of this study would be one year to examine the effect of marketing strategy on coffee export marketability.

1.8 Limitation of the Study

The researcher has limited time to consider the study area in the coffee industry. This delimited the researcher's survey on coffee export market strategies and outcomes, offered a broader perspective on the topic, and provided valuable insights for different industry stakeholders. The other limitation was due to the time of data collection for high-season coffee exports most of the respondents were not fully willing to fill out questionnaires. Also, some respondents did not complete and return questionnaires on time.

1.9 Definition of key terms

Price strategy: Approaches to setting prices based on the cost of producing the product (Don H, 2021).

Product strategy: Marketers strategies as a broadly new production to the innovations, product scope, and the manufacturing raw materials, and it represents an item or service designed to satisfy customer needs and wants, and effectively market a product or service (Ayasar, Kanza, 2022).

Place strategy: - Distribution involves planning, implementing, and controlling the physical flows of materials and final goods from points of origin to points of use to meet customer needs at a profit (Engle, 2009).

Promotion strategy:- it includes advertising, sale promotion, individual selling, trade fairs, individual visit and promotion adaptation (Leonidou et.al. 2002).

Marketing Strategy: - The marketing logic by which the companies hope to create customer value and achieves profitable customer relationship (Kotler 2012).

Market mix strategy: - marketing mix strategy is the marketing of logic by which the business unit expects achieve its marketing objectives (Kotler, 2007).

Positioning: - Positioning is the use of marketing to enable people to form a mental image of your product in their minds (Kotler, 2007).

Coffee:- a dark brown powder with a strong flavor and smell that is made by crushing dark beans from a tropical bush and used to make a drink (Cambridge English Corpus ,2024).

Export: - is the process of legal transportation of goods and commodities to a foreign country. Generally, international trade is supported by government rules and regulations for trade (Kotler, 2011).

Marketability:- is products or skills that quality of being easy to sell because a lot of people want them (Cambridge English Corpus ,2024).

1.10 Organization of the Study

The first chapter would deal with the introductory chapter, which would focus on the background of the study, the background of the organization, the statement of the problem, the objective of the study, the research question, the significance of the study, the scope of the study, the

organization of the key points, limitation of the study and the organization of the study. The second chapter would focus on a theoretical and empirical literature review and the conceptual framework of the study. Chapter three research methodology would focus on; description of the study area, sampling technique (procedure), data collection method and data analysis procedure, reliability and validity taste and ethical consideration. Chapter four would include results and discussions, and the last chapter would include a summary of the findings, a conclusion, and a recommendation.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Review of Theoretical Literature

2.1.1 Definition of Marketability

The degree of communication between buyers and sellers as well as the degree of substitutability among items are related to the concept of a market. A market is defined as a gathering place for buyers and sellers, where transactions occur, a location where supply and demand the forces that determine prices operate, and a location where there is a need for goods. However, the term "market" does not refer to a specific location where goods are bought and sold; rather, it refers to social institutions that carry out tasks and offer facilities for the exchange of commodities between buyers and sellers. In an economic sense, then, the term "market" refers to a commodity and the free exchange of commodities between buyers and sellers (Kohtler and Armstrang, 2003).

2.1.2 Marketing Strategy Overview

According to Kolter (2003), marketing is the act of organizing the creation, pricing, distribution, and promotion of concepts, products, and services in order to facilitate exchanges that meet the needs of both individuals and organizations. The terms "objective" and "strategy" are interchangeable when discussing marketing strategy. The aims and purpose of the organization's entire marketing campaign are known as the marketing objectives. Thus, the ways by which the marketing objectives will be accomplished are referred to as the marketing strategy. The same short hand will also be used; the words "To..." and "By" must start the marketing objectives and marketing strategies, respectively (Paul Fifield 1994, p.174). Although there is no universally accepted definition of marketing strategy, most marketers believe that it generally refers to a business plan that distributes resources in ways to position products or services and target particular consumer groups in order to produce profits. Marketing strategy is centered on long-term business goals and entails organizing marketing initiatives to support an organization in achieving its objectives. Businesses use marketing tactics for both new and established products and services, as well as for existing product lines or services. The selection of target market

segments, positioning, marketing mix, and resource allocation are all determined by marketing strategy. Choosing and evaluating the target market or markets, as well as developing and sustaining a suitable marketing mix that meets the needs of both the target market and the business, are all included in marketing strategy. Paul Fifield, 1994. McDonld states that marketing strategies, which often focus on the four main components of the marketing mixes— product, pricing, promotion, and place—are the means by which marketing objectives will be met (Malcolm McDonald and Ian Dunbar,2007). According to Kotler, a business unit's marketing strategy is the marketing of logic that it uses to expect to achieve its marketing objectives. According to Philip Kotler (2007), marketing strategy comprises judgments made about the business's marketing expenditures, mix, and allocations in relation to anticipated environmental and competitive conditions.

2.1.2.1 Export Marketing Strategy

Cavusgil and Zou (1994) defined export marketing strategy as "the means by which a firm responds 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, the meaning of marketing strategy is a plan for pursuing the firm's objective or how the company is going to achieve its marketing goals within a specific market segment(Theodosio and Leonidou, 2003; Orville and Walker, 2008; Kotler and 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.

Marketing strategy 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 enable the firms to achieve its objective and goals in the targeted market, through all aspects of the marketing mix, that consist of products, prices, promotion, and distribution (Lee and Griffith2004 and Slater *et al.*, 2009).

2.1.3 Segmentation, Targeting and Positioning

The 4Ps (product, price, place, and promotion) are the first things that most people automatically consider when considering marketing techniques. Nonetheless, defining target markets and segmenting the market are crucial components of every marketing plan. At its most basic level, the word "market segmentation" refers to splitting a market along some commonality, resemblance, or kindred. They serve as the foundation for creating any specific marketing mix. In other words, a market segment's members share.

In order to obtain a competitive edge within the segment, marketing resources and focus are directed towards the subdivision, or market segment. The core of any marketing strategy is the concentration of marketing energy, or force, and market segmentation is the conceptual tool that aids in achieving this focus. Due to the reality that consumers of a good or service are not a monolithic group, market segmentation is crucial. In actuality, every customer has unique requirements, tastes, resources, and habits. Since it is nearly impossible to satisfy every customer's unique needs, marketers classify consumers into market segments based on the qualities they share. Because of these shared traits, a uniform marketing mix can be created for each and every customer in this market (Anderson, 2000).

2.1.3.1 Target Market Selection

In the subsequent phase, targeting entails a business making decisions regarding the segment on which its resources should be concentrated. The process of choosing the segment is known as targeting. "A set of buyers sharing common needs or characteristics that the company decides to serve." Businesses utilize target marketing to cater to particular markets. Targeting tactics come in three main flavors: undifferentiated, concentrated, and differentiated. In this process, the company has to weigh its talents and resources against the allure of various market niches (Kotler, 2007).

2.1.3.2 Product Positioning Strategy

Placing a brand where it will be more favorably received than rival products in the market is referred to as placement. One brand cannot have an effect on the whole market due to its heterogeneity. Therefore, it makes strategic sense to match a product to the market niche where it has the best chance of success. Positioning the product to differentiate it from other brands is important. Positioning tells what the product stands for, what it is, and how customers should

evaluate it. Positioning is achieved by using marketing mix variables, especially design and communication. Although differentiation through positioning is more visible in consumer goods, it is equally true of industrial goods. With some products, positioning can be achieved on the basis of tangible differences (e.g., product features); with many others, intangibles are used to differentiate and position products. (Andrew 2001)

2.1.4 Elements of marketing Strategy

According to Thabit and Raewf (2018), marketing is the most important aspect of a company's success because it is the major channel between the company and its customers. Marketing employs a variety of strategies, but they all aim to achieve the same goal: to increase customer satisfaction in order to promote the organization's products or services. The marketing mix, which has evolved from a single element to a multi-element plan in modern times, is the most essential marketing strategy. In order to achieve the marketing objectives; we need to have a strategy that includes different Elements. Here are four major elements that are used in the literature to explain the details of marketing strategy. These are the target market, segmentation, positioning, and marketing. Mixes (Brooks bank, 1994, pp.1014.)

```
      Target ──────────── Segmentation
         \                /
          \              /
           \            /
           Positioning
                |
             ┌───┬───┐
             │ P │ P │
             ├───┼───┤
             │ P │ P │
             └───┴───┘
```

Key

PPP = Product
　　　　 Promotion
　　　　 Price
　　　　 Place
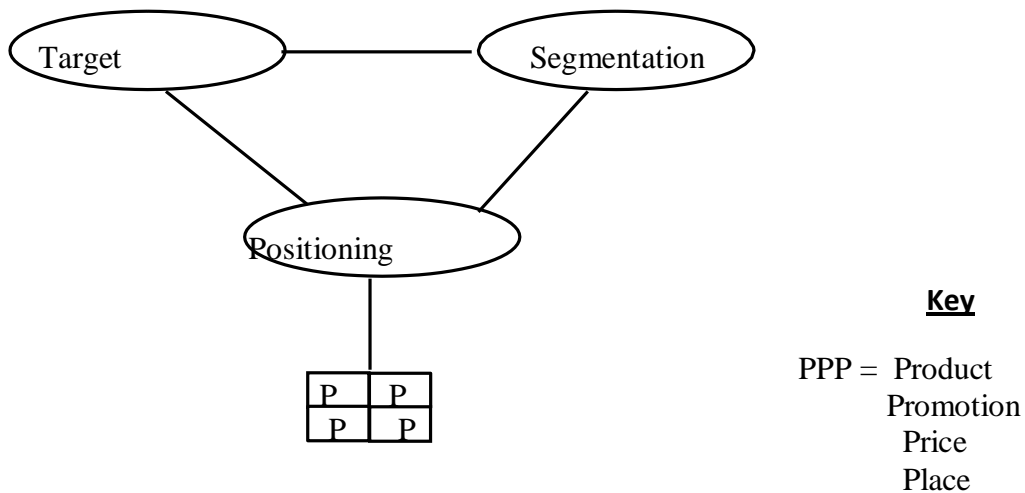
Figure 2.1: Framework of Marketing Strategy

Source: Adopted from Roger Brooks bank, 1994, pp.1014.

2.1.4.1 Product Strategies

(Ayasar, Kanza, 2022) When thinking about a product, you should take into account the experiences that users may have in terms of production capacity, test better packaging, and draw in customers with the caliber of the goods and services offered. This applies to both tangible and intangible products. To effectively market a product or service, it's critical to determine what sets it apart from rival offerings. Marketers' strategies are a relatively new approach to innovations, product scope, and manufacturing raw materials. It represents an item or service designed to satisfy customer needs and wants. Finding out if other goods or services may be promoted in addition to sustainable business performance is also crucial.

Product superiority entails developing products that meet and exceed customer quality expectations (Zou et al., 2003), thereby increasing their willingness to pay for them. From a customer's perspective, superior product quality and its attributes translate to benefits for them such as better storage, durability, and higher nutritional value. Production strategy is the development of new products for existing markets in quantities that will satisfy the demand from consumers and match the technology, the firm's capabilities, and other uncontrollable factors (Ellison and Snyder, 2014)

2.1.4.1.1 Product segmentation

We ought to give our clients better industrial and consumer goods. It implies that consumers have multiple options for using our products, both as convenience items and as business tools. We must develop variety in our product range to satisfy the needs of various client groups who appreciate coffee, as demonstrated in three distinct product segments: Three or more product lines may be included in the (i) general segment, (ii) middle segment, and (iii) premium section. There may be a pricing range specific to each category. (Dereje, 2019).

2.1.4.1.2 Product Diversification Strategy

The study indicates that the company's current market segmentation is both geographical and behavioral. Better quality and increased market share can be achieved by offering competitive prices in accordance with customer demands and by improving the type, quality, and quantity of

products. All outdated machines can be replaced with modern, state-of-the-art equipment to prepare export coffee. (Dereje, 2019).

2.1.4.1.3 Competitive advantage, the differentiation strategy

According to Bjørklund et al. (2008), product differentiation is frequently associated with favorable outcomes, such as enhanced profitability, a competitive edge, or more stable earnings. Increased profitability in the exporting/importing sector, where companies typically trade conventional products with minimal processing, is sometimes attributed to product diversification. According to Latin-Dictionary.net, differentiation (lat. differre) implies to separate and make different. Gaining people's belief that your product is unique from others on the market is the aim of product differentiation. It is possible to discern between all kinds of goods and services, according to Levitt (1980).

2.1.4.1.4 Company and Branding differentiation

As mentioned by Diez (2011), differentiation sometimes comes from the market perception of the company itself. Diez explains how charismatic leaders running companies sometimes make a big difference in why customers choose one product over another. Besides the technological advances that Apple offered, the branding and charismatic leadership of Steve Jobs were, for many consumers, the main reasons why they should use an Apple product instead of the competition.

2.1.4.2 Pricing Strategies

The most researched aspects of pricing as a strategy are pricing techniques, terms of sales, credit strategy, currency strategy, and price adaptation (Leonidou et al., 2002a). Lee and Griffith (2004) determined that the ability of exporters to modify prices in foreign market situations had a positive effect on the performance of Korean exporters. They also found that the adaptation of a suitable pricing mechanism would improve their ability to generate more revenue from exporting.

(Tellis, 1986), the price product of each strategy is what it costs, and the sellers want to change as much as possible and the buyers want to pay as little as possible, and it compromises somewhere in the middle between what the seller wants and what the buyer wants. The sale price of the product reflects what the consumers are willing to pay for it, and marketing professionals need to consider costs related to research and development, manufacturing, marketing, and distribution, otherwise known as cost-based pricing. Pricing based primarily on consumers' perceived quality or value is known as value-based pricing (Joseph L. Rodman, 2022).

Estimating technique is invaluable in terms of different client behaviors. Moments, expanded requests, and vulnerability create more income. On the other hand, the generation's unbending nature energizes the organization to explore with estimation. The adequacy and pertinence of different estimating techniques, such as the infiltration technique and cost separation procedure, can be determined by their deals and client fulfillment outcomes (Mansfeld& Runia, 2010).

2.1.4.3 Promotional Strategies

The degree to which an exporting company makes use of marketing communications with its overseas customers is known as its promotion or communication strategy. In export operations, promotion strategy entails integrating all marketing-related activities of a company with carefully thought-out actions that are generated from gathering data from its competitors and worldwide clientele (Al-Aali et al., 2013). According to Day (1994, as referenced in Zou et al., 2003), communication can take many forms, such as channel bonding, customer linkage, and market sensing.(Brassington, N. O., 2015) Promotional Strategies of Joint Marketing Campaigns that have the best product and the best price alone are promotional strategies that can cover all communication tactics used to inform people about your products and services. These tactics include messages that are addressed to the target audience and that are self-translating. They also include messages that are promotional. Public relations, sales promotion, personal selling, and advertising are a few examples of possible activities. Marketing professionals should consider the budget allotted to the marketing mix in addition to the fact that they carefully design a message that often incorporates components from the other three pillars when trying to reach their target audience. Determining the frequency of communication and the best routes of communication are also essential.

2.1.4.3.1 Digital Marketing and Consumer Preference

Simply put, marketing is the creation of demand for a product/service, and the demand created should transform into sales and thereafter revenue. Digital marketing can be defined as the use of digital channels to market a brand. To build on these definitions, in Digital marketing demand creation is driven by the internet, which is an interactive medium that allows for the exchange of currency and value (Stokes.R, 2011) Digital Marketing Channel

Table 2.1: Digital Marketing strategy (Stokes, 2011)

Digital Marketing Elements	Definition
Email Marketing	Digital marketing that delivers messages to an audience though electronic mail
Online Advertising	Advertisements that are displayed on the internet
Affiliate Marketing	An online affiliate markets products of an organization and gets rewarded for referrals
Search Engine Marketing	Marketing that is related to searches on the internet
Pay Per Click Advertising	An online advertising system whereby the advertiser pays for clicks on their advert
Social Media Marketing	The creation, publication and sharing of content by individuals such as blogs, images and videos on the internet

2.1.4.4 Place Strategies

Place or distribution strategy is the export firm's ability to design and provide support for its distribution coordination (Zou et al., 2003). Customers' orders should be approved with relative ease and handled in good time, therefore making distribution management an important cog in marketing strategy.

The location and distribution of the product, the channel of production that buyers can use to find the product to support his strategy, and the marketing perspectives it will be distributing, the product and services, whether that be a brick-and-mortar location or an online shop, can be a

thoughtful thinking, and that the ideal distribution system, as well as final distribution, that can also need to consider, the good place to start the good strategic distribution of the organization, than the customer and consumer what that trying to sell, retail stories of online market and direct selling from consumers and whole selling of the business organization (Gada, 2022).

Leonidou et al. (2002) concluded that the use of a foreign sales representative office, direct sourcing, dealer support, and after-sale service contributed to positive export results. They also opine that transportation costs appeared less frequently in research.

The importance of an effective distribution system lies in market sensing and customer service. Whether done through the use of one's own channels or riding on some established by locals, it allows exporters to link with key customers in those markets, gain access to customer and competitor information, and deliver the necessary marketing services (Zou et al., 2003).

A strong distribution strategy helps secure close cooperation from export firms with their customers and helps reduce the costs of enforcing contracts. Enhanced performance will therefore be a low-cost advantage or branding advantage (Morgan and Hunt, 1994).

2.1.5 Analysis of Ethiopian Coffee Mix Marketing Strategy

Previous research indicates that the majority (41.9%) of Ethiopian coffee trading enterprises employ all four components of the marketing mix. However, just 11.6% of traders use the company's offering, while the remaining 27.9% use pricing and distribution (Tizita, 2017). Competitor analysis helps the business comprehend its competitive edge over rivals with regard to the competitor and the marketing strategies designed to defeat the opponent. Additionally, it produces rivals' history, present, and—most importantly—future strategies. Additionally, it offers a well-informed foundation for creating future competitive advantage tactics. (Dereje, 2019)

2.1.6 Effect of marketing strategy on coffee export marketability

A survey of observational literary works from 1993 to 2010 on the impact of trade showcasing technique determinants on firms trade execution by Moghaddam et al. (2011)

It is contended that the components of the send-out promoting technique can be subjectively categorized into four primary categories: price-marketing technique, put-promoting procedure, advancement showcasing procedure, and item showcasing technique.

A marketing strategy is more than just a way of doing things. It is a way of thinking that uses technology and information to predict consumer needs and opportunities in the future. In other words, marketing uses information to build a management system based on technology and information to meet customer needs (Ramadhan & Sofiyah, 2013).

2.1.6.1 Effect of pricing strategy on coffee export marketability

Cavusgil and Zou (1994) found a positive connection between cost and trade execution. In expansion, Eusebio et al. (2007) found that certainty in item cost had a positive impact on trade execution. In differentiate Abdul-Adis and Sidin (2010) think about the relationship between trade promotion methodology and natural components, and they conclude that cost competitiveness has no coordinated connection with trade execution. Ogunmokun and Ng (2004), in their inquiry about how variables impact trade execution in worldwide showcasing for Australian firms, concluded that showcase skimming estimating methodology was the major factor in separating between tall and moo export-performing companies.

2.1.6.2 Effect of Place strategy on coffee export marketability

A distribution framework is an arrangement of organizations connecting a provider to different client fragments. Planning a conveyance system requires both vital and strategic choices. The primary choice category decides the number of levels between provider and client (e.g., company distribution center, distributor, retailer, etc.). Tactical options, on the other hand, choose the concentrated version of the specified structure for a specific number of levels (Karanja et al., 2015). (Karanja et.al., 2015) Outline that channel administration influences sales performance by making a difference to secure brand esteem, permitting merchants to offer their items at a premium, and empowering the channel to up-sell the correct administrations and back offerings that meet the customer's requirements. According to Karanja (2015), for companies centered on development, one of the most prominent openings is making deals more useful. When a

company's deal channels reach their full potential, they not only increase income and advertise share, but they also create a high-performing group that works together to attain phenomenal budgetary goals. Singh (2018) opines that for a company to arrange channels that can guarantee awesome deals, it must analyze client needs, set up channel objectives, and recognize and survey the major channel choices.

As of late, in send out promotion, dynamic and progressed exporters have more control over conveyance exercises, as well as the time of conveyance of the item and conveyance channel (Eusebio et al., 2007).

2.1.6.3 Effect of promotion strategy on coffee export marketability

A firm cannot survive in todays' competitive showcasing climate without a leading advantage, and having a well-developed promotion and special blend arrangement is one of the foremost vital activities in a trade (Meseret, 2021). In common, special exercises have an effect on a company's sales success since customers' purchases of certain things are more enthusiastic than essential. As a result, in order to influence clients, the organization ought to conduct alluring special events.

According to Gallego, Hidalgo, Acedo, Casillas, and Moreno (2009), a business expects its activity to be lucrative when it searches for possible international markets. The ultimate goal of the market selection and export promotion program is to guarantee a successful, long-term business relationship by offering a reliable "matchmaking" service between potential import customers and exporters six promotion related variables, i.e., advertising, sales promotion, personal selling, trade fairs, personal selling, and promotion adaptation, were examined for their effects on export performance. Advertising was the most widely researched, based on the hypothesis that with sound advertising procedures, the firm can inform, remind, and/or persuade foreign customers about its products and, therefore, generate more sales. The meta-analysis results verified this view($p < 0.001$). Advertising's positive influence was particularly evident on export sales intensity, ''other performance, 'and composite performance measures. Similar findings were observed for sales promotion, underscoring the role of coupons, samples, premiums, and other promotional tools, particularly in countries characterized by low incomes,

keen competition, and/or advertising restrictions (Cateora and Grahamm, 1999).

2.1.6.4 Effect of Product Strategy on Coffee Export Marketability

A study on the relationship between marketing strategy and export performance (Leonidou, 2002) found that there was a positive relationship between the export performance and the product dimensions. The study further summarized the findings on the relationship between the marketing strategy and the export performance and concluded that the design of the product, the brand mix (name, sign, symbol, design), the warranty, the customer service (before and after sales), and the product advantages (luxury, prestige, and quality) had a positive correlation with export performance.

The performance of the company and the way in which customers will see it will be determined by the introduction of a new item. The suitability of a specific item has a huge impact on a company's ability to consistently match consumer preferences (Kyalo & Murigi, 2019). Product improvement is based on a product's ability to create a positive item experience; however, product improvement performance has been recognized as a critical driver for firm development, particularly when item and form developments are combined, essentially advancing firm growth (Mbithi et al., 2016).

2.1.7 Challenges for Ethiopian Coffee Export Market

The coffee industry places a high value on coffee quality. Good coffee is defined as having appealing qualities including a clean, roasted, or raw appearance, a pleasant aroma, and a tasty cup (Behailu et al., 2008).

However, Ethiopian farmers' coffee has occasionally produced lower-quality coffee. Additionally, genotypes, local soil characteristics, climate, agronomic practices, harvesting strategies, post-harvest processing methods, grading, packing, storage conditions, and transportation all influence the quality of coffee and can either elevate or degrade it (Behailu et al., 2008). Similar to this, Damanu (2008) stated that the botanical variety, topography, climate, and care given during growth, harvesting, storage, export preparation, and transportation all contribute to coffee quality. The author claims that while topographical features and botanical

variety are constant and therefore dominate a coffee's inherent characteristics, human influence can also be felt on other factors, such as climatic conditions, which play a significant role in determining a green coffee's end quality. Moreover, the widespread inability to preserve the intrinsic quality of coffee produced in Ethiopia might be attributed to insufficient methods of harvesting, processing, storing, and shipping (Alemayehu et al., 2008).
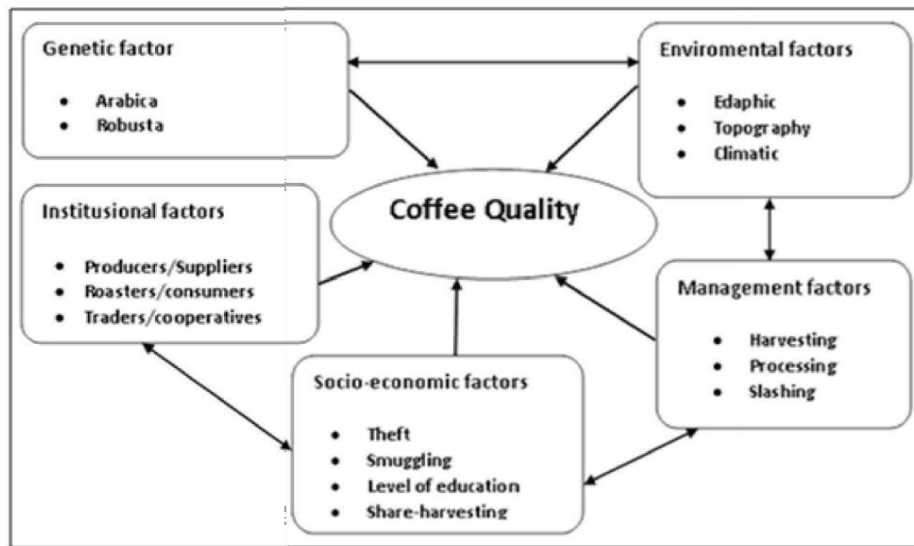
Figure 2.2 schematic presentations of the major factors influencing coffee quality and their interactions in Ethiopia.

Source. African journal of agricultural research

2.1.8 Challenges in Ethiopian coffee export price setting

Coffee prices are mostly set by New York and London, which makes it difficult for producing nations—apart from those that are significant producers. With only 4% of global coffee sales, Ethiopian coffee has very little impact on pricing. Every link in the chain, from producers to retail outlets, needs to turn a profit. The danger of revenue loss and the fluctuation of market prices over time are linked to reliance on a single cash crop. cooperative initiatives that assist farmers by providing capital, transportation, and price information By selling coffee directly to an international trader, you can break the chain from producer to consumer and demonstrate your strength as a negotiator in the global market. Convert farmers from being price takers to being commercial farmers. Diversified income streams and intercropping, surplus, and farmers ought to grow alternative crops. (Merga and Shamil, 2021)

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2.1.9 Coffee Price Volatility

Global coffee production varies from year to year according to weather conditions, disease, and other factors, resulting in a coffee market that is inherently unstable and characterized by wide fluctuations in price. In recent years, the price of Arabica has swung (moving back and forward) from a 30-year low of 45 cents per pound in 2001 to a 34-year high of almost 309 cents in 2011. Similarly, Robusta crashed to 17 cents a pound in 2001 before climbing to 120 cents in 2011. Therefore, the volatility of coffee markets, in combination with poor production infrastructure and services, has sunk the majority of coffee producers in developing countries into low-input, low-output cycles and structural poverty (fair trade and coffee). May 2012, and Tora Bäckman (2009). Export Volume Movement: According to Alemseged (2012), Ethiopian coffee export volume was volatile, exhibiting a fall and a rise each month over the past two fiscal years, 2010 and 2011/12.

2.1.10 World Coffee Market and Trade

Coffee is produced in more than 50 developing countries, providing income for approximately 25 million smallholder producers (DFID, 2004; Oxfam, 2002b) and employing an estimated 100 million people (NRI, 2006). It is anticipated that 123.6 million bags of coffee will be produced globally in 2006–2007, and 92.8 million bags will be exported (USDA, 2006). In 2005/2006, 52 percent of world production was accounted for by the three main coffee producers (Brazil, Colombia, and Vietnam), with Brazil currently supplying about a third of total production. The Nordic nations have the highest per capita coffee consumption worldwide, whereas the top five countries in terms of consumption are the USA, Brazil, Germany, Japan, and France. An estimated 117 million bags were consumed worldwide in 2006 (ICO 2006). An estimated 117 million bags were consumed worldwide in 2006 (ICO 2006). About 65 percent of the world supply of coffee is Arabica, while Robusta currently makes up around 35 percent, compared to 25 percent 20 years ago (Scholar, 2004).

2.1.11 Future Market

First and foremost, the futures market is a financial market since contracts are almost always terminated by a counterparty transaction at the conclusion of their term. They serve to lower risk,

stimulate speculation, and draw in outsiders to the coffee industry. The amount traded on the London International Financial Futures and Options Exchange (LIFFE) was roughly five times the world's production of Robusta coffee in 1997, while the volume traded on the New York Board of Trade (NYBOT) was more than nine times the world's exports of all coffee varieties. Over time, speculating and hedging in both New York and London increased dramatically. Between the early 1990s and 2006, the volume turnover of futures and options rose from 11 to 19 times the total amount of coffee imported globally. UNCTAD (2007).

This suggests that there is a significant level of speculation in these markets. Through arbitrage, futures markets can affect the current spot prices by incorporating all available information about (anticipated) supply and demand into their prices. It is challenging to account for variations in the price of coffee internationally due to the impact of futures on spot markets. As contracts mature, futures prices should, in theory, eventually converge to spot prices. They may also offer helpful signals to help with production, sale, buy, and storage decisions. Should futures prices serve as impartial gauges of future spot prices, then futures markets may be used by developing countries to deal with price risks.

2.1.12 Export Performance

The success or failure of a company in exporting a product or service to a foreign market through strategic planning and execution is referred to as export performance (P.K. Chugan, 2015). A company's contribution to the export industry is acknowledged in addition to its export performance. For example, the company tries to sell the commodity in overseas markets, change the product, and assess the product's price in the international market (Schmidt, S.T., 2006; R.R. Kambey, 2018). The primary reason why countries trade with each other is to solve their economic problems (B. Chabowski, 2018). For instance, as stated in the literature, the disparity between nations' resource endowments makes foreign trade possible (H.S. Amogne, 2021). When countries trade with each other, both exporting and importing countries benefit from it (R.J. Elliott, 2019). In addition, the international market also helps to understand the business. According to I. Onyusheva (2018), the company boosts its efficiency by venturing into various overseas businesses that help them use cutting-edge technology and improve quality. As a result, the technological and quality upgrades can contribute to financial stability.

2.1.13 Empirical Literature Review

The varieties of distinctively flavored coffee beans produced in Ethiopia, based on their contribution to the country's exports, are Jimma, Gimbi, Lekempti, Sidamo,Yirgacheffe,e and Harar. These varieties of coffee are well-known around the world and fetch higher prices (MoARD, 2009). The government encourages the export of premium coffee and bans its sale on the domestic market; Ethiopia produces about 4% of global production and over 30% of all coffee produced in Sub-Saharan Africa (MoARD, 2009). According to the current context of over production and the low price of coffee in the market, improvement and valorization of coffee quality could provide the coffee chain with a new impetus. Since coffee has become one of the leading marketable commodities next to oil, qualified professionals are seriously investigating the quality of coffees because they know that the district flavors and character of coffee will safeguard consumers demand and interest despite today's market challenge. For instance, specialty coffee markets pay a higher price for coffee prepared specifically while preserving its natural varieties. This means that quality must be observable in the following ways: raw (green look), cup quality (perceive taste and flavor, assess the body, and smell the aroma), and overall quality standard. It is true that evaluating organoleptic quality is a very difficult task (Leroy et al., 2006)

The customer primary reason of buying the business unit coffee are because of customer preference based on quality of the coffee and also the price of the export coffee were affordable (Tizita,2017).

International coffee buyers have many choices of coffee commodities on the international market. If Ethiopian coffee is not up to their expected quality level, they will avoid buying it, and we will lose the sale. However, we are well aware that coffee items are the backbone of our economy when we consider the source of foreign exchange we have in export trade. To maintain the quality and organic supply of coffee in the international market, cooperative unions play a significant regulatory role in setting a base price below which traders do not go (FAO, 2010)..

The export supply of coffee in Ethiopia is affected by the export price of coffee and domestic production.Coffee, physical infrastructure, and the world supply of coffee affect coffee export supply significantly (Tamiru Deresa, 2016). In addition to the long duration of the export document process,coffee quality, export barriers from country destinations, delays in transportation,communication barrier, lack of international market knowledge, export

administrative procedures, unofficial fee in export document processing, incapable of supplying coffee in time by members, private traders Intervention and delay of shipping influence export performance(TadeseGebreyesuse,2015).

Teshome (2009) study determinants of coffee export supply equation by taking coffee arrival as dependent variable sing a time series data. The major finding of his study indicates that world price and producer price of coffee affects coffee export negatively.

Extensive research is being conducted at various levels and contexts to examine export performance. According to Leonidou, et al (2002) an empirical study on the relationship between marketing strategy and export performance, product design, brand mix(name, sign, symbol, and design), warranty, customer service as pre and after-sales services, and product importance (such as luxury, prestige, and quality) all have a positive relationship with export performance.

Amirhosein and Zohre (2013) researched the effect of marketing strategy on sales performance: the moderating effects of internal and external environments. The study revealed that marketing strategy has a positive and meaningful relationship with sales performance. Haghighinasab, Sattari, Ebrahim, and Roghanian (2013) researched the identification of innovative marketing strategies to increase the performance of SMEs in Iran. It was established that innovative marketing strategies; product, price, place, and promotion influence sales performance.

According to Eyerusalem (2022) theisis research finding that marketing mix strategies have a positive effect onexport performance, implying that more work on independent variables will help Ethiopian manufacturing and agriculture exports gain a competitive advantage on the international market.

The other studies by Sheferaw (2022) for his doctrorial fullfilment finding that the role of the geographic location, export and import duty protection imposed by the Government of Ethiopia and the export policy of the country ranked higher in determining coffee export marketing inEthiopia. On the other hand, the existence of large number of competitors in the coffee export market, the production and processing cost and barrier to entry were found to be negligible in determining Indian coffee export market. Whereas, the barrier to entry and procedures for fair trade and certification of coffee found were found to be negligible in determining coffee export marketing in Ethiopia.

2.1.14 Research Gap

There might be a lack of comprehensive empirical studies that specifically focus on the effect of marketing strategies on the marketability of coffee export . This could include a need for more

in-depth analysis of specific marketing tactics and their effectiveness in different target markets. This include product quality ,product invovation ,the important of coffee product certification . their may lack of studies about stock management to satisfy customer demands , the other would be lack of Conducting a comprehensive analysis of the entire value chain of Ethiopian coffee, from production to export, and identifying critical points where improvements can be made to enhance export performance. This could involve studying the efficiency of logistics, quality control measures

Most of the researchers(Tizita,2017),Sheferaw (2022), Eyerusalem (2022), might lack a comparative analysis of marketing strategies employed by Ethiopian coffee exporters with those used by competitors in other major coffee-producing countries.Understanding how different marketing strategies affect marketability in various regions could provide valuable insights. The other gaps in this research were: integration of digital marketing: With the growing importance of digital marketing, there might be a gap in exploring the role of online platforms, social media, and e-commerce in enhancing the marketability of Ethiopian coffee in the global market. The other would be examining the influence of international policies and regulatory frameworks on Ethiopian coffee exports.   Addressing these research gaps would provide valuable insights for developing more effective marketing strategies to enhance the marketability of export coffee in the international market. By addressing these research gaps, so it would be important for this study to try to determine the effect of marketing strategy on coffee export marketability. maintaining high-quality standards, implementing effective marketing strategies, addressing export challenges, and monitoring price dynamics are essential factors for improving the marketablity of coffee export .

2.1.15 Conceptual Framework for the Study

Based on literature reviews, empirical evidence, and identified research gaps, this study has developed the following conceptual framework for the application of marketing strategy variables that potentially affect the marketability of coffee exports at Tracon Trading plc. Product strategy, price strategy, place strategy and promotion strategy.
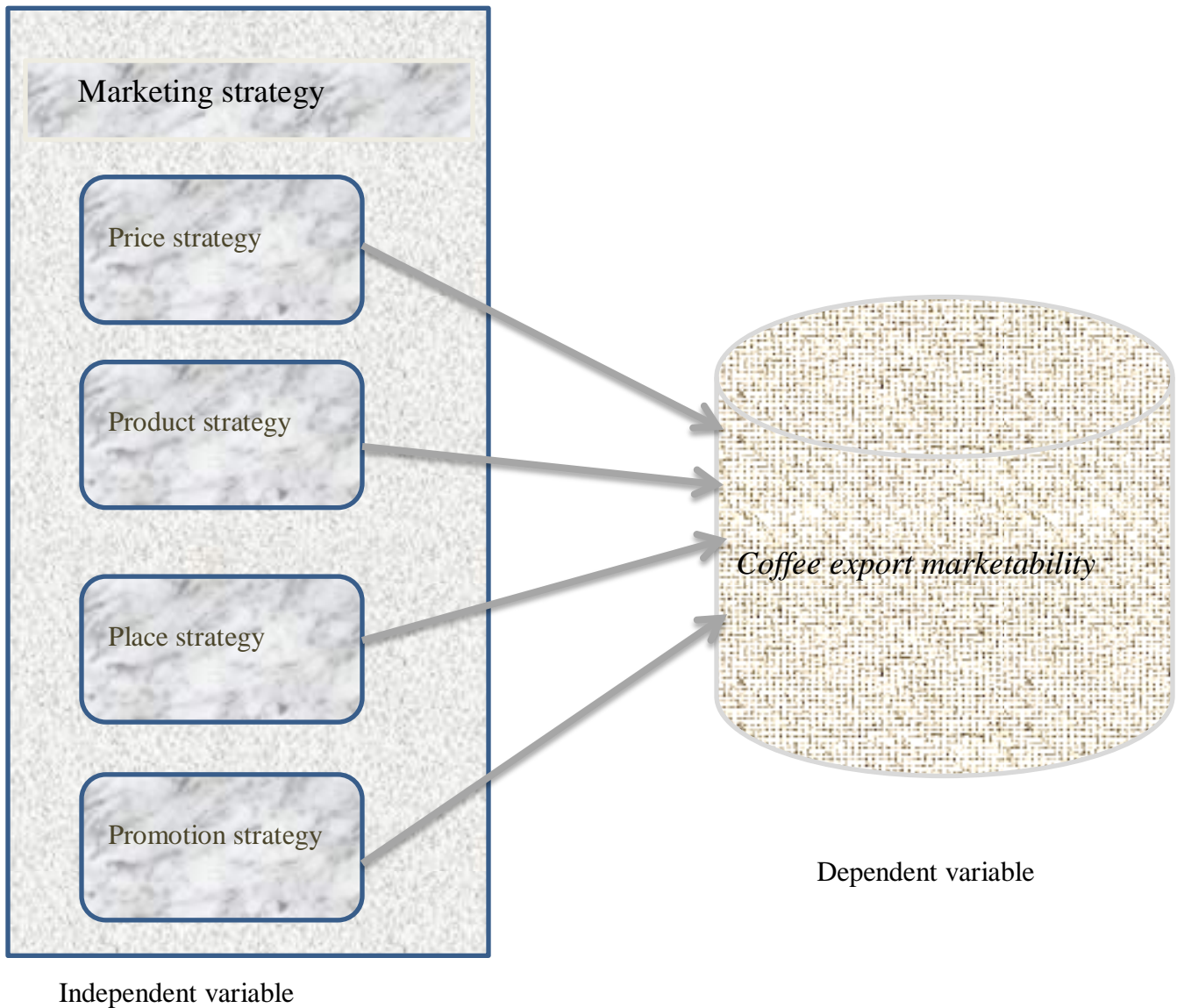
Figure 2.3: conceptual framework the effect of marketing strategy on coffee export marketability

Source: Researcher Jan, 2024 as per the literature the researcher develops such kind of relationship adopted from Leonidou,(2002); Zou et al.,(2003); Cavusgil and Zou (1994); (Al-Aali et al., 2013) Abebe Negeri [*], Quan Ji (2023)

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Design and Approch

It is the blueprint or plan for conducting the study that maximizes control over factors that could interfere with the validity of the findings. Designing a study helps the researcher plan and implements the study in a way that helps the researcher obtain intended results, thus increasing the chances of obtaining information that could be associated with the real situation (Burns & Grove, 2001).

Moreover, this study was utilized a cross-sectional survey in the sense that all relevant data would be collected at a single point in time. The large scopes of the study and time constraints make a cross-sectional study the preferred method.

The study employed quantitative reserch approch based on the measurement of quantity or amount it would be applicable to expressed in terms of quantity (Dawson, 2002).

The research design that was conducted using an explanatory type is to assess and describe the current effect of marketing strategy on coffee export marketability at Tracon Trading.

The data was collected from a questionnaire and analyzed through quantitative descriptive statistical tools such as percentages and frequencies, means, and standard deviations for inferential statistics like correlation and regression using SPSS version 27 computer software.

3.2 Target Population and Sampling Techinques

The total population of Tracon trading coffee exports for this study would be 187. Using a different sample size determination formula with a 95% confidence interval, the calculated result of sample size and total population was almost the same. Therefore, the research used the census method (total population) instead of using a sample.

3.2.1 Sample Frame

The main aims of this study is to determine the effect of marketing strategy on coffee export marketablity at Tracon trading. the number of respondents to questionaries' attempts to participate in the coffee export department who have background and literally can respond to the questionaries' about this study. This survey study involves managers, senior managers, and staff in the coffee export department of Tracon trading for lead to more insightful data, increased engagement, and better implementation of findings to drive improvements in the department's marketing efforts.

3.3 Sources of Data and Data Collection Techniques

3.3.1 Source of Data

Both primary and secondary sources of data would be employed for the present study in order to

Meet the objectives of the study. Accordingly, the details of the data collection instruments

And how they would operate in conducting the present study is discussed below.

3.3.2 Data Collection Techniques

Data for the study was obtained from primary and secondary sources. The primary data would be collected through a survey method. Survey data was collected from Tracon Trading coffee exports using survey-structured questionnaires.

3.3.2.1 Primary Data Collection

Sekaran and Bougie (2010) recognize that face-to-face interaction helps to clarify the questions on the spot, give some details about the topic, and enable respondents to give honest responses; it is less costly and consumes a comparably short time. Furthermore, respondents were deliberately approached during the face-to-face interaction.

The questionnaire encompassed closed-ended items. The information that would be gathered from the questionnaire consisted of quantitative continuous data (e.g., a Likert scale type). The questionnaire would translate from the English language to the local language, Amharic, in order to collect the data easily and reliably.

3.3.2.2 Secondary Data Collection

To strengthen the reliability of research data and supplement the information missing in the primary data, secondary data collected from different annual reports on coffee exports in Ethiopia at a recent time. Baseline survey and a concerned government report.

3.4 Data Processing and Analysis

3.4.1 Data Processing

In this phase of research, the task would be editing, coding, classification, and tabulation of the collected data. I would classify such activity into two phases: data checkup and data processing. Data checkup is about the correctness of the collected data to distinguish errors and oversights in response and to check that the questions were answered accurately and uniformly. It would be done through a critical examination of the complete questionnaire. The second was data processing; this starts with codding, and responses were inserted and grouped in software.

The data would be coded after editing and entered into the computer for analysis. The data analysis section of this study would be based on descriptive and inferential analysis.

3.5 Data Analysis and Interpretation

The descriptive analysis was performed using descriptive statistical tools like frequencies, percentages, mean, and standard deviation should be analyzed using descriptive narrations and its content to validate quantitative data obtained via questionnaires.

Kurl Pearson's coefficient of correlation would be used in this study to measure the degree of relationship between each dependent variable. The value of 'r lies between -1 and +1. A positive value of r' shows a positive correlation between the two variables, whereas 'a negative value of r indicates a negative correlation'. Moreover, collecting data would be regressed and analyzed with the help of a tool called the Statistical Package for Social Science (SPSS) version 27 to increase the accuracy and reliability of the study. During analysis, data was presented in the form of tables, histograms, charts, frequencies, percentages, means, and standard deviations to make it easily understandable for readers.

3.6 Model construction

The researcher would use multiple linear regression models in order to evaluate the relationship between the independent variables, marketing strategy factors such as price strategy, place strategy, product strategy and promotion strategy, and its effect on the marketability of coffee exports.

Multiple linear regressions are a statistical method we can use to understand the relationship between multiple predictor variables and a response variable. However, before the researcher performed multiple linear regressions, the researcher made sure that five assumptions were met: Linearity, Normality Test, Multivariate Normality, Homoscedasticity, The residuals of the model was normally distributed.

$Y = \beta o + \beta 1 X1 + \beta 2 \ X2 + \beta 3 X3 + \beta 4 X4 + e$

Where, Y = Dependent Variable (coffee export marketability)

βo = a constant

$\beta 1$ = price strategy factors (x1)

$\beta 2$ = product strategy factors (x2)

$\beta 3$ = place strategy factors (x3)

$\beta 4$ = promotion strategy factors (x4)

X1, x2, x3 and x4 = independent variables involved in the study

e = error term

3.7 Validity

The degree to which a measurement tool measures what it intends to measure is referred to as its validity. In other words, it focused on how well the scale captured the relevant constructs (Colin, 2005). This study was conducted based on a conceptual framework that clearly indicates the theoretical constructs. A pre-questionnaire would be distributed to check the validity of the question.

3.8 Reliability test

Reliability can be determined as the degree to which measurements are free from error and give consistent results (Katari, 2005). Characteristics to be evaluated are typically internal consistency

reliability using Cronbach's alpha, which provides an estimate of reliability based on the inter-correlations of the based indicator variables. In this study, each statement would be rated on a 5-point Likert response scale, which includes strongly agree, agree, neutral, disagree, and strongly disagree. It indicates the extent to which the items in a questionnaire are related to each other. Cronbach's alpha value normally runs from 0 to 1, with higher values indicating a better level of internal consistency.

Table 3.1: 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)

The most common statistic used in reliability analysis is Cronbach's alpha. And an often quoted rule of thumb is that a coefficient value above 0.7 is acceptable for psychological constructs (Kline, 1999). However, Cortina (1993) found that the size of a Cronbach's alpha coefficient depends upon the number of items in the scale, with scales with more items having higher coefficients.

Table 3.2: Measure of internal consistency-cronbach''s alpha

Variable	No of Item	Cronbach's alpha	*Remarks*
Price strategy	5	.845	Reliable /Strong
Product strategy	5	.923	Reliable/ Strong
Place strategy	5	.758	Reliable/Acceptable
Promotion strategy	5	.864	Reliable/Strong
Marketability of export coffee	6	.827	Reliable/ Strong
Entire	26	.8434	Reliable/Strong

Source; (pilot survey, 2024)

Based on the data provided, it appears that all of the variables have a high level of reliability.

This was indicated by the Cronbach's alpha values, which range from.758 to.923. Generally, a Cronbach's alpha value above.7 is considered acceptable for research purposes.

The variables include price strategy, product strategy, place strategy, promotion strategy, marketability of export coffee, and the entire set of 26 items. Each variable consists of 5 items and all of them have high reliability.

This suggests that the survey questions used to measure these variables were consistent and provide reliable results. Researcher can have confidence in using these variables to analyze and draw conclusions about the corresponding strategies and marketability of export coffee.

3.9 Ethical Consideration

The special issue here has presented insight into a range of methodologies and methods available to researchers, along with detailed examples of their practice. However, in addition to the importance of selecting an appropriate research methodology and method, the ethical considerations surrounding conducting the research are also important. In this special issue, Fleming (2018) highlights some ethical dilemmas commonly encountered as an 'insider researcher', including the power differential and ongoing relationships with participants. It is, however, important to further consider the fundamentals of ethical research involving human participants.

The main ethical considerations in research that were taken a look at are specifically what they are and how researchers can maintain high ethical standards.

Informed consent

When participants in a research study agree to participate in the study, after being told all the relevant information about the study, they give their consent to partake in the research.

Right withdraw

Participants might discontinue participation in the study at any time by exercising their right to withdraw. From the time the study was set to start until the data has been collected.

Confidentiality

Confidentiality in ethical considerations in research refers to ensuring that participants' personal details remain anonymous and private throughout and after an experiment.

Respect for Participants

An additional crucial ethical factor in quantitative research is respect for participants. The needs, values, and beliefs of research participants must be taken into consideration, and they must always be treated with respect and decency by researchers. To prevent forcing their own opinions on their subjects, researchers must be conscious of their own prejudices and presumptions. They must also be sensitive to cultural and linguistic differences to find ways to communicate effectively with participants who may have different backgrounds or experiences.

Organizational approval

Before conducting the actual investigation, the researcher tries to address all of the necessary steps by writing a letter that explains the research idea and the purpose of the study to the study organization, and by doing so, the researcher obtains approval before starting this paper.

CHAPTER FOUR

RESULT AND DISUSSIONS

4.1 Result of Demographic Question

The main purpose of this study was to determine the effect of marketing strategy on coffee export marketability in the case of Tracon Trading plc. From this survey, questionnaires would be distributed to the 187 population of Tracon Trading plc Coffee export department.

From the total 187 target population, 22 respondent couldn't be collected due to different reason . So from the total population, 165 respondents were used for data analysis. It means 88.2 questionnaires were filled out properly and returned to the researcher.

From the 187 target population Demographic factors such as gender, education level, job experience, and position have been used by the researcher to know the general characteristics of the respondents. The below table shows the descriptive analysis of the demographic factors of respondents as follows:

Table 4.1: Frequency distribution of respondents with respect to gender, age, education level, position and work experience

No.	Factors		Frequency	Valid Percent	Cumulative percent %
1	Gender	Male	81	49.1	49.1
		Female	84	50.9	50.9
2	Age(in year)	21-35	126	76.4	76.4
		36-50	37	22.4	22.4
		51-65	2	1.2	1.2
3	Education level	1-12 Complete	10	6.1	6.1
		Certificate Diplomas	40	24.2	24.2
		BA/BSC	102	61.8	61.8
		MA/MSC/MBA	13	7.9	7.9

4	Position	Senior Manager	2	1.2	1.2
		Managers	11	6.7	6.7
		Staff	152	92.1	92.1
5	Work experience	Less than one year	31	18.8	18.8
		Two to five years	73	44.2	44.2
		Five to ten years	21	12.7	12.7
		Ten to fifteen years	26	15.8	15.8
		More than fifteen years	14	8.5	8.5
N	Total	Valid	165	100%	100%

Source: (own Survey, 2024)

Based on the analysis of the demographic data, we can observe the following insights: The gender distribution was almost evenly split between male and female respondents. The majority of respondents fall within the age range of 21–35 years. Most respondents have a BA or BSC education level. The staff category represents the largest proportion of positions within the department. The highest proportion of respondents has work experience in the two- to five-year range. These findings provide a snapshot of the demographic composition of Tracon Trading Coffee Export Department's respondents.

4.2 Result and Discussions of the Research Questions

4.2.1 Descriptive Analysis for the Study Factors

The descriptive analysis for this study was discussed based on all independent variables, such as price strategy, product strategy, place strategy, and promotion strategy, and their effect on the dependent variable, coffee export marketability. To measure the variables of the study, first indicators of each independent variable were determined, and then a Likert scale was employed to measure the independent variables. The study applied mean and standard deviation as the measures for the analysis based on the mean range developed by Al Sayaad et al. (2006). The standardized agreed range and indicators of each variable, respectively, were determined for the study in the table as follows:

Table 4.2: Standardized agreed Range

	Respondent's perception
1 up to 1.8	Strongly disagree
1.81 up to 2.60	Disagree
2.61 up to 3.40	Neutral
3.41 up to 4.20	Agree
4.21 up to 5.00	Strongly agree

Source: Alsayaad et el., (2006)

4.2.1.1 Descriptive analysis of Price marketing strategy

Table 4.3: Descriptive analysis of Price marketing strategy

Descriptive Statistics			
Price Marketing strategy	N	Mean	Std. Deviation
Price strategy 1:Competitive strategy enhanced coffee export marketability	165	3.95	1.122
Price strategy 2:Well-defined pricing strategy positively affect the sales performance	165	4.35	.860
Price strategy 3:The fluctuation of international coffee price affect the sales performance	165	4.33	.891
Price strategy 4:Pricing flexibility such as discount and promotion is increasing the marketing of coffee export	165	2.99	1.126
Price strategy 5:Perceived value of coffee product relation to them pricing for attracting customer in export market	165	4.09	.882
Ground mean		3.9394	.55937
Valid N (list wise)	165		

Source: (own Survey, 2024)

Based on the descriptive statistics provided for the five different price strategies, the researcher has made the following observations; the "ground mean" value of 3.9394 represents the average price across all five strategies. This value can be used as a reference point to compare individual

strategy prices against the overall average. The fluctuation of international coffee price affects the sales performance and Perceived value of coffee product relation to them pricing for attracting customers in export market have mean prices very close to the "ground mean," indicating that these strategies are priced around the average. Price strategy 1 has a mean price slightly below the "ground mean," while price strategy 2 is priced significantly above the average. The standard deviation of 0.55937 for the "ground mean" value indicates the variability of prices across all strategies.

In conclusion, the analysis of this data suggests that price strategy 2 stands out with the highest mean price, while price strategy 4 has the lowest mean price and higher variability in pricing. Price strategies 1, 3, and 5 are closer to the average price, with strategy 3 being very close to the "ground mean." In item 2 of table 4.3, the respondents were asked pricing strategy. Their response showed the mean score of 3.9394 and SD of .55937 this found within the range of 2.99 up to 4.35. This response showed agrees. From this conclude that, Price strategy get necessary support in study area.

4.2.1.2 Descriptive analysis of Product marketing strategy

Table 4.4: Descriptive analysis of product marketing strategy

Descriptive Statistics			
Product Marketing strategy	N	Mean	Std. Deviation
product strategy 1:product quality is key factor in attracting customer	165	4.22	1.044
product strategy 2: product innovation is maintaining competitive edged in export market	165	4.10	1.001
product strategy 3:product consistency and reliability are essential for building trust and loyalty among consumers of coffee export	165	3.96	.943
product strategy 4: establish image and branding in company attract international buyer	165	4.09	.923
product strategy 5:product differtiation in terms of flavor ,profile origin or certification for attract customer s in coffee export market	165	4.01	.981
Ground mean		4.0776	.57109
Valid N (list wise)	165		

Source: (own Survey, 2024)

Based on the descriptive data provided in Table 4.4, we can observe the following: The mean values for different product strategies range from 3.96 to 4.22, indicating that respondents generally perceive these strategies positively. The standard deviations for the product strategies range from 0.923 to 1.044, suggesting that there is some variability in responses for each strategy. The overall mean for all product strategies combined is 4.0776, with a relatively low standard deviation of 0.57109, indicating that the respondents' perceptions are relatively consistent across the different strategies.. This response showed agrees. The valid N of 165 indicates that there are no missing values in the dataset for the variables under consideration.

In summary, the data suggest that respondents generally view the various product strategies positively, with some variation in perceptions across strategies. The overall consistency in responses and lack of missing values enhance the reliability of the descriptive statistics presented.

4.2.1.3 Descriptive analysis of Place marketing strategy

Table 4.5: Descriptive analysis of place marketing strategy

Descriptive Statistics			
Place marketing strategy	N	Mean	Std. Deviatio n
place strategy 1: selection of distribution channel enhancing the marketability of coffee export	165	3.42	1.240
place strategy 2:well designed and customer –friendly online platform for ordering coffee export can enhance market penetration and reach	165	3.84	1.070
place strategy 3:having strong presence in key export market is crucial for the success of coffee export	165	3.91	1.017
place strategy 4: effective logistics and supply chain management play a crucial role in ensuring the marketability of coffee expo	165	4.41	.732
place strategy 5:aliginging place strategy with business culture and country regulation	165	4.33	.798
Valid N (list wise)	165	3.9818	.54541

Source: (own Survey, 2024)

Based on the provided descriptive statistics, we can observe the following information about the "place strategy" variables: The mean represents the average value of the responses for each "place strategy" variable. Based on the means, it appears that respondents generally rated place strategy 4 the highest, followed by place strategy 5, place strategy 3, place strategy 2, and finally place strategy 1. Based on the standard deviations, it appears that there is relatively less variability in the responses for place strategies 4 and 5 compared to the other strategies.

The overall mean for all place strategies combined is 3.9818, with a relatively low standard deviation of 0.54541, indicating that the respondents' perceptions are relatively consistent across the different strategies. This response showed agrees. The valid N of 165 indicates that there are no missing values in the dataset for the variables under consideration.

Overall, these descriptive statistics provide an overview of the distribution and variability of responses for each "place strategy" variable. They can be useful in understanding the average ratings and level of agreement or disagreement among respondents regarding these strategies. Further analysis, such as hypothesis testing or comparing these variables with other variables in the dataset, can provide more insights into their significance and relationships.

4.2.1.4 Descriptive analysis of Promotion marketing strategy

Table 4.6: Descriptive analysis of promotion marketing strategy

Descriptive Statistics			
Promotion Marketing strategy	N	Mean	Std. Deviation
promotion strategy 1: believe targeted advertising campaigns are in increasing the visibility and demand for coffee exports	165	3.30	1.112
promotion strategy 2: participating in international trade shows and exhibitions can boost the marketability of coffee exports	165	4.35	.909
promotion strategy 3: utilizing social media platforms for promoting coffee exports is in reaching a wider audience	165	4.34	.753

promotion strategy 4: customer friendly manager is key point in coffee export promotion or advertise promotion of company	165	3.93	1.116
promotion strategy 5: coffee sampling quality and packaging is increase in customer precipitation	165	3.91	.968
Ground mean		3.9673	.53342
Valid N (list wise)	165		

Source: (own Survey, 2024)

Based on the descriptive data provided in Table 4.6: The mean values for different promotion strategies range from 3.30 to 4.35, indicating varying perceptions of these strategies among respondents. The highest mean is observed for "promotion strategy 2: participating in international trade shows and exhibitions can boost the marketability of coffee exports," followed closely by "promotion strategy 3: utilizing social media platforms for promoting coffee exports is in reaching a wider audience. "The standard deviations for the promotion strategies range from 0.753 to 1.116, suggesting variability in responses for each strategy. The lowest variability is observed for "promotion strategy 3" and "promotion strategy 5." The overall mean for all promotion strategies combined is 3.9673, with a relatively low standard deviation of 0.53342, indicating a moderate level of agreement among respondents regarding the effectiveness of these strategies. The valid N of 165 indicates that there are no missing values in the dataset for the variables under consideration. The total ground mean for promotion marketing strategy is 3.9673and standard deviation .53342 this found within the range of 3.30 up to 4.35. This response showed agrees with statement.

In summary, the data suggest that respondents have varying perceptions of the different promotion strategies, with some strategies being viewed more positively than others.

4.2.1.5 Marketability of coffee export

Table 4.7: Descriptive statics of Marketability of coffee export

Descriptive Statistics			
Marketability of coffee export	N	Mean	Std. Deviation
Marketability of export coffee 1: there is market availability for your coffee product	165	3.99	.972
Marketability of export coffee 2: there is market accessibility for your coffee product	165	3.87	1.043
Marketability of export coffee 3: company perform well enough to easily penetrate the coffee market	165	4.13	.800
Marketability of export coffee 4: your company coffee export product is competitive in the market	165	4.16	.865
Marketability of export coffee 5: your company is adapting to the changing market trends in the coffee industry	165	4.21	.830
Marketability of export coffee 6: fair cost of your coffee product compared to other brands on the market	165	3.80	.862
Ground mean		4.0279	.52028
Valid N (list wise)	165		

Source: (own Survey, 2024)

Based on the descriptive statistics provided for the Marketability of coffee export item data: Marketability of Export Coffee 1: The mean score for the market availability of the coffee product is 3.99, with a standard deviation of 0.972. This suggests that respondents perceive the market availability of the coffee product positively, with moderate variability in responses. Marketability of Export Coffee 2: The mean score for market accessibility is 3.87, with a standard deviation of 1.043. This indicates that respondents have a slightly lower perception of market accessibility compared to market availability, with higher variability in responses. Marketability of Export Coffee 3: The mean score for the company's performance to penetrate the coffee market easily is 4.13, with a standard deviation of 0.800. This suggests that

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respondents generally believe their company performs well in terms of market penetration, with relatively low variability in responses. Marketability of Export Coffee 4: The mean score for the competitiveness of the company's coffee export product in the market is 4.16, with a standard deviation of 0.865. This indicates that respondents view their company's product as competitive in the market, with moderate variability in responses. Marketability of Export Coffee 5: The mean score for adapting to changing market trends is 4.21, with a standard deviation of 0.830. This suggests that respondents believe their company is proactive in adapting to market trends, with moderate variability in responses. Marketability of Export Coffee 6: The mean score for the fair cost of the coffee product compared to other brands is 3.80, with a standard deviation of 0.862. This indicates that respondents have a moderately positive perception of the cost competitiveness of their coffee product, with moderate variability in responses. Overall Ground Mean: The overall mean for all marketability aspects combined is 4.0279, with a relatively low standard deviation of 0.52028, indicating a moderate level of agreement among respondents regarding the marketability of their coffee export products. Valid N (List wise): The valid N of 165 indicates that there are no missing values in the dataset for the variables under consideration. The total ground mean for marketability of coffee export is 4.0279 and standard deviation .52028 this found within the range of 3.80 up to 4.21. This response showed agrees with this statement.

The dependent variable of this study is the marketability of coffee exports. The above four pillories of marketing strategy have shown different levels of effect on this dependent variable by different measurements.

On the survey findings, respondents have an almost low level of variability in their agreement with different measurements on this dependent variable.

The majority of respondents have agreed to the statement about the marketing availability of coffee in their company. Verhallen (1982) indicates that, when product availability is perceived positively and lack of product availability is perceived negatively, such as when no reason is provided for a stock-out of products, then a lack of product availability is expected to affect purchase intention via useful aspects, such as feasibility considerations.

On the other hand, the majority of the respondents have agreed to the statement about the product accessibility of the company. When we said accessibility in the context of coffee products, we meant creating an environment where the products are readily available, easy to understand, and usable by a diverse range of consumers. By focusing on accessibility, brands can enhance customer satisfaction, loyalty, and market reach. Dadzie, Amponsah, Dadzie, and Winston (2017) argued that the 4Ps of marketing were not always suitable for emerging market business conditions and proposed the 4A marketing mix, comprising affordability, acceptability, and awareness marketing capabilities.

On the other side, most respondents have agreement level to the statement that the company has performed well enough to penetrate the market. The other studies found that market penetration is one of the four strategies in the Ansoff matrix (Ansoff, 1965), which entrepreneurs can use as a means of getting a large market share for the products and services of the enterprises amidst other competing enterprises with similar products in the market. Market penetration carries a low amount of risk as it involves pushing into an existing market of already existing products and services.

Besides, the majority of the respondents seems have positively that the company's product is competitive in the market. Associated with the majority of the respondents, they also agree that the company is adapting to changing market trends in the coffee industry. According to other studies; Strategic entrepreneurship involves the efficient use of resources to adapt to the market by exploiting market opportunities to sustain the firm's performance. The resource orientation theory analyzed by Baert et al. (2016, p. 346) emphasized the role of entrepreneurs and managers in managing firm resources to achieve strategic objectives.

Lastly, the majority of the respondents have shown agreement with the statement that the company has a fair price compared to other competitors. The results of Hinterhuber and Liozu's (2014) research show that companies that implement innovation in their pricing activities significantly outperform their competitors. It shows that innovation in pricing may be a company's most powerful source of competitive advantage.

To finalize the result, the above measurements were used to assess the company's marketability of coffee. The majority of the respondents had to show a level of agreement on its product availability and accessibility, competitiveness, market penetration, adaptation to changing market trends, fair price from competitors, and a mean value of 4.0279 and a standard deviation of 0.52028. It has shown the least variation in the level of agreement with the marketability of coffee measurement questioners.

In summary, the data suggest that respondents generally perceive coffee export marketability positively in terms of market availability, accessibility, competitiveness, adaptability to market trends, and cost competitiveness. The variability in responses varies across different aspects of marketability, with overall moderate agreement among respondents.

4.2.2 Inferential Analysis

Inferential statistics are used to draw conclusions that extend beyond the immediate data. For example, inferential statistics can be used to estimate the characteristics of the population from sample data, or to test various hypotheses about the relationship between different variables. (Leary, 2004)

The several significance tests for evaluating hypotheses and determining what validity information can be applied to conclusions are the focus of inferential analysis. The estimation of population values is another issue it addresses. The task of interpretation, or the task of making inferences and conclusions, was primarily carried out on the basis of inferential analysis. The primary inferential statistical techniques used in this study to examine the relationships between the dependent variable (coffee marketability) and the independent variables (price strategy ,product strategy, place strategy, promotion strategy) are Pearson's correlation and multiple linear regressions.

Prior to doing this investigation, the researcher attempted to test the assumptions.

In regression analysis, there are many assumptions about the model, namely, multi-collinearity, no consistency, variance (non-homogeneity), linearity, and autocorrelation (Jason W et.el, 2002). If one or more assumptions are violated, then the model in hand is no longer reliable and is also not acceptable for estimating the population parameters.

4.2.2.1 The Assumptions for Testing Regression Analysis

Assumption 1 – Linearity

This assumption is indicated to be the relationship between the independent variable and the response variable is linear in nature (assumption of linearity). Assumption of linearity is displayed in the figures shown below.
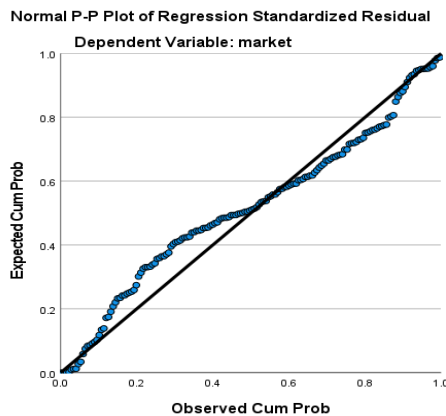
Figure 4.1 Normal P-Plots

Source: (own Survey, 2024)

Assumption 2 – Normality Test

Hair et al. (2006) noted that normality relates to the figure of the data distribution for an individual metric variable and its association to the normal distribution. Assessment of the variables levels of skewness and kurtosis is one of the methods used to determine normality. In fact, skewness provides an indication of the symmetry of the distribution. Kurtosis refers to the flatness of the distribution relative to the normal distribution.

Accordingly, the normal distribution is detected based on skewness and kurtosis statistics. As proposed by George and Mallery (2010), the acceptable range for normality for both statistics is between -2 and +2. Therefore, as depicted in Table 4.10 below, all the values of kurtosis and skewness are almost within the acceptable range for normality. So, this implies that all items show a normal distribution considering the criteria of skewness and kurtosis values between -2 and 2.

Table 4.8: Normality of Distribution Using Descriptive Statistics (Skewness and Kurtosis)

Descriptive Statistics					
	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
product	165	.020	.189	-.186	.376
place	165	-.093	.190	-.426	.377
promotion	165	-.052	.189	-.384	.376
price	165	-.022	.189	-.308	.376
market	165	-.012	.189	-.298	.376
Valid N (list wise)	165				

Source: (own Survey, 2024)

Overall, based on the skewness and kurtosis values, we can conclude that the variables product, place, promotion, price, and market exhibit characteristics of approximately normal distributions with slight deviations in skewness and kurtosis. These findings provide insights into the distributional properties of the data, which can be useful for further statistical analysis and interpretation.

Another useful graph that the researcher can examine to see if a distribution is normally distributed is called a P-P plot (probability-probability plot). According to Hair et al. (1998), the plots are different from residual plots in that the consistent residuals are compared with the normal distribution. In general, the normal distribution makes a straight diagonal line, and the plotted residuals are compared with the diagonal. If a distribution is normal, the residual line will closely follow the diagonal (Hair et al., 1998). Therefore, as shown in the figure below, the data were normally distributed.

Hair et al. (2006) also recommend that a histogram is another means to use for comparing the observed data values with a distribution approximating the normal distribution. It is argued that the histogram of the research variables supports the expectation for the normal figure distribution of data.

Histogram
Dependent Variable: market
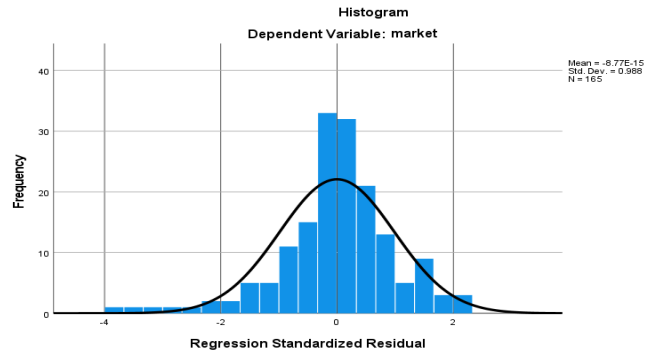
Assumption 3: Homoscedasticity Assumption

Hair et al. (2006) indicated that Homoscedasticity relates to the assumptions that dependent variable explaining equal levels of variance across the range of independent variables. Hair (2006), argue the test of homoscedasticity is required because the variance of the dependent variable being explained in the dependence association could not be focus in simply a limited range of the independent values. Consistent with Hair (2006), in this study to try to determine the homoscedasticity assumption for metric variables using scatter plot. Therefore, as shown in the figure below, the data were no heteroscedasticity cases were observed.

Scatterplot
Dependent Variable: market
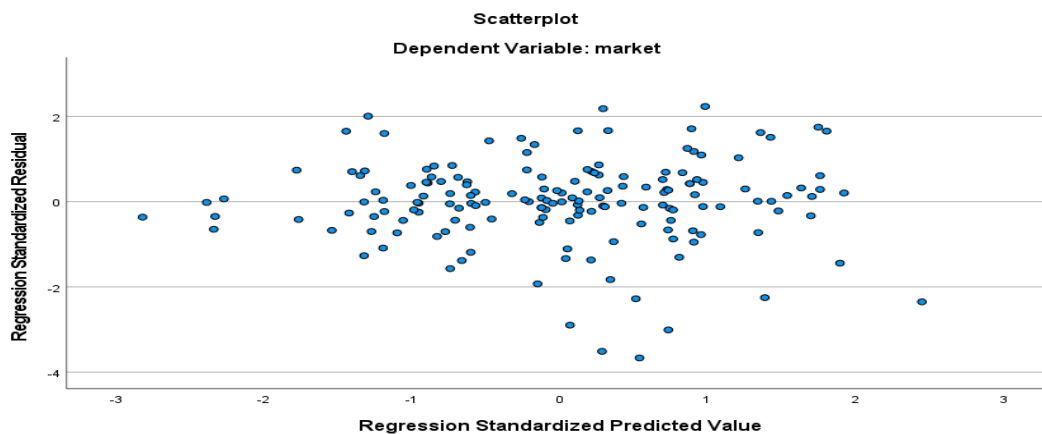
Figure 4.3: scatter plot

Source: (own Survey, 2024)

Assumption 4:Multi-Collinearity

Multi-collinearity, or near-linear dependence, is a statistical phenomenon in which two or more predictor Variables in a multiple regression model are highly correlated. If there is no linear relationship between predictor variables, they are said to be orthogonal (D.R. Jensen et. al, 2012). The statistics was the absence of multi-collinearity while VIF is less than ten, and the tolerance value of greater than 0.10 but less than one (Robert Ho, 2006).

Table 4.9: Multi-Collinearity

Coefficients[a]			
Model		Collinearity Statistics	
		Tolerance	VIF
1	product	.341	2.933
	price	.411	2.431
	promotion	.457	2.187
	place	.476	2.100
a. Dependent Variable: market			

Source: (own Survey, 2024)

Based on the collinearity statistics provided (tolerance and VIF), we can assess the presence of multi-collinearity among the predictors (product, place, promotion, price) in the regression model predicting the dependent variable "market". Here's an analysis based on the tolerance and VIF values:

Tolerance: Tolerance values close to 1 indicate low multi-collinearity, meaning that the predictor variables are not highly correlated with each other. In this case, all tolerance values are above 0.3, which is a commonly used threshold to detect multi-collinearity.

The highest tolerance value is for "place" at 0.476, followed by "promotion" at 0. .457, "price" at 0.411, and "product" at 0.341.These tolerance values suggest that there is no severe multi-collinearity issue among the predictors in the model.

Variance Inflation Factor (VIF): VIF values quantify how much the variance of an estimated regression coefficient is increased due to multi-collinearity. VIF values above 10 are often considered indicative of multi-collinearity. In this case, all VIF values are below 3, with the

highest VIF being for "product" at 2.933. The VIF values below 3 on the above data anlysis indicate that multi-collinearity is not a major concern in this model.

Overall, based on the tolerance and VIF values, it can be concluded that there is no severe multi-collinearity issue among the predictors in the regression model. The predictors (product, place, promotion, and price) are relatively independent of each other and do not exhibit high correlation that could distort the estimation of their coefficients. This suggests that the model can be considered reliable for predicting the dependent variable "market" without significant issues related to multi-collinearity.

Assumption 5: Independence of Residuals

The last assumption for multiple regressions is the independence of residuals.

The most often used test for first order temporal autocorrelation is the Durbin-Watson DW test (Hilbe, J., 2014). The DW test is a measure of the first order autocorrelation and it cannot be used to test for higher order temporal autocorrelation. The Durbin–Watson statistic expresses that whether the supposition of independent errors is acceptable or not. As the conservative rule suggested that, values less than 1 or greater than 3 should definitely raise alarm bells (Field, 2005)

From the table shows below indicated the p-value for the F Change statistic is less than 0.05, indicating that the overall model is statistically significant in predicting the dependent variable.

The Durbin-Watson statistic of 1.796 indicates that there may be some positive autocorrelation present in the residuals of the model.

Table 4.10: The output value of Durbin-Watson Statistics for Independence of Residuals

Model Summary										
Model	R	R Square	Adjusted RSquare	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.885ᵃ	.784	.778	.24489	.784	145.068	4	160	.000	1.796
a. Predictors: (Constant), price, promotion, place, product										
b. Dependent Variable: market										

Source: (Survey data result, SPSS 2024)

R: Indicates the value of the multiple correlation coefficients between the predictors and the result, with a range from 0 to 1, a larger value indicating a larger correlation and 1 representing an equation that completely predicts the observed value (Pedhazur, 1982). From the model summery R=.885[a] indicate that, the linear combination of four independent factor price, product, place and promotion strongly predict the dependent fact coffee export marketability.

R Square (R2): Indicates the proportion of variance that can be explained in the dependent variable by the linear combination of the independent variables. In another word, R2 is evaluates how much of the variability in the outcome is accounted for by the predictors. The values of R2 also range from 0 to 1 (Pedhazur, 1982)Based on the model summary provided, the model appears to have a strong fit with an R-squared value of 0. 784, indicating that approximately 78.4% of the variability in the dependent variable (market) can be explained by the independent variables (promotion, price, product and place). The other 21.6 are omiited variable which is not covered by the regression model which affect the marketablity of coffee export .

Adjusted R Square (R2): The adjusted R2 gives some suggestion of how well the model generalizes and its value to be the same, or extremely close to the value of R2. That means it adjusts the value of R2 to more correctly represent the population under study (Pedhazur, 1982) the adjusted R-squared value of 0. 778 also suggest that the model is a good fit and accounts for the number of predictors. Overall, the model seems to be a good fit for the data. The difference between r square and adjusted R square is 0.005.its seems to be much closed to R square.

Finally to Summarize: As it is clearly stated in the above, the four step-by-step pre-model fitting assumption tests were found to be satisfactory.

4.2.2.2 Correlation Analysis

4.2.2.2.1 Relationship Between Factors and Coffee Export Marketability

The data analysis pertaining to variables and coffee export marketability is included in this part. To look at the connection between factors and the marketability of coffee. Utilized the Pearson product-correlation coefficient. The statistic that shows how closely two variables are related to each other is called the Pearson product-moment correlation coefficient. The direction of the association between -1 and +1 is shown by the correlation coefficient's sign, which can be either + or -.There might be a positive or negative correlation between variables. A direct and positive association between two variables is shown by a positive correlation. Conversely, an inverse,

negative link between two variables is indicated by a negative correlation (Leary, 2004). Therefore, for further statistical significance, determining the direction and strength of a linear relationship that occurred between variables is crucial.

To this end, Pearson's product-moment correlation coefficient is computed for the purpose of determining the relationships between factors affecting coffee export marketability in Tracon trading coffee export Therefore, to answer the first basic research question, the Pearson correlation is calculated. The magnitude of the correlation coefficient determines the strength of the correlation. Correlation is an effect size, and so we can verbally describe the strength of correlation by using the guide that Evans (1996) suggests for the absolute value of r.

The results were interpreted with the help of the Table below as published by (Evans 1996) .

Table 4.11: Size of correlation interpretation

No	Size of correlation	Interpretation
1	.00 to .19	very weak
2	.20 to .39	Weak
3	.40 to .59	Moderate
4	.60 to .79	Strong
5	.80 to 1.00	very strong

Source; (Evan, 1996)

Table 4.12: Correlations

Correlations		Marketablity of coffee export	*Remark*
product	Pearson Correlation	.816[**]	Very strong
	Sig. (2-tailed)	.000	
	N	165	
place	Pearson Correlation	.719[**]	strong
	Sig. (2-tailed)	.000	
	N	165	
promotion	Pearson Correlation	.746[**]	strong
	Sig. (2-tailed)	.000	
	N	165	
price	Pearson Correlation	.774[**]	strong
	Sig. (2-tailed)	.000	
	N	165	

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

Source: (own Survey, 2024)

The result correlation analysis indicates the degree of relation b/n dependent factors and independent factors the result present table below. The independent factors are price, product, place and promotion and independent factor coffee export marketability.

The correlation analysis for the variables market, product, place, promotion, and price in the data reveals the following relationships:

Market and Product: There is a strong positive correlation between market and product (Pearson's r = 0.816, p < 0.001), indicating that as the perception of the market increases, so does the perception of the product.

Market and Place: There is strong positive correlation between market and place (Pearson's r =0.719, p < 0.001), suggesting that as the perception of market availability increase so does the perception of place activities

Market and Promotion: There is a strong positive correlation between market and promotion (Pearson's r = 0.746, p < 0.001), indicating that as the perception of market availability increases, so does the perception of promotional activities.

Market and Price: There is a strong positive correlation between market and price (Pearson's r = 0.774, p < 0.001), suggesting that the perception of market availability is related to the perception of pricing strategies.

In summary, the correlation analysis indicates significant relationships between market perception, product perception, place perception, promotion perception, and price perception in relation to the marketability coffee export .These findings suggest that these aspects are interrelated and influence each other in the context of coffee export marketability.

4.2.2.3 Multiple Linear Regression Analysis

Using one or more independent variables and a dependent variable, regression is a technique for determining a dependent variable's value (Albaum, 1997). One statistical tool for examining relationships between variables is regression analysis. Typically, the goal of research is to determine the causal relationship between two variables. In order to investigate such questions, the researcher gathers information on the relevant underlying variables and uses regression to

calculate the quantitative impact of the causal variables on the variable under investigation. The degree of confidence that the genuine relationship is close to the estimated relationship, or the "statistical significance" of the estimated correlations, is another common assessment made by the investigator (Malhotra, 2007).

4.2.3 Analysis of Variance (ANOVA)

The ANOVA table provides important information about the overall significance of the regression model and the individual predictors. Here's the analysis of the data based on the provided ANOVA table:

Regression Sum of Squares (SSR): 34.799This represents the variation in the dependent variable (market) that is explained by the regression model. Residual Sum of Squares (SSE): 9.595.This represents the unexplained variation in the dependent variable after accounting for the regression model. Total Sum of Squares (SST): 44.394. This is the total variation in the dependent variable. Degrees of Freedom (df): For Regression: For Residual: 160Total: 164 Mean Square (MS): For Regression: SSR/df = 34.799/4 = 8.700. For Residual: SSE/df = 9.595/160 = 0.060

F-Statistic: 145.068.The F-statistic tests the overall significance of the regression model. A high F-value suggests that at least one of the predictors is significantly related to the dependent variable. Significance (Sig.): .000.The p-value associated with the F-statistic is extremely low (close to 0), indicating that the overall regression model is statistically significant.

Table 4.13: Results showing regression analysis

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.799	4	8.700	145.068	.000[b]
	Residual	9.595	160	.060		
	Total	44.394	164			
a. Dependent Variable: market						
b. Predictors: (Constant), price, promotion, place, product						

Source: (Survey data result, SPSS 2024)

Based on this analysis, it can be concluded that the overall regression model is highly significant in predicting the dependent variable "market". The predictors (constant, price, place, promotion, product) collectively have a strong relationship with "market".

4.2.4 Effects of factors on coffee marketability

In the multiple regressions, the standardized regression coefficient Beta (β) is useful, because it permits us to contrast the relative strength of each independent variable's effect on the dependent variable (Pedhazur, 1982).

Constant: The constant term (intercept) is .220. This means that when all independent variables (product, place, promotion, and price) are zero, the expected value of the dependent variable is 0.220.

$$Y = \beta o + \beta 1 X1 + \beta 2\ X2 + \beta 3 X3 + \beta 4 X4 + e$$

Where, Y = Dependent Variable (coffee export marketability)

βo = a constant

$\beta 1$ = price strategy factors (x1)

$\beta 2$ = product strategy factors (x2)

$\beta 3$ = place strategy factors (x3)

$\beta 4$ = promotion strategy factors (x4)

X1, x2, x3 and x4 = independent variables involved in the study

e = error term

Table 4.14: Results showing multiple correlation coefficient analysis

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.220	.162		1.360	.176
	product	.310	.057	.340	5.399	.000
	place	.168	.051	.176	3.309	.001
	promotion	.226	.053	.232	4.270	.000
	price	.248	.053	.267	4.655	.000
a. Dependent Variable: coffee export marketability						

Source: (own Survey, 202

Based on the coefficients provided in the table, we can analyze the relationship between the predictors (product, place, promotion, and price) and the dependent variable "market". Here's the analysis:

Y= 0.220 + 0.248X1+ 0.310 X2 + 0.168X3 + 0.226X4+0.24489

Constant: The constant term (intercept) is 0.220. The p-value associated with the constant is 0.176, which is not statistically significant at conventional levels ($p > 0.05$).

This means that when all predictor variables are zero, the expected market value is 0.220.

Product Coefficient: The coefficient for the product variable is 0.310. The standardized coefficient (Beta) is 0.340, indicating that product has a positive effect on coffee export marketability. The p-value for product is very low ($p = 0.000$), suggesting that the product variable significantly influences market.

Place Coefficient: The coefficient for the place variable is 0.168.The standardized coefficient (Beta) is 0.176, indicating that place has relatively positive effect on coffee export marketability compared to product. The p-value for place is statistically significant at $p = 0.001$.

Promotion Coefficient: The coefficient for the promotion variable is 0.226. The standardized coefficient (Beta) is 0.232, suggesting that promotion has a positive effect on market. The p-value for promotion is highly significant at $p = 0.000$.

Price Coefficient: The coefficient for the price variable is 0.248.The standardized coefficient (Beta) is 0.267, indicating that price has a relatively stronger positive effect on market compared to place. The p-value for price is highly significant at $p = 0.000$.

Overall, based on the coefficients and their significance levels, it can be concluded that all predictors (product, place, promotion, and price) have a significant positive relationship with the dependent variable "coffee export marketability ". Product appears to have the strongest influence, followed by price promotion and place.

Hypothesis testing for this study is based on standardized coefficients beta and p -value to test whether, the hypotheses are accepted or not:

H1: price has significantly effect on coffee export marketability on Tracon trading plc . T value for the variable of price strategy has also a significance level of (0.00) so that the p-value has less than 0.05.Thus; hypothesis 1 is **accepted** that price strategy has significant positive effect on marketability of export coffee.

H2: Product has significantly effect on coffee export marketability on Tracon trading plc . T value for the variable of product strategy has also a significance level of (0.00) so that the p-value has less than 0.05.Thus; hypothesis 2 is **accepted** that product   strategy has significant positive effect on marketability of export coffee.

H3: place is significantly effect on coffee export marketability on Tracon trading plc . T value for the variable of place strategy has significance level of (0.01) so that the p-value has less than 0.05.Thus; hypothesis 3 is **accepted** that places strategy has significant positive effect on marketability of export coffee.

H4: promotion has significantly effect on coffee export marketability on Tracon trading plc . T value for the variable of promotion   strategy has also a significance level of (0.00) so that the p-value has less than 0.05.Thus; hypothesis 4 is **accepted** that promotion   strategy has significant positive effect on marketability of export coffee.

4.2.5 Discussion of the Result

This study was to examine the effect of marketing strategy on coffee export marketability at Tracon Trading plc. Price, place, product, and promotion are the four key elements of a marketing strategy, often referred to as the "4Ps." These elements are essential for businesses to effectively plan and execute their marketing efforts for coffee export marketability. From a total population of 187, 165 data points could be collected, indicating that 88.2% of the questions were correctly completed and the remaining 12.8% were not collected for various reasons. From the total population of 165 respondents, 49.1 are male and 50.9 are female, which shows the company has taken good measures toward participating females. As we saw in the data summary, 76.4% of the respondents are in the 21–35 year age range of the total coffee export department. Most of the education level of the respondent is degree level; this has shown the respondents understand that the questioner is properly related to their department. Hence the discussion of the result that was collected from this total 165 respondent as follows:

Price strategy

The majority of respondents responded that competitive pricing enhances the marketability of export coffee. Based on the other research, the results of Hinterhuber and Liozu's (2014) research show that companies that implement innovation in their pricing activities significantly

outperform their competitors. It's how innovation in pricing may be a company's most powerful source of competitive advantage.

On the other hand, most respondents responsed that a well–defined pricing strategy positively affects sales performance. This statement is supported by the author: export marketing strategy had a significant influence on export performance, and it was distinguished as one of the most frequently used determinants previously (Abdul Adis and Md. Sidin, 2010).

On the other hand, the result demonastring the respondent stated that the effect of fluctuating international coffee prices on coffee export marketability. This statement is also supported by other studies; coffee traders and others involved in the coffee sub-sector have been affected by the global price decline. For instance, some coffee traders went out of business while many seasonal workers—among the poorest and most vulnerable participants in the coffee chain—lost their jobs (Petit, 2007).

However, some of the respondents have not accepted that price flexibility, discounts, and promotions will increase coffee export marketability. This finding is also supported by other studies; Monroe and Krishnan (1985) proposed that consumers perceive prices differently; some may perceive the objective price as high, while others may perceive it as low. Consumers' perceptions of product quality and monetary sacrifice are derived from consumers' perceptions of price. Consumers infer that a higher price signals a higher quality, but at the same time, the higher price indicates a greater monetary sacrifice in purchasing the product. Consequently, the trade-off between perceived quality (i.e., gain) and perceived sacrifice (i.e., loss) results in perceived value. Finally, customers base their purchase decisions on perceived value, and their willingness to buy increases as their perception of value increases. Based on the last finding of the study, the majority of respondents agreed that the perceived value of coffee products is important in relation to their pricing to attract customers and increase their export marketability. According to measurement variables used in the ACSI (American Customer Satisfaction Index) model, rating of quality given price or rating of price given quality equals perceived value, and price tolerance given repurchase (Fornell, Johansson, Anderson, Cha, & Bryant, 1996).

The mean comparison of the marketing mix (4Ps) strategy practice and the price strategy practice of the company that the respondents noted had a mean value of 3.9394 with a standard deviation of 0.55937. This explanatory variable is positive and correlated with coffee export marketability, with a strong positive correlation between market and price (Pearson's r = 0.774, p < 0.001), indicating that as the perception of the market increases, so does the perception of the price. This relationship is also statistically significant with the beta coefficient (B = 0.248, P<0.05). Accordingly, the hypothesis (H1) test stated that price strategy has a significant positive effect on coffee export marketability.

Product strategy

The majority of the respondents noted that product quality is a key factor in attracting customers to purchase coffee. This study supported the study done by Feng et al. (2007) that product quality, efficiency, and business result affect a firm's performance. The other author also explained the key factor of coffee quality. Since quality is fitness, conformance, and absence of defect, the producing company should clearly identify factors affecting product quality in order to satisfy customers, be competitive in the market, and achieve its goal by offering the required standard products (Kader, L., 1992; Cited on Patange Vidyut Chandra, 2013).

In regards to product innovation and maintaining a competitive edge in the coffee industry, most of the respondents agree with this statement. This study also supported Peter et al. (2022) by Since product innovation involves a wide range of developments, from the contents of the product to the way the product is delivered to the customer, technical specifications play a vital role in the advancements. The other study also supported this finding on marketing strategy and export performance, which was conducted by Leonidou *et al.* (2002) and found a positive correlation between export performance and product dimensions. They further synthesized their findings on the marketing strategy-export performance relationship and included that product design, brand mix (name,sign,symbol, design), warranty, customer service (before and after sales services), and product advantages (such as luxury, prestige, and quality) had a positive relationship with export performance.

On the other hand, most respondents also responded that product consistency and reliability are essential for building trust and loyalty among coffee export customers. It has been supported by Azimi (2017) that when customers are loyal to a specific coffee shop, they tend to make repeat purchases at that coffee shop. Lee et al. (2018), in their previous study, found that customer satisfaction leads to customer loyalty. When a customer feels satisfied with the performance of a product or service offered, it is more likely to bring a positive behavioral response from the customer. Previous studies found that customer loyalty is a significant output of customer satisfaction, as conducted by Luo and Homburg (2007) and also by Hu, Kandampully, and Juwaheer (2009).

Besides the majority of respondents showsthat establish company image and strong branding attract international buyer to coffee product .this statement is supported by similar study done by Debrach (2016) which revealed that brand image awareness has a significant positive effect on sales performance.

On the other hand most respondent also responded to product differentiation is essential to attract customer in coffee export .this statement also supported by A study on factors influencing export performance in international marketing for Australia firms which was conducted by Ogunmokun and Ng (2004) found that, product differentiation strategy was one of the major factors for discriminating between high and low export performing companies.

 The mean comparison of the marketing mix (4Ps) strategy practice, the product strategy practice of the Company that the respondents noted with the mean value of 4.0776 with standard deviation .57109 it shows less variation to effect of product strategy within respondents and majority of respondent has agreed this statement . This explanatory variable is positive and correlated with coffee export marketability with there has very strong positive correlation between market and product (Pearson's r = 0.816, p < 0.001), indicating that as the perception of the market increases, so does the perception of the product. This relationship is statistically also significant with Beta coefficient (B=0.310, (P<0.05). Accordingly, the hypothesis (H2) test stated that product strategy has a significant positive effect on coffee export marketability.

Place strategy

The third pillar of marketing strategy was place strategy. The respondents have different agreements on different placement strategies.

According to the findings of the study, the majority of the study had a seems postively for the selection of distribution channels to enhance the marketability of coffee exports. This study result was supported by a study by Style and Ambler (2000) found that distribution channel relationship had appositive effect on performance of export.

On the other hand, most of the respondents responded that a well-defined and customer-friendly online platform for ordering coffee exports can enhance market penetration and reach. It supported studies by Hidayanti et al. (2018) that posited that the rapid development of the Internet had accelerated the transition from traditional means of customer relationship management towards electronic Internet customer relationship management. Other studies agree with this statement: firms using digital platforms can face reduced entry barriers while reaching customers more quickly and gaining efficiencies (Kano, Tsang, & Yeung, 2020; Rossotto et al., 2018). This is especially important for smaller firms that may have difficulties reaching their target market, especially internationally (Nambisan, Zahara, & Luo, 2019).

As with the majority of respondents, they also agreed with the statement that having a strong presence in key export markets is crucial for the success of coffee exports. This finding is also supported by other studies; export performance is a key indicator for managers when making decisions in international operations because it fosters growth and ensures the company's long-term existence (Matanda, M.J., 2009). Export performance is critical for developing-country firms that see the global market as a source of economic growth, continued existence, or competitive nature (Lu, V.N.; Julian, C.C., 2007).

On the other side, the majority of the respondents accepted that effective logistics and supply chain management play a crucial role in ensuring the marketability of coffee exports. This finding is supported by other studies; Hugo et al. (2004) also emphasize cooperatives giving high attention to integration so as to ensure the main supply chain activities like sourcing, production,

and distribution are synchronized with customer demand. As a result, the overall costs will decrease, and a high level of customer service will be achieved.

Lastly, the majority of the respondents responded with the statement that aligning place strategy with business culture and country regulation is essential for the success of international operations. This finding is supported by other studies: differences in social conditions, religion, and material culture all affect consumers 'perceptions and patterns of buying behavior, and failure to understand the social and cultural dimensions of a market is complex to manage (Doole and Lowe, 2008).

The mean comparison of the marketing mix (4Ps) strategy practice and the place strategy practice of the company that the respondents noted, with a mean value of 3.9818 and a standard deviation of .54541, shows less variation in the effect of place strategy within respondents, and the majority of respondents have agreed with this statement. This explanatory variable is strong correlated with coffee export marketability, with a moderately positive correlation between market and place (Pearson's $r = 0.719$, $p < 0.001$), indicating that as the perception of the market increases, so does the perception of the place. This relationship is also statistically significant with the beta coefficient ($B = 0.168$, $P < 0.05$). Accordingly, the hypothesis (H3) test stated that place strategy has a significant positive effect on coffee export marketability. The null hypothesis is accepted.

Promotion strategy

The fourth pillar of marketing strategy was promotion strategy. The respondents have different agreements on different promotional strategies.

Based on the survey findings, the average value of respondents have different response to the target advertising campaign, which is increasing visibility and demand for coffee export. The level of advantage and disadvantage of this promotional strategy may vary among the respondents. So the results have a neutral agreement with this statement, but some studies support the target advertising, while others say it has disadvantages in terms of time and cost to the company to use this promotional strategy. This is supported by the studies by Natasa et al.

(2019) on his findings. Each type of advertising has its advantages and disadvantages, as well as its specific price, and the company depends on how much it wants to invest in advertising to promote the product or service. Advertising on social networks is being used increasingly because it is the cheapest and most effective way of advertising.

Besides, the majority of the respondents noted that participation in international trade shows and exhibitions can boost the marketability of coffee exports. This level of agreement has been supported by other studies. A study conducted by Naidu and Naidu (2009) stated that conducting mango festivals,Mango shows, exhibitions, and trade missions will create opportunities for processors, traders, distributors, and end-users to increase their awareness and facilitate trade. on the other studies by Sheferaw (2012) Facilitating exporters to build market linkage through union participation in the specialty coffee association of America and the export trade association annual exhibition to build market, regulate quality, and provide technical assistance in production (to the coffee growers), processing, and export procedures would help develop new highly efficient export market channels for India and Ethiopia.

Associated with the majority of the respondents, they responded that the utilization of social media platforms for promoting coffee exports is reaching a wider audience. This survey finding is also supported by other studies: the use of social media as a marketing strategy involves effectively handling customer complaints in a manner that satisfies the complainant and the observers of the complaints (Einwiller & Steilen, 2015).

On the other hand, the majority of respondents agree with the statement that customer-friendly managers are key points in coffee promotion or advertising promotion. This finding is also supported by other studies. The success of the activities regarding harmony, consensus, and coordination within the organization ion, as well as the adaptation and information flow with the external environment of the organization, can be achieved by establishing an effective communication system in organizations (Özarallı, 1996)

Finally, the majority of the respondents also agreed that coffee sampling quality and packaging are increasing customer precipitation. According to research done by Samoggia and Riedel (2018), the ability of the packaging of a product to entice customers to buy a product makes

packaging a "silent salesman" or "salesperson on the shelf." The design of the coffee packaging and sustainability labeling convey a message to the consumers, including an appreciation of quality in the consumers' minds.

The mean comparison of the marketing mix (4Ps) strategy practice and the promotion strategy practice of the company that the respondents noted, with a mean value of 3.9673 and a standard deviation of.53342, shows less variation in the effect of place strategy within respondents, and the majority of respondents have agreed with this statement. This explanatory variable is strongly correlated with coffee export marketability, with a strong positive correlation between market and promotion (Pearson's r = 0.746, p < 0.001), indicating that as the perception of the market increases, so does the perception of the promotion. This relationship is also statistically significant with the beta coefficient (B = 0.226, P <0.05). Accordingly, the hypothesis (H4) test stated that promotion strategy has a significant positive effect on coffee export marketability. The null hypothesis is accepted.

To sum up the mean comparison of the marketing mix (4Ps) strategy practice; the product, price, place and promotion practice of the company that respondent's agreement level mean value with 4.0776, 3.9394, 3.9818 and 3.9673 respectively. Based on the correlation result indicates that product, price, place and promotion; product have very strong correlation, price, place and promotion also strong promotion with coffee export marketability.

Besides the model of summary strongly predated this four marketing strategy price, product, place and promotion on the observed value of dependent variable coffee export marketability .the R square value 78.4 indicates 78.4 %of the total variation on coffee export marketability is explained by the four market tin strategy practice of the company .

Furthermore the hypotheses of the company product, price, place and promotion have significant effect to predict the marketability of coffee export.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary of major finding

This study aimed to assess the effect of marketing strategy on coffee export marketability at Tracon Trading plc. A survey was conducted among 187 respondents, with 165 being used for data analysis. Demographic factors such as gender, education level, job experience, and position were used to understand the respondents. The majority of respondents were male, aged 21–35, with a BA/BSC education level. The staff category held the largest proportion of positions, and the majority had two to five years of work experience. And the study has the sum of the independent and dependent variables average Cronbach's alpha value of (α = .8434) and the reliability test of the study is located on "Good" range.

- The mean comparison of the marketing mix (4Ps) strategy practice and the price strategy practice of the company that the respondents noted had a mean value of 3.9394 with a standard deviation of 0.55937. This explanatory variable is positive and correlated with coffee export marketability, with a strong positive correlation between market and price (Pearson's $r = 0.774$, $p < 0.001$), indicating that as the perception of the market increases, so does the perception of the price. This relationship is also statistically significant with the beta coefficient ($B = 0.248$, $P < 0.05$). Accordingly, the hypothesis (H1) test stated that price strategy has a significant positive effect on coffee export marketability.

- The mean comparison of the marketing mix (4Ps) strategy practice, the product strategy practice of the Company that the respondents noted with the mean value of 4.0776 with standard deviation .57109. This explanatory variable is positive and correlated with coffee export marketability with there has very strong positive correlation between market and product (Pearson's $r = 0.816$, $p < 0.001$), indicating that as the perception of the market increases, so does the perception of the product. This relationship is statistically also significant with Beta coefficient ($B=0.310$, ($P<0.05$). Accordingly, the hypothesis (H2) test stated that product strategy has a significant positive effect on coffee export marketability.

- The mean comparison of the marketing mix (4Ps) strategy practice and the place strategy practice of the company that the respondents noted, with a mean value of 3.9818 and a standard deviation of .54541. This explanatory variable is moderately correlated with coffee export marketability, with a moderately positive correlation between market and product (Pearson's r = 0.719, p < 0.001), indicating that as the perception of the market increases, so does the perception of the product. This relationship is also statistically significant with the beta coefficient (B = 0.168, P < 0.05). Accordingly, the hypothesis (H3) test stated that place strategy has a significant positive effect on coffee export marketability. The null hypothesis is accepted.

- The mean comparison of the marketing mix (4Ps) strategy practice and the promotion strategy practice of the company that the respondents noted, with a mean value of 3.9673 and a standard deviation of.53342. This explanatory variable is strongly correlated with coffee export marketability, with a moderately positive correlation between market and product (Pearson's r = 0.746, p < 0.001), indicating that as the perception of the market increases, so does the perception of the product. This relationship is also statistically significant with the beta coefficient (B = 0.226, P <0.05). Accordingly, the hypothesis (H4) test stated that promotion strategy has a significant positive effect on coffee export marketability. The null hypothesis is accepted.

- the hypothesis of product, price, place and promotion have significant effect to predict the company marketability of coffee export.

- The majority of the respondents had to show a level of agreement on its product availability and accessibility, competitiveness, market penetration, adaptation to changing market trends, fair price from competitors, and a mean value of 4.0279 and a standard deviation of 0.52028. It has shown the least variation in the level of agreement with the marketability of coffee export measurement questionnaires. The respondents have agreed to the above that company have good performance in its coffee export marketability measurements.

5.2. Conclusion

The main aim of this study was to try to determine the effect of marketing strategy on coffee export marketability in the case of Tracon Trading plc. The researcher adopted an explanatory

research design and a quantitative approach. The primary data was collected from questioners, and the secondary data was collected from relevant documents, published books, and research.

The data received from the respondents was edited, coded, and analyzed using IBM SPSS Statistics 27 computer software. Quantitative data output was presented in the form of descriptive statistics using mean and standard deviation and frequency distribution, valid and cumulative percentage for each of the variables used in the study. Inferential statistics using correlation and multiple linear regression analysis techniques were also used to measure the relationship and predict the relationship between the independent and dependent variables of the study. Hence, based on the findings of this study, the following conclusions are drawn and presented below:

In a survey study of company demographic characteristics, the researcher has to conclude that a balanced representation of males and females can help foster more inclusive and equitable work environments that align with the goals of alternative initiatives. In conclusion, the age distribution of the company in coffee exports helps it better understand its customer base and tailor its strategies to effectively target different age groups within its market. Besides, work experience levels can be leveraged by the company to mentor and train newer employees while also tapping into the expertise of more seasoned staff to drive innovation and growth.

In conclusion, the four pillories of marketing strategies mean comparison of the marketing mix (4Ps) strategy practice: the product, price, place, and promotion practice of the company. The respondent's agreement level means a value of 4.0776, 3.9394, 3.9818, and 3.9673, respectively. Based on the correlation result, it indicates that product, price, place, and promotion have a very strong correlation; price, place and promotion also have a strong correlation with coffee export marketability.

Based on the model of summary, strongly predict these four marketing strategies (price, product, place, and promotion) on the observed value of the dependent variable coffee export marketability. The R square value of 78.4% indicates that 78.4% of the total variation in coffee export marketability is explained by the four market strategy practices of the company.

Furthermore, on this study hypothesis test, the four marketing strategies pillories practiced in the company product, price, place and promotion have a significant effect on coffee export marketability.

Finally, the majority of respondents agreed that the company is dependent on its independent variable of coffee export marketability. To sum up the findings, the company has good availability and accessibility,has well performed to penetrate the coffee export market and its product is competitive in the market. The company also adapting to changing market trends in the coffee industry and fair prices from other brands in the market.

To sum up the conclusion, the above marketing strategy helps the company can deliver quality and quantity needs of customer in different product differentiation like flavor, origin, and certification By its own processing unit can deliver a huge amount of customer coffee goods requests within time. The company has to fit its price fairly to the market; this leads the company to be competitive in the market national and international competitor. The customer has continuous needs and demands so by its own strategy can easily adapt the marketing trends.

5.3. Recommendation

Base on the finding and conclusion of the study, the following recommendation is forward in each marketing strategy:

➢ **Price marketing Strategy: -** the pricing strategy advisable to be competitive but also reflects the high quality of the product. The company can consider offering different price points for different varieties of coffee to cater to a wider range of customers. Implementing dynamic pricing strategies based on real-time market data can help adjust prices in response to changes in international coffee prices. This approach allows companies to optimize pricing based on demand and supply dynamics.

➢ **Product Strategy:** the researcher has recommended to establish the coffee laboratory in regional level to identify the arrival coffee quality from its origin. The company has certified its farm in organic and RFA coffee .this helps to broad customer demands .so the researcher has also recommended to diversify this certified farms in different region to be competitive, different certified coffee origin to the clients. It's advisable to

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innovative and expensive specialty coffee products that have gained popularity in recent years due to their unique flavors, production methods, and rarity. Some of these high-end coffee products include Bouquet and it's also advisable to most participate in anaerobic coffee that has premium prices international market.

- ➢ **Place Strategy:** The Company focus on establishing strong distribution channels both locally and internationally. This can include partnerships with online sales platforms, and international distributors to reach a global market. Its have good supplier and logistics management. So it's advisable to implementing a robust stock management system which can help the Company track inventory levels, monitor demand fluctuations, and ensure that there are no shortages or excess stock. This can help optimize inventory levels and reduce the risk of stock outs or overstocking. Some country have its own culture and regulation like European union declaration regulation(EUDR) this new regulation affect the coffee industry which has import to this European union market.so it have to consider the supplier side and farms according to European union contracts(see Appendix IV).

- ➢ **Promotion Strategy:** the company advisable to utilize social media, influencer partnerships to promote their brand and products. To continuously   participate in trade shows, coffee festivals, and other industry events to increase visibility and attract new customers. To adopt the new technology that other competitor have not well adopted like Augmented Reality (AR) , Virtual Reality (VR) and Block chain Technology used to promote and easily accessible to client .

5.4 Limitation and implication for further Research

The finding of the study revealed that the extent of the marketing mix strategy practice accounted for 78.4 %of the variation of coffee export marketability. Therefore, other researchers can consider and conduct the study on the remaining 21.6% variations. Besides, to compare the power of independent variables on dependent variable, other researchers have to conduct more than one case company.

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Appendix

ST'MARRY UNIVERSITY

GRADUATE SCHOOL OF BUSINESS AND ECONOMICS

Questions for Tracon trading plc. Coffee export department.

Dear Respondents

The purpose of this research is to determine the effect of marketing strategy on coffee export marketability in Tracon trading coffee export department in partial fulfillment of Master's Degree in Business Administration (MBA).Your accurate information is valuable to the success of this study. All information you present will be kept confidential and will be used only for academic purpose. Your corporation and prompt response will be highly appreciated.

Thank You in advance!

Samiya Mohammed

Tel:- 0967 17 62 27

> N.B

Writing your name is not necessary

Put "√" for your choice in the box provide

Part I: Demographic Characteristics

1. **Gender:** **Male** ☐ **Female** ☐

2. **Age (in years):** **Under 20** ☐ **21-35** ☐ **36-50** ☐ **51-65** ☐

   Above 65 ☐

3. **Education level:** **high school graduate** ☐ **Certificate /Diplomas** ☐ **BA/BSC** ☐

   Masters ☐ **PhD** ☐

4. **Position:** **Senior Manager** ☐ **Managers** ☐ **Staff** ☐

5. **How long have you been employee in the company?**

   Less than one year ☐ **2-5** ☐ **5-10** ☐

   10-15 ☐ **More than fifteen years** ☐

Part II: effect of marketing strategy on coffee export marketability

Respondents ask to indicate their level of agreement or disagreement on a 5-point scale ranging from

"1=Strongly Disagree,2=Disagree,3=Neutral,4=Agree,5=Strongly Agree."

How do rate the appropriateness of the following 4P's marketing strategy effect on coffee export Marketability to the company?

3.1	*Price Marketing strategy*	1	2	3	4	5
3.1.1	How strongly do you believe that competitive pricing enhances the marketability of coffee exports?(1=Strongly Disagree, 5=Strongly Agree)					
3.1.2	To what extent do you agree that a well-defined pricing strategy positively affect the sales performance of coffee exports? (1=Strongly Disagree, 5=Strongly Agree)					
3.1.3	How much do you believe that fluctuations international coffee price affect their coffee export marketability?(1=Strongly Disagree, 5=Strongly Agree)					
3.1.4	How much do you believe pricing flexibility such as discount is in increasing the marketability of coffee export ?(1=Strongly Disagree, 5=Strongly Agree)					
3.1.5	How much do you believe perceived value of coffee products in relation to them pricing for attracting customer in export market??(1=Strongly Disagree, 5=Strongly Agree)					
3.2	*Product marketing strategy*	1	2	3	4	5
3.2.1	To what extent do you agree that product quality is a key factor in attracting consumers to purchase coffee exports?(1=Strongly Disagree, 5=Strongly Agree)					
3.2.2	How do you think product innovation is in maintaining a competitive edge in the coffee export market? (1=Strongly Disagree, 5=Strongly Agree)					
3.2.3	To what extent do you agree that product consistency and reliability are essential for building trust and loyalty among consumers of coffee exports?(1=Strongly Disagree, 5=Strongly Agree)					
3.2.4	How do you believe for your company to establish image and strong branding of your product to attract international buyers?(1=Strongly Disagree, 5=Strongly Agree)					
3.2.5	Do you think product differentiation in terms of flavor ,profile origin or certification for attract customer in export market ?(1=Strongly Disagree, 5=Strongly Agree)					

3.3	*Place marketing strategy*	1	2	3	4	5
3.3.1	How do you believe the selection of distribution channels is in enhancing the marketability of coffee exports?(1=Strongly Disagree, 5=Strongly Agree)					
3.3.2	To what extent do you agree that having a well-designed and customer-friendly online platform for ordering coffee exports can enhance market penetration and reach?(1=Strongly Disagree, 5=Strongly Agree)					
3.3.3	To what extent do you agree that having a strong presence in key export markets is crucial for the success of coffee exports? (1=Strongly Disagree, 5=Strongly Agree)					
3.4.4	Do you believe that effective logistics and supply chain management play a critical role in ensuring the marketability of coffee exports?(1=Strongly Disagree, 5=Strongly Agree)					
3.4.5	How strongly do you believe that aligning place strategy with the business culture and country regulation is essential for the success of international operations?(1=Strongly Disagree, 5=Strongly Agree)					
3.4	*Promotion marketing strategy*	1	2	3	4	5
3.4.1	How do you believe targeted advertising campaigns are in increasing the visibility and demand for coffee exports?(1=Strongly Disagree, 5=Strongly Agree)					
3.4.2	To what extent do you agree that participating in international trade shows and exhibitions can boost the marketability of coffee exports?(1=Strongly Disagree, 5=Strongly Agree)					
3.4.3	How do you think utilizing social media platforms for promoting coffee exports is in reaching a wider audience? ?(1=Strongly Disagree, 5=Strongly Agree)					
3.4.4	Do you agree customer friendly manager is key point in coffee export promotion or advertise promotion of your company? (1=Strongly Disagree, 5=Strongly Agree)					

3.4.5	To what extent do you agree that coffee sampling quality and packaging is increase in customer perception (1=Strongly Disagree, 5=Strongly Agree)					
3.5	*coffee export marketability*	1	2	3	4	5
3.5.1	Is there market availability for your coffee product? (1=Strongly Disagree, 5=Strongly Agree)					
3.5.2	Is there market accessibility for your coffee product? (1=Strongly Disagree, 5=Strongly Agree)					
3.5.3	Did your company perform well enough to easily penetrate the coffee market? (1=Strongly Disagree, 5=Strongly Agree)					
3.5.4	Do you believe that your company coffee export product is competitive in the market? (1=Strongly Disagree, 5=Strongly Agree)					
3.5.5	How do you think your company is adapting to the changing market trends in the coffee industry? (1=Strongly Disagree, 5=Strongly Agree)					
3.5.6	How do you believe that your company fair cost of coffee product compared to other brands in the market? (1=Strongly Disagree, 5=Strongly Agree)					

በቅድስተ ማርያም ዩኒቨርሲቲ

ማስተርስ ፕሮግራም

ቢዝነስ አስተዳደር ዲፓርትመንት

ለትራኮን ትሬዲንግ ኃ.የተ.የግ.ማ. የቡና ኤክስፖርት ክፍል የተዘጋጀ መጠይቅ

ውድ ምላሽ ሰጪዎች:-

የዚህ ጥናት ዓላማ የማስተርስ ዲግሪ በቢዝነስ አስተዳደር (ኤም.ቢ.ኤ) በከፊል ማሟያ የተዘጋጀ ሲሆን የቡና ግብይት ስትራቴጂ በትራኮን የቡና ኤክስፖርት ገበያ ንግድ ላይ የሚያሳድረውን ተጽዕኖ ላይ ያተኮረ ነው::የእርስዎ ትክክለኛ መረጃ ለዚህ ጥናት ስኬት ጠቃሚ ነው:: የሚያቀርቡት መረጃ ሁሉ በሚስጥር የተጠበቀ እና ለአካዳሚክ ዓላማ ብቻ ጥቅም ላይ ይውላል:: የእርስዎ ቅንጅት እና ፈጣን ምላሽ ከፍተኛ አድናቆት ይኖረኛል::
እባክዎን ጥያቄዎቹን ለመረዳት ደጋግመው ያንብቢቸውና ለቀረቡት ጥያቄዎች ምርጫ ከሆኑ በአጠገባቸው በተቀመጠው ክፍት ቦታ ላይ □√ ምልክት ያስቀምጡ ::

ስለትብብርዎ በቅድሚያ አመሰግናለው

ሳሚያ መህመድ

ስልክ:- 0967 17 62 27

ክፍል I፦ ጠቅላላ መረጃ

1. ፆታ፦ ወንድ ☐ ሴት ☐

2. ዕድሜ 20 አመት በታች☐ 21-35☐ 36-50☐ 51-65☐

65 አመት በላይ☐

3. የትምህርት ደረጃ: 8-12 የጨረሰ ☐ ዲፕሎማ/ ሰርተፍኬት☐ ቢ.ኤስ.ሲ/ቢ.ኤ ዲግሪ☐

ማስተርስ ☐ ዶክትሬት ☐

4. የስራ ደረጃ የበላይ ሥራ አስኪያጅ☐ ስራ አስኪያጅ ☐ ሰራተኛ☐

5. በኩባንያው ውስጥ ምን ያህል ጊዜ ተቀጥሪ ነዎት?

ከአንድ አመት ያነሰ ☐ 2-5 አመት☐ 5-10 አመት☐

10-15 አመት ☐ ከ15 አመት በላይ☐

ክፍል II፦ የግብይት ስትራቴጂ በቡና ኤክስፖርት ገበያ ላይ ያለው ተጽእኖ

ምላሽ ሰጪዎች የስምምነት ደረጃቸውን ወይም አለመግባባታቸውን በበለ 5-ነጥብ ሚዛን እንዲጠቁሙ ይጠይቃሉ።

"1= በጣም አልስማማም፣ 2=አልስማማም፣3=ገለልተኛ፣ 4=እስማማለሁ,፣ 5=በጣም እስማማለሁ"

የሚከተለው የ 4ቱ የግብይት ስትራቴጂ በቡና ኤክስፖርት ላይ ያለውን ተፅዕኖ ለኩባንያው የገቢያ አቅም እንዴት ይመዝናል?

3.1		1	2	3	4	5
	የዋጋ ግብይት ስትራቴጂ					
3.1.1	የውድድር ዋጋ የቡና ኤክስፖርት ገበያን ያሻሽላል ብሎ ምን ያህል ያምናሉ?(1=በጣም አልስማማም ፤ 5=በጣም እስማማለሁ)					
3.1.2	የዋጋ አወጣጥ ስትራቴጂ በቡና ወደ ውጪ በሚላኩ ምርቶች የሽያጭ አፈጻጸም ላይ በጎ ተጽዕኖ እንደሚኖረው ምን ያህል ይስማሉ (1=በጣም አልስማማም፤ 5=በጣም እስማማለሁ)					
3.1.3	የአለም አቀፍ የቡና ዋጋ መዋዠቅ በቡና ኤክስፖርት ገበያቸው ላይ ተጽእኖ ያሳድራል :: (1=በጣም አልስማማም ፤ 5=በጣም እስማማለሁ)					
3.1.4	እንደ ቅናሽ ያሉ ተለዋዋጭ የቡናዋጋዎች የቡና ኤክስፖርት ገበያን በማሳደግ ረገድ ውጤታማ ናቸው:: (1=በጣም አልስማማም ፤ 5=በጣም እስማማለሁ)					
3.1.5	የቡና ምርቶች ለውጪ ገበያ ደንበኞችን ለመሳብ የዋጋ ግምት ከነሱ አንፃር ጠቃሚ ነው:: (1=በጣም አልስማማም ፤ 5=በጣም እስማማለሁ)					
3.2		1	2	3	4	5
	የምርት ግብይት ስትራቴጂ					
3.2.1	የምርት ጥራት ደንበኞችን ወደ ውጪ የሚላኩትን ቡና እንዲገዙ ዋናው ምክንያት ነው ::1=በጣም አልስማማም ፤ 5=በጣም እስማማለሁ)					
3.2.2	በቡና ኤክስፖርት ገበያ ተወዳዳሪነትን ለማስቀጠል የምርት ፈጠራ ጠቃሚ ነው :: (1=በጣም አልስማማም ፤ 5=በጣም እስማማለሁ)					
3.2.3	በቡና ኤክስፖርት እና ደንበኞች መካከል መተማመን እና ታማኝነት					

	ለመፍጠር የምርት ወጥነት እና አስተማማኝነት አስፈላጊ ነው፡፡ (1=በጣም አልስማማም ፤ 5=በጣም እስማማለሁ)					
3.2.4	በእርስዎ አስተያየት፣ አለምአቀፍ ገዥዎችን ለመሳብ ኩባንያዎ የምርትዎን እውቅና እና ጠንካራ ብራንዲንግ ማድረጉ አስፈላጊ ነው፡፡ (1=በጣም አልስማማም ፤ 5=በጣም እስማማለሁ)					
3.2.5	የምርት ልዩነት በጣዕማ፣ በመገለጫ አመጣጥ ወይም የምስክር ወረቀት ደንበኛን ወደውጭ ገበያ ለመሳብ አስፈላጊ ነው:: (1=በጣም አልስማማም ፤ 5=በጣም እስማማለሁ)					
3.3	የበታ ግብይት ስትራቴጂ	1	2	3	4	5
3.3.1	የቡና መላክን በገበያ ላይ ለማዋል የስርጨት ቻናሎች ምርጫ አስፈላጊ ነው :: (1=በጣም አልስማማም ፤ 5=በጣም እስማማለሁ)					
3.3.2	በጥሩ ሁኔታ የተነደፈ እና ለደንበኞች ምቹ የሆነ የመስመር ላይ መድረክ መኖሩ ቡና ወደ ውጭ መላክን ሊያሳድግ እንደሚችል ምን ያህል ይስማማሉ?(1=በጣም አልስማማም ፤ 5=በጣም እስማማለሁ)					
3.3.3	በወሳኝ የኤክስፖርት ገበያዎች ላይ ጠንካራ ተሳትፎ ማድረግ ለቡና ኤክስፖርት ስኬት ወሳኝ መሆኑን ምን ያህል ይስማማሉ? (1= በጣም አልስማማም ፤ 5=በጣም እስማማለሁ)					
3.3.4	ቡናን ወደ ውጭ የሚላኩ ምርቶችን በገበያ ላይ ለማዋል ውጤታማ የሎጂስቲክስና የአቅርቦት ሰንሰለት አስተዳደር ወሳኝ ሚና ይጫወታል ብለው ያምናሉ? (1=በጣም አልስማማም ፤5=በጣም እስማማለሁ)					
3.3.5	የበታ ስትራቴጂን ከንግድ ባህሉ እና ከአገሮች ደንብ ጋር ማመጣጠን ለአለም አቀፍ ስራዎች ስኬት አስፈላጊ ነው ብለው ምን ያህል አጥብቀው					

		1	2	3	4	5
	ያምናሉ? (1=በጣም አልስማማም ፤ 5=በጣም እስማማለሁ)					
3.4	**የማስተዋወቅ ግብይት ስትራቴጂ**	1	2	3	4	5
3.4.1	የታለሙ የማስታወቂያ ዘመቻዎች የቡናን ታይነት እና ፍላጎት በማሳደግ ረገድ ምን ያህል ውጤታማ ናቸው ብለው ያምናሉ? (1=በጣም አልስማማም ፤ 5=በጣም እስማማለሁ)					
3.4.2	በአለም አቀፍ የንግድ ትርኢቶች እና ኤግዚቢሽኖች መሳተፍ የቡናን ኤክስፖርት ገበያ ተጠቃሚነት እንደሚያሳድግ እስከምን ድረስ ይስማማሉ?(1=በጣም አልስማማም ፤ 5=በጣም እስማማለሁ)					
3.4.3	ቡና ወደ ውጭ መላክን ለማስተዋወቅ የማህበራዊ ሚዲያ መድረኮችን መጠቀም ብዙ ተመልካቾችን ለመድረስ ምን ያህል አስፈላጊ ነው ብለው ያስባሉ? (1=በጣም አልስማማም ፤ 5=በጣም እስማማለሁ)					
3.4.4	ለደንበኞች ተስማሚ አስተዳዳሪ በቡና ኤክስፖርት ማስተዋወቅ ወይም የኩባንያዎን ማስተዋወቅ ቁልፍ ነጥብ እንደሆነ ተስማምተዋል? (1= በጣም አልስማማም ፤ 5=በጣም እስማማለሁ)					
3.4.5	የቡና ናሙና ጥራት እና የማሽግ ዘዴ ደንበኞችን ግንዛቤ መጨመር ላይ ምን ያህል ይስማሉ (1= በጣም አልስማማም ፤ 5=በጣም እስማማለሁ)					
3.5	**የቡና ኤክስፖርት የገበያ አቅም**	1	2	3	4	5
3.5.1	ለቡና ምርትዎ የገበያ አቅርቦት አለ? (1= በጣም አልስማማም ፤ 5=በጣም እስማማለሁ)					

3.5.2	ለቡና ምርትዎ የገበያ ተደራሽነት አለ? (1= በጣም አልስማማም ፤ 5=በጣም እስማማለሁ)					
3.5.3	ካምፓኒያችሁ በቀላሉ ወደ ቡና ገበያ ለመግባት የሚያስችል ጥሩ ስራ ሰርቷል? ?(1= በጣም አልስማማም ፤ 5=በጣም እስማማለሁ)					
3.5.4	የኩባንያዎ ቡና ወደ ዉጭ የሚላከው ምርት ምን ያህል በገበያ ተወዳዳሪ ነው ብለው ያምናሉ? (1=በጣም አልስማማም ፤ 5=በጣም እስማማለሁ)					
3.5.5	ኩባንያዎ በቡና ኢንዱስትሪ ውስጥ ካለው ተለዋዋጭ የገበያ አዝማሚያ ጋር እንዴት እየተላመደ ነው ብለው ያስባሉ? (1=በጣም አልስማማም ፤ 5=በጣም እስማማለሁ)					
3.5.6	የቡና ምርትዎን ዋጋ በገበያ ላይ ካሉ ሌሎች ብራንዶች ጋር ሲወዳደር ተመጣጣኝ ነው ብለው ያስባሉ ? (1=በጣም አልስማማም ፤ 5=በጣም እስማማለሁ)					

APPENDIX II: CORRELATIONS

Correlations		market	product	place	promotion	price
market	Pearson Correlation	1	.816**	.719**	.746**	.774**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	165	165	165	165	165
product	Pearson Correlation	.816**	1	.672**	.700**	.733**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	165	165	165	165	165
place	Pearson Correlation	.719**	.672**	1	.617**	.640**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	165	165	165	165	165
promotion	Pearson Correlation	.746**	.700**	.617**	1	.628**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	165	165	165	165	165
price	Pearson Correlation	.774**	.733**	.640**	.628**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	165	165	165	165	165

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

APPENDIX III: Minimum weekly price list sample

May 28 - June 3, 2024 Export Coffee Minimum Price Data

S.N	Coffee type	Exporter Type	Grade	Processing Type	Stan.Price usc/lb
1	Abysinia mocca	Commercial	1	Natural	3.79
2	Andrecha	Commercial	1	washed	2.99
3	Arsi	Commercial	1	washed	3.76
4	Arsi	Commercial	1	Natural	3.84
5	Babaka	Commercial	1	Natural	3.19
6	Babaka	Commercial	1	washed	3.13
7	Bale	Commercial	1	washed	3.76
8	Bale	Commercial	1	Natural	3.83
9	Arena	Commercial	1	washed	3.76
10	Arena	Commercial	1	Natural	3.83
11	Bench Maji	Commercial	1	Natural	3.53
12	Bench Maji	Commercial	1	Washed	3.46
13	bonga	Commercial	1	Natural	2.93
14	Bulga	Commercial	1	Washed	3.12
15	Djimma	Commercial	1	Natural	3.26
16	Galana Abaya	Commercial	1	Natural	3.80
17	Gera	Commercial	1	washed	3.07
18	Gera	Commercial	1	Natural	3.14
19	Gesha	Commercial	1	washed	3.99
20	Gesha	Commercial	1	Natural	4.07
21	Guji	Commercial	1	washed	3.76
22	Guji	Commercial	1	Natural	3.84
23	Harar	Commercial	1	Natural	3.88
24	Kafa	Commercial	1	Natural	3.19
25	kafa	Commercial	1	Washed	3.13
26	Kambata	Commercial	1	Natural	3.14
27	Kochere	Commercial	1	Washed	3.76
28	Kochere	Commercial	1	Natural	3.84
29	Limmu	Commercial	1	washed	3.00
30	Limmu	Commercial	1	Natural	3.06
31	Masha	Commercial	1	washed	3.13
32	Misty Valley	Commercial	1	Natural	3.83
33	Misty Valley	Commercial	1	washed	3.76

34	Nekemte	Commercial	1	washed	3.78
35	Nekemte	Commercial	1	Natural	3.85
36	sheka	Commercial	1	Natural	3.18
37	Sidamo	Commercial	1	Washed	3.76
38	Sidamo	Commercial	1	Natural	3.84
39	Yirgachefe	Commercial	1	Natural	3.84
40	Yirgachefe	Commercial	1	Washed	3.76
41	Zege	Commercial	1	Natural	2.67
42	Abysinia mocca	V/Integration	1	Natural	4.47
43	Andrecha	V/Integration	1	Natural	3.05
44	Arsi	V/Integration	1	Natural	3.84

APPENDIX IV: European Union Deforestation Regulation Image

MEMBER STATES OF THE EUROPEAN UNION:
Your obligations to implement the new EU Deforestation Regulation start today

29 June 2023

The new EU Regulation on deforestation-free products, known as the EU Deforestation Regulation, **enters into force today**. This ground-breaking law is intended to tackle global deforestation and forest degradation driven by EU consumption. However, this can only be achieved if all 27 EU Member States implement and enforce the Regulation properly, thoroughly and consistently. To deliver on your legal obligations, you need to take the following actions now.

First and foremost, you must designate one or more "competent authorities" responsible for implementing and enforcing the Regulation **by 30 December 2023**. These authorities must have "adequate powers, functional independence and the resources" necessary to properly perform their functions under the Regulation.

This means you must guarantee that your competent authorities: