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Factors Affecting Export Performance: the Case of Oil Seeds Export in Ethiopia

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Abstract

Exporting plays a vital role in economic development of a nation as well as for the development of the particular exporting company. In addition, today's theories of economic development emphasize improving export performance as a vital component to international competitiveness and rapid growth and development. Hence, the modern ideas of economic development became 'export or perish'. The main problem that this study tries to address is why the Ethiopian export trade performance is unsatisfactory in spite of its long-time entrance into the international market and the paradox that Ethiopia has a capable labor force, low wage rate, a wide range of weather and soil conditions, and preferential access to major world markets. This study is aimed to assess the Ethiopia's export performance and to identify major factors affecting export performance in Ethiopia over the period of 2010-2019 consecutive years. Researcher has used descriptive and analytical research design by collecting primary data from Exporters and secondary data from annual reports of Ministry of Trade and Industry over the period 2010 to 2019, after data collection, employed both descriptive and analytical research design for the purpose of assessing and find out that factors affect that export performance of oilseed export in Ethiopia. The major challenges, which are the researcher, concluded that among the explanatory variables included in the model Competitiveness, access international market, domestic price and international price, exporter's capacity and macro-economic factor except supply factor were the most significant challenges to affect the export performance. In additions, among the variable's competitiveness, exporter's capacity and supply factors has negative and significant relation with oilseed export performance. Therefore, to minimize these problems in addition to the existing policies and regulation, the government need to address additional and revised policies and regulations by considering the dynamic global market conditions, as much as possible infrastructural expansion, the government to explore new markets, provide technical supports. Accordingly, conclusions and recommendations have been made focusing on improvements to be made on competitiveness, exporters' capacity, market access and supply factors in order to improve the performance of Ethiopian export trade.

Introduction

The process of economic integration, globalization and technological advancement strengthen export development of nations. Export development plays an important role in promoting economic growth and development. It contributes significantly to enhance capital inflow, reduce trade balance deficits, make balance of payment (BoP) surplus, increase employment and expand the production base of a nation. As a result of increasing size of international trade, the concept of export performance plays a vital role in international trading system. Export performance has been paid more attention in order to develop export portfolio of nations. To promote economic development and survival in the global competitive market, export performance is an essential component of a country (Sachitra, 2013).

Countries that are pursuing trade-led economic growth and development, improving the determinants of export performance, such as foreign price level, production/productivity, product quality, Real Effective Exchange Rate, infrastructure/rural feeder road/ are crucial factors. Countries can improve their competitiveness by increasing productivity, reducing the time and costs required for transportation and regulatory requirements involved in the process of exporting or importing any goods. Completion of any cross-border trade requires fulfilling regulatory and documentary requirements involving parties from both private and public sectors. To perform any such transaction completely, it requires harmonization and cooperation among many actors, service providers and regulators from both home country and partner country. Improving the productivity, quality measures, procedural and regulatory requirements through necessary reforms such as reducing the amount of certification needed and decentralization or online availability of services can have a significant impact on the predictability of the whole business process and profitability for the parties' ERCA, (2014) involved. Ethiopia has a predominantly agrarian economy and depends on subsistence farming, with about 84% of the population living in rural area. As of 2006 the agricultural sector accounts for 48% of the GDP followed by service sector (39%) and industry (13%). Tesfaye (2007) said to boost 2 exports; the Ethiopian government has developed a package of incentives under Regulation No.84/2003 to encourage investments in agriculture.

The oilseeds sector is one of Ethiopia's fastest-growing and important agricultural sectors, both in terms of its foreign exchange earnings and as a main source of income for over three million Ethiopian farmers. It is the second

largest source of foreign exchange earnings after coffee. Study reports indicate that Ethiopia is among the top five producers of sesame seed, linseed and nueg or Niger seed (Tesfaye, 2007).Despite its current significance; stakeholders are mainly convinced that the oilseed production in Ethiopia hasn't reached its climax. In a nutshell identifying and examining the challenges that significantly affect Ethiopia's oilseed export and its performance should facilitate the design of policies to improve the performance and ultimately overall economic growth. The objective of this paper is thus to look at the challenges behind the poor export performance of oilseeds and how much these challenges affect the country's export performance in Ethiopia.

Statement of the problems

The highlands are highly fertile, but are threatened by overpopulation causing deforestation and erosion. Most of the farming is rain fed and droughts might cause famine. As Central Statistics Agency (CSA, 2007) Oilseeds are important components of the Ethiopian agriculture next to cereals and pulses. They engage 3 million smallholders on 707,000 ha of land.

As oilseeds hold the second highest percent after coffee to be exported from Ethiopia, the country is not able to achieve the gold medal's place in the worlds market. This might be for different reasons. One might be high consumption in the country for household purposes meaning that most of the farmers think of getting immediate cash to fulfill their needs so they sale the oilseed they produce in a household bases. The other might be lack of awareness from the farmers' side at large and any other pertinent parties how to produce a quality oilseed that has acceptance in the international market. This two are most redundantly heard from the stockholders along with other basic challenges like cargo service of freight forwarders and transportation agencies, packaging materials, land capacity and technology in producing oilseeds for commercial purposes with quality into consideration.

Other than the mentioned problems purchasing price of this oil seed fluctuates from time to time. This fluctuations cause's profit fluctuations in which might have impact on the next purchase for exporting oil seeds. This fluctuation highly costs exporters as well as the country when the quality of the commodity could not compete in the foreign market. This is not the only problem that has been identified by the researcher however to make it manageable and workable the student researcher explained about major problems identified. This paper is aimed to solve the problem that has been identified after collecting the necessary information from key respondents.

Thus, the main problem that this study

tries to address is why the Ethiopian export trade performance is unsatisfactory in spite of its long-time entrance into the international market and the paradox that Ethiopia has a capable labor force, low wage rate, a wide range of weather and soil conditions, and preferential access to major world markets. This study is aimed to identify major factors affecting that export performance particularly, which are Competitiveness, supply, domestic price and international price, micro-economic, exporter capacity, and market access international that was affect export performance and to assess the oilseed export performance or activities over the period of 2010-2019 consecutive years.

Research Questions

1. To what extent does exporter's capacity affect export performance of oilseed export?
2. To what extent does domestic price& International price affect export performance?
3. To what extent does supply affect export performance of oilseed export?
4. To what extent does competitiveness affect export performance of oilseed export?
5. To what extent the macro- environments of export performance of oilseed export?
6. To what extent does market access affect export performance of oilseed export?
7. How is Ethiopia export trade performing during in the last ten years of oilseed export?

Theoretical Review

International trade

Many scholars and researches dealt with the emergence and importance of international trade in different ways. All of them agreed on international trade are the exchange of goods and/ or services along different geographical territories.

According to Bowen (2013), the uneven distributions of natural resources among nations are the governing factor to make international trade transactions. According to Seyoum (2009), International trade with a free exchange of goods started as early as 2500BC and the occurrence of World War I had an impact for the future development of trade and the rise of world economy he also defined international trade as the exchange of goods and services across national boundaries. Hill (2009) also defined international trade as all commercial transactions between two countries.

Oilseeds Export Performance and its Determinants in Ethiopia

Typically, countries at the center of a fast-growing region are more likely to benefit than countries situated outside that region. Second, it is likely to be related to competition and trade policy (the market access/entry component), which could have, in principle, a simi-

lar impact on trade than geography. Finally, both the quantity and quality of physical infrastructures (the development component) are expected to play important roles (Lages, *et al.,* 2004). Trade policy is always controversial in its impact on the overall economy. Advocates of free trade believe all nations benefit from eliminating import tariffs, quotas, and export subsidies. The Ethiopian government has been moving to-ward a freer trade policy ever since the liberalization.

International Trade and Economic Development

Foreign trade has been considered as an engine of economic growth of country. Many studies have come up with different attitudes regarding the historical importance of international trade specially for developing economies. These studies possess a question mark on the implication of the old classical axiom which is in favour of the argument that international trade is beneficial those who participate in it. According to these studies, most developing economies have not benefited from international economic setup. As stated by Manure (1998), the less developed countries view foreign trade not as a proverbial ‘’engine of economic growth’’ but a mechanism of global income disparities between the rich and the poor countries when the weak are exploited by the strong. With this historical trend, there have been different policy approaches which were implemented in different countries (Manure, 1998). Empirical Review

The export sector of SSA is highly affected not only by domestic policies but also by international policies including the performance of the world economy and other exogenous factors like institutions, governments’ commitment, natural resource and intensity and prevalence of poverty.

Ibrahim (2007) also identified that both domestic policies and international policies including the performance of the world economy and other exogenous factors like institutions, governments’ commitment, natural resource and intensity and prevalence of poverty highly affect the export sector of SSA. Since the export sector is affected by multiplicity of causes, there has to be a rigorous analysis concerning this sector along with agriculture, where agriculture is the base for the regions’ export. Despite the significance of the sector, little work has been done in this area.

Conceptual Framework of the study

Conceptual framework means that concepts that relate to one another were used to explain the research objectives. Since export performance is influenced by both internal and external factors. The external factors include Foreign market access, Foreign demand,

RESEARCH METHODOLOGY

METHOD OF DATA ANALYSIS

To simplify the data analysis, the raw data was coded and entered into a computer for processing by using the statistical package for social studies (SPSS). It also presents the mean and median values of the variables, which help in getting a picture about the maximum and minimum values of a variable. Researcher also used the SLR Model and ANOVA in this research and analyzes the data to show which independent variables significantly affect the performance of oilseed export in Ethiopia. The data collected in the course of questionnaire was analyzed and presented to use Statistical Package for the Social Science (SPSS) application linier regression and qualitative method of data analysis was also employed for feedbacks obtained using open-ended questionnaires and interviews.

Model Specification & Statistical Techniques

To achieve the research objectives, the researcher adopted the following econometric model. The researcher was selected the variables which are factors affect that export performance and to assess the oilseed export performances in the Ethiopia from the period 2010-2019. The study adapted to linear regression models that contain one dependent variable (Y) and two or more independent variables (Xi) (Gujarati & Porter, 2009). The independent variables act as explanatory variables in predicting the result of dependent variable. The regression equation describes the relationship between two variables (dependent and independent variables) and the independent variables act as explanatory variables in predicting the result of dependent variable. An equation of multiple linear regressions models is as below:

$$Y = \beta o + \beta 1X1i + \beta 2X2i + \beta 3X3i + \cdots \beta kXki + ui$$

One of the reasons researcher opted to use multiple linear regressions model instead of simple linear regression model is most probably because the outcomes of their estimation does not only involve one independent variable influencing it. In real life, there are multiple factors influencing the outcomes. Thus, multiple linear regressions model was used to ensure that the estimated result does not divert from the actual results. In order to obtain a rather accurate estimation, 1 dependent variable and 6 independent variables have been included into the estimated models by the researcher. The fewer variables are omitted from the estimation, the more accurate re-

sults will it be. Following is the estimated economic model researcher formed:

$$OSEP = \beta o + \beta 1 ExpCt + \beta 2 DIPFAt + \beta 3 MacFAt + \beta 4 SSFAt + \beta 5 ComFAt + \beta 6 AIM + \varepsilon$$

Where: *β = is the coefficients used to explain the degree it will affect Export performance ε = donates error term t= time, F*-test= 95% confidence level**,** Where (OSEP) refers to Oilseed Export Performance in Ethiopia, β is the coefficients used to explain the degree it will affect (OSEP).

As seen from the model above, the independent variables the researcher was used as determinant of Oilseed Export Performance in Ethiopia, (OSEP) Oilseed Export Performance, (AIM) Access International Market (ExpC), Exporters Capacity (CompF), Competitive factors, (SSFA) Supply, (DIPFA) Domestic Price & International Price, (MacFA) Macro-environment factors of frame work and the dependent variable which is export performance. The dependent variable is the Oilseed Export Performance

Result of autocorrelations coefficients (r) test

Table4.4.1.2 Correlations coefficients (r) among explanatory variables & export performance

		ExpC	DIPFA	MacFA	SSFA	CampF	AIM
ExpC	Pearson Correlation	1					
	Sig. (2-tailed)						
DIPFA	Pearson Correlation	-.038	1				
	Sig. (2-tailed)	.652					
MacFA	Pearson Correlation	-.038	1.000**	1			
	Sig. (2-tailed)	.652	.000				
SSFA	Pearson Correlation	.151	-.107	-.107	1		
	Sig. (2-tailed)	.069	.199	.199			
CompFA	Pearson Correlation	.039	-.027	-.027	.098	1	
	Sig. (2-tailed)	.639	.744	.744	.243		
AIM	Pearson Correlation	.216**	-.054	-.054	-.018	.068	1
	Sig. (2-tailed)	.009	.522	.522	.830	.419	
**. Correlation is significant at the 0.01 level (2-tailed).							

Source E views constructed by author 2021

The relationship between export performance and key determinants

As depicted in Table 4.4.13 below the correlation between the independent and dependent variables were not high. This indicates absence of Multicollinearity problems among the variables. However, there were strong and positive correlations between the dependent variable; oilseed export performance (OSETP) and all the independent variables

Accordingly, the values in table 4.4.13 demonstrate the correlation matrix of oilseed export trade performance, exporter's capacity, competitiveness, and supply, international market access and macro economic factors. The correlation test is applied on the data set of all the eight sectors and from exporters or company the sample was One hundred forty five(N=145). The results in the table depict the level of co-relational significance between one dependent and six independent variables by bridging coefficient values of Pearson. It is evident that at 1 % level of significance, oilseed export performance is confidently linked with all the behavioral factors. In this study, the numerical values of the correlation coefficient, r for explanatory variables and dependent variables are tabulated in table 4.4.12Highly positive correlation between the response variable and the predictor variables are found between macroeconomic factors with oilseed export trade performance, ($r = 0.043$, $p < 0.01$), exporters capacity, ($r = 0.26$, $p < 0.01$), supply factors ($r = 0.29$, $p < 0.01$),of coefficient of correlation at 1% significance level which is also significantly correlated with oilseed export performance. At the end, based on the results acquire through correlation analysis, it may be concluded that the export performance has positive and significant relationships with all the independent variables.

The negative correlation between dependent variable and independent variables ranges from -0.038 to -0.018 and might be explained by the strength effect of the discharge volume. The highest correlation among the predictor variables was observed between international market access and oilseed export performance ($r = -0.038$), competitiveness and macroeconomic factors ($r = -0.018$). In this modeling, only one of the highly correlated explanatory variables was considered in order to avoid the replication of the same tendency predictor variable.

Goodness of fit of the model test

Before running the analysis, testing of overall significance of the model must be tested. There are number of ways to validate the goodness of fit of the model, R2. However, the researcher used the R2 together with adjusted R2 to test over all goodness-of-fit of the model. As a result, the study found that adjusted R2 became 77.3%, which indicates the model is adequately described by the selected explanatory variables. Most of scholarliness agrees that, as the values of R2 and adjusted R2 close to one that tells us the model is significantly determined by the included explanatory variables and the model is more

significant. Therefore, the model is correctly specified and the explanatory variables explained the dependent variable, y very strongly. It shows that there are no omitting significant causal variable or including correlated but causally extraneous ones. Similarly, the researcher found that values of R2 77.3% of the dependent variable determined by the explanatory variables included in the model. Therefore, it can be concluded the model is specified properly and the OLS model estimated better to the true estimator of population parameters

Table 4.5.15 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.773[a]	.598	.584	.90584	.598	41.382	5	139	.000	.915

A. Predictors: (Constant), DIPF, Comp, ECFA, SSFA, AIM
B. Dependent Variable: Export Performance

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51.213	6	8.535	16.038	.000[b]
	Residual	77.702	146	.532		
	Total	128.915	152			

a. Dependent Variable: performance of oil seed export Ethiopia
b. Predictors: (Constant), AIM, ExpC, CompF, SSFA,DIPFA,MacFA

4.5.2.3. Regression result and interpretation

Multiple regression analysis was conducted to examine the relationship between the dependent variable export performance, and the explanatory variables.

Looking at the multiple regression result in table 4.5.16 below the p-value of the statistical t test for each predictor indicates the contribution level of each variable to the model. Using the multiple linear regression models, significance of six explanatory variables such as Exporter's barriers, competitiveness barriers, supply barriers, marketing barriers and macro-economic factors were analyzed to examine the contribution of each variable to determine dependent variables. The coefficient β (the standardized coefficient) provides us with the information to predict the dependent variable (oilseed export performance) from the stated independent variables.

Factor categorize	Un standardized Coefficients		Standardized Coefficients	t	Sig.	Co linearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-1.118	.445	1.118	-2.511	.013		(Constant)
Access International Market	.673	.052	.373	13.028	.000	.944	1.059
Exporters Capacity 1Factors	.081	.104	.081	4.776	.0439	.929	1.076
Competitiveness	.244	.088	.244	2.770	.006	.985	1.015
Supply	.185	.082	.183	2.254	.026	.955	1.047
Domestic and International Price	.276	.091	.071	3.028	.003	.985	1.015

Table; 4.3 Results of Variables Used in Regression coefficients (β), standard errors, t-

Dependent Variable: export performance

a. Method of list squares

b. Sample ; 145

OSEP=1.118+ .373AIM+ .081ExpC+ .244ICompF+ .183SSFA+.071DIPFA+0MacFA

Where

OSEP= Status Oilseed Export
AIM =Access International Market
ExpC= Exporters Capacity
CompF = Competitive factors
SSFA=Supply
DIPFA= Domestic Price &International Price
MacFA= Macro-environment factors

As one can see from the above table 4.5.16, the all variables (exporter's capacity, production and supply factors) have positive relation with oilseed export performance.

Summary of major findings

The researcher collected primary data using structured questionnaires questions to collect data. The questionnaire was designed based on Likert scale type data measurement techniques ranged from strongly disagree to strongly agree in order to measure the perceptions of respondents. And the data was analyzed using classical linear multiple regression model. Then after all necessary assumptions had been tested the findings were analyzed and interpreted to estimate the best-estimated Beta coefficient of population parameters to arrive at conclusion. The researcher also distributed 145 questionnaires among them filled and returned 145 that made the response rate 100%.

Consequently, the study found out significant factors that influence the performance of oilseed export in Ethiopia using the primary data collected from respondents. Hence, out of five variables regressed in this thesis, four explanatory variables were the most determinant factors while one of them were less determinant factors to the oilseed export performance in Ethiopia. That is:

- As capacity of exporters' factors increase in 1% oilseed export performance increase in 72.1% and it is significant challenge, which positively related to oilseed export performance.
- Competitiveness factors increase in 1% oilseed export performance, also increase in 14.3% and it is significance determinant of that positively related to oilseed export performance
- Accesses marketing factors increase in 1% oilseed export performance increase in 44.5% and it is significance determinant of that positively related to oilseed export performance.
- Macro-environment factors increase in 1%, oilseed export performance increase in 12.4% and it is significance determinant of that positively related to oilseed export performance.
- Supply factors increase in 1% oilseed export performance, also increase in 15% and it is significance determinant of that positively related to oilseed export performance
- Domestic price and international price factors increase in 1% oilseed export performance increase in 16.4% and it is significance determinant of that positively related to oilseed export performance.

Conclusion

The increment of GDP is proportionately associated or linked with Export and when the domestic production level increasing, the level of export is also increasing and having a positive association with export which leads the country to expand its export in different areas of the world. The ratio of the price level abroad and the domestic price level, where the foreign price level is converted into domestic currency units via the current nominal exchange rate highly determining the flow of business in the country. The ratio of the price level abroad and the domestic price level, where the foreign price level is converted into domestic currency units via the current nominal exchange rate highly determining the flow of business in the country.

This paper has evaluated the magnitude of trends of oil-seeds export performance in Ethiopia over the period 2010-2019.Increasing exports is widely regarded as important factor for the development and growth in developing countries. Exporters are contributors to the exports of the country, which in turn raises the standard of living of the people of the country. Even though exporting companies play vital role for the economic development of the country, they are constrained by several export marketing problems.

According to the findings, the following conclusion is drawn in relation with the data analysis and research objectives.

This study has identified oilseed export market encountered problems. The study found out that access international market, exporter's capacity, competitive factors, supply, domestic price &international price, macro-environment barriers are important factors for the oilseed exporter. Among the explanatory variables included in internal challenges explorers' and product challenges have positive relation and the most significant challenges to affect the oilseed export performance. On the other hand, accesses supply factors also have positive relation with oilseed export performance. This implied that among the internal factors exporters' and product factor with respective standardized coefficient beta values of .140 and .134 were made highest effect to determine and predict the dependent variables. That means as oilseed export performance increase the exporter and product factor increase and vice versa.

With regard to the external factors, export market and macro-environment factors are important factors to most of the oilseed exporter, among the explanatory variables included in external factors export market and macro-environment factors has positive relation and were the most significant challenges to affect the oilseed export performance. That means, the export market and macro-environment factors with respective standardized coefficient beta values of .060 and .168 were made highest effect to determine and predict the dependent variables.

The study also conclude that the company, production, market, macro-environment and supply factor accounted about for approximately 77.3% (R2=0.773) in determining the performance of oilseed export. That means, the effect of these five independent variables contributed for the dependent variable; OSEP were 77.3%, and the remaining 22.7% were other variables that are not included in this study.

Products export is increasing in a significant manner that the economic status and wellbeing

of the country is highly depending on the level of agriculture and most of the exporting commodities are the outputs of agriculture and from this researcher can conclude that, goods export in the country needs a due attention and consideration for the development of export and to boost the economic status of the country in the international market.

Trade is a very important and key to any successful modern economy and it is a crucial for the Ethiopian economy that needs to integrate with the country's overall production level and go to the international competition.

Recommendation

In recent years, the country's highest foreign currency generated from oilseed export. However, the sector is not well developed as the market opportunity proposed. The country should consider its potential and exploit all possible market opportunities. Here are few recommendations proposed to re-evaluate the situation and strengthen the oilseed export activity.

- In addition to the existing policies and regulation, the government needs to address additional and revised policies and regulations by considering the dynamic global market conditions. The sector need trade protection, the government need to think about the establishment agency agreement along with the importing countries.

- The country's need for foreign currency is dependent on its exportable agricultural items. Oilseed is one of the leading exportable agricultural products. The government should give due attention to the growth of the sector and encourage producers and exporters. Promoting mechanized farming, giving tax incentives for importation of capital goods like hulling machines, introducing additional agricultural research and development units for quality seed supply are some of the things need due attention.

- Additional modern road construction, railway expansion and airline service will have a vital role to solve infrastructure and transport related issues.

- Bank should have concern on this export business by checking the terms and conditions of the letter of credits and in giving professional advice to the exporters. They can also play an important role at the time of document preparation and negotiation.

- In order to make Ethiopian export products competitive in the world market, special attention should be given to the issue of quality through better production methods, innovative packaging and storage and by maintaining a strong supply chain management.

- Ethiopian exporters should improve their management capacity by hiring skilled professionals and managers, conducting export market research and by organizing themselves in form of associations. They should also take advantage of the opportunities created by regional economic integration agreements. In addition, Ethiopian exporters should make a kind of portfolio analysis in order to choose which products export and where to export, and exploit a favorable geographical location, so near to Europe, Asia and the Middle East.

Suggestion for Future Researchers

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

Limitation of the study

The area, export performance challenges, being vast and crucial for growth and development, many challenges measures could be used for determining export performance. However, a short period of time and budget constraints is other limitations in conducting this research paper.

Conflict of Interests

The authors declare that there's no conflict of interest concerning to the publication of this article

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