

# The Role of Marketing Strategy for Sales Volume: A Case Study on Ethiopian Textile Firms, Ethiopia

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## Abstract

In this article the relationship between marketing strategy and sales volume was examined using four marketing dimensions; product, price, promotion and place. It was hypothesized that all marketing dimension are positively related with sales volume. Descriptive or survey research design was used to describe the association between marketing strategy and sales volume. The enquired data was gathered from respondents through survey questionnaire and it was analyzed via linear regression analysis method using Statistical Package for the Social Sciences (SPSS) version 16. The findings revealed that there is a good/positive association between all marketing strategy elements/marketing dimensions and sales volume.

**Keywords:** Sales Volume, Marketing strategy, Marketing mix/Marketing dimensions

## 1. Introduction

The purposes of sales volume and market share are prominent in many firms. The business performance and economic profit of the firm can be summarized in sales volume. One of the most important aims of firms is to enhance sales volume and market share to achieve greater scale in its operations and improve profitability due to this the managers always want to expand their market share. Although, managers are sensitive to market share of firms but, the factors that effect on market share are still not clear and obvious for many of them (Fizebakhsh, 2002). The absent from theatrical guidance maybe cause to managers decided incorrectly. Market share responds to elements of marketing strategy (Weiss, 1968) and one of the important items that affects market share is marketing strategy and marketing mix. The ability of using the successful marketing strategies in market competition was critical for a company's performance (Baldauf, Cravens, & Wagner, 2000; Cooper & Kleinschmidt, 1985; Lages & Lages, 2004; Leonidou, Katsikeas, & Samiee, 2002; Mavrogiannis, Bourlakis, Dawson, & Ness, 2008).

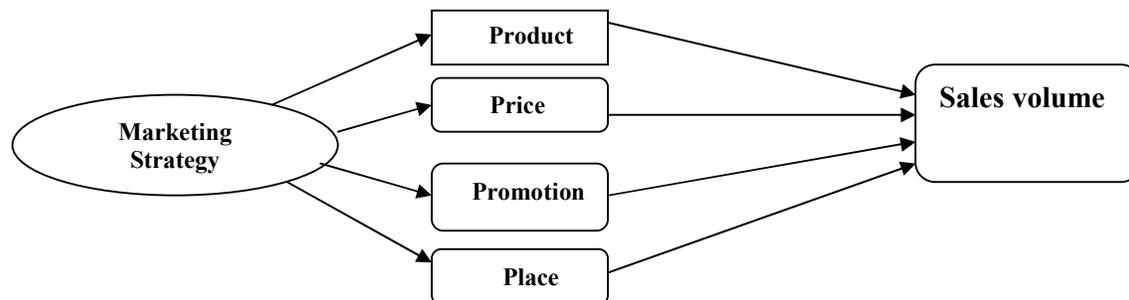
Marketing strategy is a procedure by which companies react to situations of competitive market and forces of market or react to environment forces and internal forces to enable the firms in achieving its objective in the target market (Lee & Griffith, 2004; Slater, Hult, & Olson, 2010).

Traditionally, marketing strategy is a plan for pursuing the firm's objective or how the company is going to obtain its marketing goals within a specific market segment (Kotler, 2010; Leonidou et al., 2002; Theodosiou & Leonidou, 2003; Walker, 2011). The main purpose of this research was to investigate marketing mix elements and their role for sales volume on Ethiopian Textile and garment firms. To avoid incorrect decision for regarding sales volume, researcher used marketing mix elements (products, prices, promotion, and distribution) to find out which elements increase sales and forward basic recommendation which are critical for managerial decision.

## 2. CONCEPTUAL MODEL

Brodrechtova, (2008) explained that marketing strategy is a roadmap of how a firm assigns its resource and relates to its environment and achieves a corporate objective in order to generate economic value and keep the firm ahead of its competitors. The marketing strategies have a major impact upon the efficiency and cost structure of an enterprise. In the international marketing research, scholars have applied several dimensions to indicate marketing strategy as export marketing strategy, export strategy or business strategy. However, all of these dimensions based on marketing mix, and some scholars add few variables in order to make it more meaningful (Adis, 2010; 2010). Slater et al., (2010);Brodrechtova, (2008);

Marketing has been an effective tool and strategy for increasing the sales of a product (Jager 2007). For marketing strategies, companies look for segmentation of its consumers, provision of successful goods and services for each consumer segment and also employment of right promotional tools and pricing strategies to accomplish the company's objectives (Walker, Mullins & Larreche 2008). Marketing mix is the strategic tool-box that marketers use in order to create a desired response from a set of predefined consumers (Solomon, Marshall & Stuart 2008). Marketing mix, commonly known as the 4Ps, McCarthy's (1960) consists of product, price, place and promotion.



Source: Designed by researcher

## 2.1 PRODUCT MARKETING STRATEGY

Product dimensions are an important part of a marketing mix. Leonidou, et al., (2002) have studied about marketing strategy: a meta-analysis concerning previous studies. They synthesized empirical studies about marketing strategy and concluded that product design, brand mix (name, sign, symbol, design), warranty, customer service as pre- and after-sales services, and product advantages (such as luxury, prestige, and quality) are variable of product marketing strategy. Tantong, *et al.*, (2010) found that product design adaptation strategy was related to firm performance positively. In the same vein, Cavusgil and Zou, (1994) Lee and Griffith, (2004) noted that better firm performance can be obtained via adapting the product to meet requirements of export customers. Lages et al., (2004) has showed that product quality and service quality was the one of the main determinants. Design, brand image, innovation and product differentiation was found as other determinants.

## 2.2 PROMOTION MARKETING STRATEGY

Promotion is one of the marketing mixes that many researchers assessed its relationship with a market share to find whether sound promotion would increase sales and profit. Promotion is relatively effective to the campaigns of competitors (Thirkell & Dau, 1998). From all dimensions of the marketing mix, the most widely researched was advertising that examined advertising procedure the company can inform, introduce, remind or encourage consumer and, therefore, generated more sale and enhance profit (Leonidou et al., 2002). The importance of advertising on export performance is recognized from higher sales of firms that used sound advertising. the firms which have a greater commitment to their target market use higher level of advertising rather than firms who have less commitment that used low level of advertising (Lee & Griffith, 2004). Also Lages et al., (2009) investigated a relationship on capabilities, quality, and innovation through which product quality and product innovation were recognized by academics and managers as top determinants and product innovation and product quality led to firm performance enhancement.

In recent days active and advanced exporters have more control on distribution activities, as well as the time of delivery of the product, and distribution channel (Eusebio et al., 2007). Today, availability and on-time delivery are very important and firm with better distribution method are more successful in an international market. In a competition environment in market and similarity of the firm in services, the place strategy is a good strategy for differentiation. Griffith (2004) explained that exporter channel strategy was imagined as the degree to which a firm applied direct instead of indirect channels for sale its products. Lages et al., (2004) revealed that distribution network/availability was important variable in place marketing strategy. This result previously obtained by Ambler, (2000) and Ogunmokun, (2004) that found distribution channel relationship had a positive effect on product sales volume and market share. Fizebakhsh, (2002) in his study about the impressive factors on a marketing mix, revealed that on-time delivery, sufficient seaport, having safety stock in export market, transportation costs in seaport, seaway and road for delivery of product were effective factors for export performance.

In recent years, changes in the international market have made pricing strategy increasingly significant for research and practice (Lages & Montgomery, 2005). Zou et al., (2003), investigated the effect of marketing capabilities on export performance and concluded that low-cost advantage had positive relation with a sales and market share. Lages et al., (2004) studied based on perception of Portuguese, and British managers describe that price competitiveness is one of the main elements in market share. In the same vein, Lee and Griffith, (2004) in their study about the marketing strategy in Korea concluded that adjustment of prices to market situation have positive influence on the sales and adaption of pricing strategy would increase the sales volume. Pricing method defended as a market based pricing strategy that whereby the company sets export prices with demand of consumer and competitive condition. The pricing method has positive relation with proportion of sales and profit level. Pricing strategy concentrated to penetrate a market by offering low price to a large number of customers and obtain more market shares. The price adaption that many study evaluated have strong positive correlations with a market share. Leonidas et al., (2002) investigated marketing strategy determinants and categorized price

strategy to pricing method, pricing strategy, sales terms, credit policy, and currency strategy and price adaption. Eusebio, et al., (2007) found that confidence in product price had positive effect on firm performance. To ability for computing in market most of firms should change their marketing mix and price strategy (Zarin Negar, 2009). Fizebakhsh, (2002) in his study about investigation effective factors of marketing mix are the period of pay, asking for pay cash, discount offering, adapting price with international price, lowering price. Having all the above theoretical framework descriptions for working variables researchers developed the following hypothesis.

H1 Product quality is positively related with sales volume.

H2 Price is positively related with sales volume.

H3 Promotion is positively related with sales volume.

H4 Place is positively related with sales volume.

The purposes of sales volume and market share are prominent in many firms. The business performance and economic profit of the firm can be summarized in sales volume. One of the most important aims of firms is to enhance sales volume and market share to achieve greater scale in its operations and improve profitability due to this the managers always want to expand their market share. Although, managers are sensitive to market share of firms but, the factors that effect on market share are still not clear and obvious for many of them (Fizebakhsh, 2002). The main purpose of this research was to investigate marketing strategy and its relationship with sales volume on Ethiopian Textile and garment firms. To avoid incorrect decision regarding sales volume, researcher used marketing mix elements (products, prices, promotion, and distribution).

### **3. Methodology**

#### **3.1 Description of the Study Area**

This paper was mainly conducted to investigate the relationship between marketing strategy and product sales volume concerned with Ethiopian Textile and Garment firms basically located at Debre Birhan, Addis Ababa, Combolcha, Bahir Dar and Gonder.

#### **3.2 Research Design**

In this study researchers followed a positivism paradigm with a cross sectional survey type research design. A survey design provides a quantitative or numeric description of trends, attitudes, or opinions of a population. Therefore the study design of this research is survey.

#### **3.3 Sampling technique and sample size**

The researchers used purposive/judgmental sampling to determine the sample size of the research. The rationale behind preferring this method was to include all managers (general, operational and sales managers) of Ethiopian textile and garment firms as respondents because we assumed that this individuals have better knowledge regarding the organizational marketing strategies and over all information.

This project considered 73 textile and garment firms in Ethiopia. Researchers purposely took three individuals; general manager, operational manager and sales manager from each firm. Therefore the sample size of this research was 219 (73\*3) individuals.

#### **3.4 Data sources and data Collection Instruments**

Researchers used both primary and secondary data. Primary data were collected from the respondents of Ethiopian Textile and Garment firms using survey questionnaire where as secondary Data were collected from company records , industry trends, journals ,books etc.

Researchers used survey questionnaire to gather the relevant quantitative data from firm's general, operational and sales manager.

#### **3.5 Methods of Data Analysis**

In this study, researchers are referring mixed approach hence both quantitative and qualitative data analysis techniques will be employed. Linear regression analysis was used to measure the relationship between the dependant and independent variables. Qualitative data was used to triangulate the structure of the study and quantitative data was used to solve basic research problem. The study also investigated the cause and effect relationship between the independent and dependent variables using correlation analysis.

### **4. Result and Discussion**

In this section of the project, the data collected from primary sources using survey questioner is analyzed and presented using linear regression analysis of a statistical package for social science (SPSS) simple and understandable manner. For simplicity and clarity purpose, both the results and discussions are presented side by side. As explained in the methodology part, questionnaire was distributed for general, operational and sales

managers Ethiopian textile firms. interview was made for general managers. Finally, in undertaking this study, promotional mix elements that are supposed to affect the social attitude and family planning are given due attention.

#### 4.1 Data Sample Information

A total of 219 questionnaires were distributed at Ethiopian Textile and Garment firms found in Addis Abeba, Debire Birhan, Dessie Gonder and Bahir Dar; Out of which 213 were returned which were used as an input for analysis to present the findings and draw conclusion. Further the data analysis was performed to reach the findings. Therefore the analysis's, results and discussions were presented as follows.

**Table 4.1 Distribution of back ground gender related information (N=213)**

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Female	74	33.0	34.7	34.7
Valid Male	139	62.1	65.3	100.0
Total	213	95.1	100.0	

Source: Survey on 2009

Table 4.1 shows gender related information of the respondents. It was found that 74(33%) of the respondent were female where as 139(62.1%) of them were female. From this researcher could generalize that that most of the respondents were male.

**Table 4.2 Distribution of educational back ground (N=213)**

Educational level	Frequency	Percent	Valid Percent	Cumulative Percent
Masters holder	1	.4	.5	.5
Valid Degree holder	72	32.1	33.8	34.3
Diploma holder	140	62.5	65.7	100.0
Total	213	95.1	100.0	

Source: Survey on 2009

Table 4.2 revealed analysis result of the respondent's educational background information. It was found that 1(0.4%) of the respondents was masters holder, 72(32%) of the respondents were degree holder, 140(62.5%) of the respondents were diploma holders. This implied that most of the respondents were diploma holder and less of them were degree and masters holder whereas none of the respondents are PhD holders.

#### 4.2 Measurement of the association between marketing strategy elements and product sales volume

This study was conducted to investigate the relationship between marketing strategies; product, price, promotion and distribution; and product's sales volume. Therefore in this part of the study, a keen attention was given to measure the association among the dependent and independent variables. Hence the researcher critically analyzed and discussed and displayed basic outcomes below.

**Table 4.3 Product dimensions and their relationship with sales volume (N=213)**

Method	Independent variables	Correlation with dependent variable
Pearson Correlation	Sales related question one	1.000
	Product related question one	.202
	Product related question two	.228
	Product related question three	.203
	Product related question four	.197
	Product related question five	.183
Sig. (1-tailed)	Sales related question one	.
	Product related question one	.002
	Product related question two	.000
	Product related question three	.001
	Product related question four	.002
	Product related question five	.004

Source: Survey on 2009

Leonidou, et al., (2002) studied about marketing strategy and concluded that product design, brand mix (name, sign, symbol, design), warranty, customer service as pre- and after-sales services, and product advantages (such as luxury, prestige, and quality) are variable of product marketing strategy that influences product performance and sales. Lages et al., (2004) has showed that product quality and service quality was the one of

the main determinants. Design, brand image, innovation and product differentiation was found as other determinants.

Table 4.3 revealed the analysis result of product dimensions in relation with product sales volume of this study. It was found that product design, feature, style, fitness with customer need, product basic benefits and its ability to solve consumer's problem, product's ability to exceed consumer expectation, availability of after sales service, warranty, delivery service, product performance and conformance quality were directly related with sales volume. The coefficients of the correlation results were 0.202, 0.228, 0.203, 0.197 and 0.183 respectively for each variable in relation with products sales volume. All the coefficient of results lied between the range of [1, 0.3] which indicated that product design, feature, style, fitness with customer need, product basic benefits and ability to solve consumer's problem, product's ability to exceed consumer expectation, availability of after sales service, warranty, delivery, product performance and conformance quality are positively related with product's sales volume. Based on the finding researcher generalized that any change on product dimensions would change product sales volume in the same direction.

**Table 4.4 Product dimensions and their relationship with price(N=213)**

Method	Independent variables	Correlation with dependent variable
Pearson Correlation	Price related question	1.000
	Product related question one	.051
	Product related question four	.048
	Product related question five	.045
Sig. (1-tailed)	Price related question four	.
	Product related question one	.230
	Product related question two	.229
	Product related question three	.216
	Product related question four	.242
	Product related question five	.258

**Source: Survey on 2009**

Table 4.4 reveals the correlation analysis results of products dimensions (product design feature style fitness with customer need, product basic benefits and its ability to solve consumer's problem, product's ability to exceed consumer expectation, availability of after sales service, warranty, delivery, product performance and conformance quality, over all product quality relative to competitors offer and product quality) and their relation with product price. As it is displayed in the table 4.4 the coefficients of the correlation results are .05, .048 and .045 respectively for each variable. All the coefficient of correlation analysis results are between the range of [1, 0.3] which implies that product design, feature, style fitness with customer need, product basic benefits and its ability to solve consumer's problem, product's ability to exceed consumer expectation, availability of after sales service, warranty, delivery, product performance and conformance quality, over all product quality relative to competitors offer and product quality are positively related with product's price. Which implies that any change on product's dimension will change price in the same direction.

**Table 4.5 Product dimensions and their relationship with promotion(N=213)**

Method	Independent variable	Correlation result with dependent variable
Pearson Correlation	Promotion related question	1.000
	Product related question one	.250
	Product related question two	.261
	Product related question three	.261
	Product related question four	.227
	Product related question five	.231
Sig. (1-tailed)	Sales related question three	.000
	Product related question one	.000
	Product related question two	.000
	Product related question three	.000
	Product related question four	.000
	Product related question five	.000

**Source: Survey on 2009**

Table 4.5 reveals the correlation analysis results of products dimensions (product design feature style fitness with customer need, product basic benefits and its ability to solve consumer's problem, product's ability to exceed consumer expectation, availability of after sales service, warranty, delivery, product performance and conformance quality, over all product quality relative to competitors offer and product quality) and their relation with promotion. As it is displayed in the table 4.5 the coefficients of the correlation results are .250, .261, .261, .227 and .231 respectively. All the coefficient of correlation analysis results are between the range of [1, 0.3]

which implies that product design feature style fitness with customer need, product basic benefits and its ability to solve consumer's problem, product's ability to exceed consumer expectation, availability of after sales service, warranty, delivery, product performance and conformance quality, over all product quality relative to competitors offer and product quality are positively related with promotion. Which implies that any change on product's dimension will change promotion in the same direction which indicate that when change is done on any of product's dimension the intensity for promotion should be increased.

**Table 4.6 Product dimensions and their relationship with distribution(N=213)**

Method	Independent variable	Correlation result with dependent variable
Pearson Correlation	Distribution related question	1.000
	Product related question one	.212
	Product related question two	.186
	Product related question three	.208
	Product related question four	.197
	Product related question five	.195
Sig. (1-tailed)	Sales related question four	.
	Product related question one	.001
	Product related question two	.003
	Product related question three	.001
	Product related question four	.002
	Product related question five	.002

**Source: Survey on 2009**

Table 4.6 shows the analysis result of product dimensions; product design feature style fitness with customer need, product basic benefits and its ability to solve consumer's problem, product's ability to exceed consumer expectation, availability of after sales service, warranty, delivery, product performance and conformance quality, over all product quality relative to competitors offer and product quality and their relationship with distribution system. As it is displayed on the table 4.6 the coefficients of the correlation results are .212, .186, .208, .197 and .195 respectively. All the coefficient of correlation analysis results are between the range of [1, 0.3] which implies that product design feature style fitness with customer need, product basic benefits and its ability to solve consumer's problem, product's ability to exceed consumer expectation, availability of after sales service, warranty, delivery, product performance and conformance quality, over all product quality relative to competitors offer and product quality are positively related with distribution system which indicates that any change on product dimensions will change distribution system in the same direction referring that when change is done on any of product's dimension the intensity for promotion should be increased.

**Table 4.7 Product Price and its relationship with sales volume(N=213)**

Method	Independent variable	Correlation result with dependent variable
Pearson Correlation	Sales related question two	1.000
	Price related question one	.048
	Price related question two	.046
	Price related question three	.044
Sig. (1-tailed)	Sales related question two	.00
	Price related question one	.242
	Price related question two	.253
	Price related question three	.264

**Source: Survey on 2009**

Table 4.7 displays the analysis result of product price; price level of the product relative to consumer's buying power, fairness of product's price relative perceived benefit and Product price and its relationship with sales in relation with its sale volume. As it is displayed on the table 4.7 the coefficients of the correlation results are .048, .046 and .044 respectively. All the coefficient of correlation analysis results are between the range of [1, 0.3] which implies that price level of the product relative to consumer's buying power, fairness of product's price relative perceived benefit and Product price are directly related with sales volume to indicate that any change on price will shift consumer's purchase intension. Therefore a change on price change on product's sales level on the opposite direction.

**Table 4.8 Product Price and its relationship with promotion(N=213)**

Method	Independent variable	Correlation result with dependent variable
Pearson Correlation	Sales related question three	1.000
	Price related question one	.184
	Price related question two	.181
	Price related question three	.186
Sig. (1-tailed)	Sales related question three	.
	Price related question one	.004
	Price related question two	.004
	Price related question three	.003

**Source: Survey on 2009**

Table 4.8 shows the analysis result of product price; price level of the product relative to consumer's buying power, fairness of product's price relative perceived benefit and Product price and its relationship with sales in relation with promotion. As it is displayed on the table 4.8 the coefficients of the correlation results are .184, .181 and .186 respectively. All the coefficient of correlation analysis results are between the range of [1, 0.3] which implies that price level of the product relative to consumer's buying power, fairness of product's price relative perceived benefit and Product price are directly related with promotion to indicate that any change on price will change promotion. Therefore a change on price change on product's on promotion to communicate for consumers the rationale behind changing price.

**Table 4.9 Product Price and its relationship with distribution(N=213)**

Method	Independent variable	Correlation result with dependent variable
Pearson Correlation	Sales related question four	1.000
	Price related question one	.165
	Price related question two	.169
	Price related question three	.189
Sig. (1-tailed)	Sales related question four	.00
	Price related question one	.008
	Price related question two	.007
	Price related question three	.003

**Source: Survey on 2009**

Table 4.9 shows the analysis result of product price; price level of the product relative to consumer's buying power, fairness of product's price relative perceived benefit and Product price and its relationship with sales in relation with distribution system. As it is displayed on the table 4.9 the coefficients of the correlation results are .165, .169 and .189 respectively. All the coefficient of correlation analysis results are between the range of [1, 0.3] which implies that price level of the product relative to consumer's buying power, fairness of product's price relative perceived benefit and Product price are directly related with distribution system to indicate that any change on price will change the distribution system. Therefore a change on price changes product distribution system.

**Table 4.10 Promotion and its relationship with sales volume(N=213)**

Method	Independent variable	Correlation result with dependent variable
Pearson Correlation	Sales related question three	1.000
	Promotion related question one	.222
	Promotion related question two	.177
	Promotion related question four	.196
	Promotion related question five	.225
Sig. (1-tailed)	Sales related question three	.00
	Promotion related question one	.001
	Promotion related question two	.005
	Promotion related question four	.002
	Promotion related question five	.000

**Source: Survey on 2009**

Table4.10 displays the analysis result of promotion; television, radio, bill board, pamphlet promotional program, informing, persuading and reminding power of the promotional program, message content and supporting appeals of the promotional program, approach, attractiveness, skillfulness, influential power of sales force, the overall promotional program and their relationship with product's sales volume. As it is displayed on the table 4.10 the coefficients of the correlation results are .222, .177, .196 and .225 respectively. All the coefficient of correlation analysis results are between the range of [1, 0.3] which implies that television, radio, bill board, pamphlet advertising, informing, persuading and reminding power of the promotional program,

message content and supporting appeals of the promotional program, approach, attractiveness, skillfulness, influential power of sales force, the overall promotional program are positively related with sales volume. Therefore any change on promotional program will cause a change on product's sales volume.

**Table 4.14 Promotion and its relationship with distribution(N=213)**

Method	Independent variable	Correlation result with dependent variable
Pearson Correlation	Sales related question four	1.000
	Promotion related question one	.164
	Promotion related question two	.173
	Promotion related question four	.195
	Promotion related question five	.215
Sig. (1-tailed)	Sales related question four	.00
	Promotion related question one	.009
	Promotion related question two	.006
	Promotion related question four	.002
	Promotion related question five	.001

Source: Survey on 2009

Table4.11 displays the analysis result of promotion; television, radio, bill board, pamphlet promotional program, informing, persuading and reminding power of the promotional program, message content and supporting appeals of the promotional program, approach, attractiveness, skillfulness, influential power of sales force, the overall promotional program and their relationship with product distribution system. As it is displayed on the table 4.11 the coefficients of the correlation results are .164, .173, .195 and .215 respectively. All the coefficient of correlation analysis results are between the range of [1, 0.3] which implies that television, radio, bill board, pamphlet advertising, informing, persuading and reminding power of the promotional program, message content and supporting appeals of the promotional program, approach, attractiveness, skillfulness, influential power of sales force, the overall promotional program are positively related with distribution system. Therefore any change on promotional program will cause a change on product's distribution.

**Table 4.18 Distribution system and its relationship with sales volume (N=213)**

Method	Independent variable	Correlation result with dependent variable
Pearson Correlation	Sales related question four	1.000
	Distribution related question one	.126
	Distribution related question two	.065
	Distribution related question three	.081
Sig. (1-tailed)	Sales related question four	.
	Distribution related question one	.033
	Distribution related question two	.172
	Distribution related question three	.120

Source: Survey on 2009

Table4.12 displays the analysis result of distribution system; product availability on the distribution system, speedy defect freeness of the distribution system, overall distribution quality and their relationship with products sales volume. As it is displayed on the table 4.12 the coefficients of the correlation results are .126, .065, and .081 respectively. All the coefficient of correlation analysis results are between the range of [1, 0.3] which implies that product availability on the distribution system, speedy defect freeness of the distribution system, overall distribution quality are directly related with product's sales volume. Therefore any change on the distribution system will change product's sales volume.

## 5. Conclusion and Recommendation

### 5.1 Conclusions

This study was conducted to investigate, describe and report the association between marketing strategy elements and product sales volume on Ethiopian textile firms. Hence after gathering the inquired data from the target respondents using a survey questionnaire, linear regression analysis was made using statistical package for social science to assess the relationship between the independent variables (product design feature style fitness with customer need, product basic benefits and its ability to solve consumer's problem, product's ability to exceed consumer expectation, availability of after sales service, warranty, delivery, product performance and conformance quality, over all product quality relative to competitors offer, Product quality and its relationship with sales, price level of the product relative to consumer's buying power, fairness of product's price relative perceived benefit and Product price, television, radio, bill board, pamphlet promotional program, informing, persuading and reminding power of the promotional program, message content and supporting appeals of the promotional program, approach, attractiveness, skillfulness, influential power of sales force, the overall

promotional program, product availability on the distribution system, speedy defect freeness of the distribution system, overall distribution) and dependent variable( products sales volume). Accordingly researchers conclude the following based on the analysis results.

- ☞ Product design feature style fitness with customer need, benefits and its ability to solve consumer's problem, exceed consumer expectation, availability of after sales service, warranty, delivery, product performance and conformance quality and the overall product quality relative to competitors offer are positively related with product's sales level.
- ☞ Price level of the product relative to consumer's buying power, fairness of product's price relative perceived benefit and pricing strategies are directly related with product sales level.
- ☞ Television, radio, bill board, pamphlet advertising, informing, persuading and reminding power of the promotional program, message content and supporting appeals of the promotional program, approach, attractiveness, skillfulness, influential power of sales force and the overall promotional programs are positively related with product sales.
- ☞ Product availability on the distribution system, speedy defect freeness of the distribution system, nearness of the distribution selling center to the customers and the overall distribution quality are positively related with product sales.
- ☞ Product sales volume is directly related with product quality, promotional effectiveness, price level and distribution quality.

## 5.2 Recommendations

After conducting deep investigation researchers forwarded the following suggestions based on the findings so as to improve product's sales level Ethiopian textile firms should take the following measures.

- ☞ Product strategies; design, feature, benefits style, performance and performance quality should be improved spontaneously based on customer need, taste and preference.
- ☞ A keen attention should be given to set price for product based on product's perceived benefits, quality and customer's buying power.
- ☞ Firm's promotional program should focus on informing, persuading and reminding target audiences via improving the message content, advertising appeals and demonstrations so that customers purchase intension can be boosted.
- ☞ Product availability on the distribution system, speedy defect freeness of the distribution system, nearness of the distribution and selling center to the customers and the overall distribution quality should be modified.
- ☞ Generally firms should improve the overall product, price, promotions and distribution strategy hence they increase product's sales volume and market share.

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