



St. Mary's University
SCHOOL OF GRADUATE STUDIES



**FACTORS AFFECTING MARKETCHAIN PERFORMANCE IN
DISTRIBUTION OF TEXTILE MANUFACTURING,
ENTERPRISES SURVEY OF YEKA SUB CITY ENTERPRISE.**

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**A THESIS SUBMITTED TO ST. UNIVERSITY, SCHOOL OF GRADUATE
STUDIES IN PARTIAL FULFILMENT OF THE
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DEGREE IN MARKETING MANGEMENT**

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**FACTOR AFFECTING MARKET CHAIN PERFORMANCE IN DISTRIBUTION OF
TEXTILE MANUFACTURING: ENTERPRISES IN CASE OF YEKA SUB CITY
ENTERPRISE**

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DECLARATION

First, I declare that this thesis is my original work and to the best of my knowledge and belief this thesis contains no material previously published by any other person except where proper citation and due acknowledgement has been made.

Second, I further affirm that, this thesis has not been presented or being submitted as part of the requirements of any other academic degree or publication, in English or in any other language.

Name of researcher: Kalkidan Alemu

Signature-----

ENDORSEMENT (CERTIFICATION)

This is to certify that the thesis entitled the factors affecting market chain performance in distribution of textile manufacturing: enterprises Survey of yeka sub city enterprise. submitted in partial fulfillment of the requirements for the degree of Master's with specialization in marketing management studies, the post Graduate Program of the Department/School of marketing management studies and has been carried out by Kalkidan Alemu ID:- SGS/0085/2012B, under our supervision. Therefore we recommend that the student has fulfilled the requirements and hence hereby can submit the thesis to the department.

Advisor: - Mohammed .M (Asst. prof)

Advisor

Signature

Date

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Acronyms

CSA: Central Statistics Agency

FAO: Food and Agriculture Organization

MCP: Market Chain Performance

PET: Polyethylene Terephthalate

SME: Small and Medium Enterprises

UK: United Kingdom

UNIDO: United Nation Industrial Development Organization

USAID: United States of America International Development

Abstract

This study is evaluating Factor affecting market chain performance in distribution of textile manufacturing: enterprises in case of yeka sub city enterprise. In preparing this research the primary and secondary information used. To collect it, primary source of data line, questionnaire to selective respondents was conducted and secondary data. On the bases of analysis an interpretation, the findings with respect to the objective of the study was reached by using result of analysis and interpretation was make the conclusion in the office..

To address the research objective 173 sample respondents was selected using random sampling techniques. About 173 questionnaires were distributed from which 170 sample respondents replied appropriately to the questionnaire. Data gathered were analyzed based on these 170 responses using SPSS V23 software package. Descriptive statistics and explanatory research approaches was employ. All outputs were presented using mean score, standard deviation, correlation and multiple linear regressions.

Descriptive statistics and explanatory research approaches employed and all outputs were presented using leaner regression, correlation and multiple linear regressions. The result indicates that Market linkage, sales area provision, market promotion strategies, Distribution management strategy and product attribution strategies were the significant influencing factors for market chain performance and major influencing factors that determine the market chain performance of the enterprise.

The study concludes that to improve the market chain performance of the enterprises the enterprise uses promotional tools such as advertising and sales promotion. And a strong positive and significant relationship between distribution strategy, organizational market share and market chain performance. It is recommended that due to high competition in the market, the enterprises should improve its design and branding strategy hence it increases product visibility and recognition which contributes for market chain performance of distribution of the product.

Key Word; *Enterprise, textile, market chain performance, market linkage, sales area provision, market promotion strategies, Distribution management strategy and product attribution strategy*

CHAPTER ONE

INTRODUCTION

1.1 Background of Study

Stewart (2005) defines market chain performance as the ability of the market chain to meet customer needs through product accessibility and responsiveness to ensure on time delivery of the product. It involves a continuous process that requires both an analytical performance measurement system and a mechanism to initiate steps for realizing key performance indicators. Gunasekaran and McGaughey (2004) argue that the process of achieving key performance indicators are referred to as "KPI accomplishment" for example carrying cost inventory, inventory turnover, order tracking and back order rate. It connects planning, distribution, and builds steps of the company's product for realization of market chain performance goals. Market chain performance can be measured in the context of market chain activities and processes such as plan, forecast, make and deliver.

Micro and Small Enterprises are described as efficient fruitful job creator, the seed of big businesses and the fuel of national economic engine (Abor&Quartey, 2010). On top of this, micro and small enterprises are a crucial resource for the development of developing countries, not only for the contribution that it makes to poverty alleviation and job creation but also the sector is a base for entrepreneurial endeavor and the potential for new business development.

To that end in recent years the Ethiopian government has given emphasis to the growth and development of Small and Micro Enterprises but in the case of current political and coved issue the government focus on Ethiopian political peace and stability. The sector is also known in bringing economic transition by effectively using skills of people without requesting high level of training and high-tech technologies (Habtamu et al, 2013). According to the MSEs development strategy of Ethiopia, the main objectives of SME's are: To create job opportunities for the nation, to enhance the economic growth of the people and to reduce poverty and fair distribution of wealth, Competitive and continual economic growth for the country and Improve the lively hood of the enterprise itself. In spite of the enormous importance of the micro, small and medium enterprises (MSME) sector to the national economy with regards to job creation and the alleviation of abject poverty, the sector is facing financial challenges, which hindered its role in the economy.

Accessing finance is a make-or-break issue for large number micro and small enterprises (MSEs) in the developing world. Although, MSEs are major contributors to the gross domestic product (GDP) and employment in economies around the world, their financial needs are underserved, which holds back their growth. Where financing is available, it is usually out of reach because of short payback periods and excessive collateral requirements. In order to fulfill their very purpose, MSEs need access to finance to carry out their business operation and expansion. An effective SME's financing provide opportunities for them, to meet their financial requirements and to achieve their intended target. Lack of finance for MSEs is not only hindering their expansion but also the growth of the nation's economy.

Small and Micro Enterprises (MSEs) are commonly believed to have very limited access to credit facilities and other financial support services provided by financial institutions. This is because, these MSEs cannot provide the necessary collateral demanded by the financial institutions and financial institutions find it difficult to recover the high cost involved in dealing with small firms (Gebrehiwot and wolday, 2006).

Small businesses, in most cases, manage to start a business with resources from informal sector, but find it extremely difficult to survive and expand without further financial assist from the institutional lenders (Fetene, 2010).

The main sources of startup and expansion finance or funds for most MSEs in Ethiopia are personal savings followed by iqub/idir, family and friends/relatives. Nevertheless, the supply of credit from the informal institutions is often so constrained to meet the credit needs of the MSEs (Admasu, 2012). Although significant number of researches in Ethiopia have identified finance as one of the main factors that affect success, performance and growth of MSEs (Admasu, 2012; Fetene,2010;Gedam, 2010), there is little empirical evidence on factors affecting Micro and Small Enterprises access to finance.

Market chain performance is defined as the ability of the market chain to meet customer needs through product accessibility and responsiveness to ensure on time delivery of the product, Stewart (2005). It involves a continuous process that requires both an analytical performance measurement system and a mechanism to initiate steps for realizing key performance indicators. Gunasekaran and McGaughey (2004) argue that the process of achieving key performance indicators are referred to as "KPI accomplishment" for example carrying cost inventory, inventory turnover, order tracking and back order rate. It connects planning, distribution, and builds steps of the company's

product for realization of market chain performance goals. Market chain performance can be measured in the context of market chain activities and processes such as plan, forecast, make and deliver. These activities are considered at various levels of management that are strategic, tactical, and operational levels. It is often recognized as a systematic approach for identifying, evaluating and monitoring market chain performance of the company.

According to Kotler (2006), the marketing's key function is converting the market understanding in to tools and tactics to attract the market, build relationships, and develop direction. They also assist the organization to observe how it needs to change its product offerings, pricing and communication so that it meets the needs of the distribution channel or end customers. The purpose of sales is to sell what is in stock by knocking down the doors, defeating objections, discussing prices and terms and often working inside to be sure their customer's orders are filled. The two functions are highly dependent. The author stated that every company can and should improve the relationship between customer demand and product availability to improve market chain performance.

Kotler and Keller (2012) also stated that the first decade of the 21st century challenged companies to flourish financially and even stay alive in the face of an unforgiving economic environment. A successful market chain planning should inform an organization where they would desire to be on a long-term basis that is why it is frequently said that market chain is a continuous process. Market chain is considered as the marketing logic by which the business spirit hopes to attain its marketing objectives. In the business organization, there is no clear activity where the marketers have to go and address the customer's need. Therefore, the companies should make the correct decision regarding the mechanisms of the marketing practices such as: linkage, positioning, production area, promotion and marketing relationships during the employment of market chain practices. These key components have to be coordinated and moved into a unified efficient strategy if the product has to achieve well in the market (Cross, 2018).

1.1.1 Background of Textile

Textiles is a broad term for woven fabric, made from an interlocking network of yarns or threads produced by spinning raw fibers into long and twisted lengths by weaving, knitting, braiding these yarns together including the nonwoven fabrics produced by mechanically or chemically attaching fibbers together (Alemu, 2018).Ethiopia has had a phenomenal economic growth rate of 11% per

year for the past 12 years, with the agriculture and service sectors providing the foundation. In the other hand, industry's contribution to GDP has stayed below 14%, which is less than half of the low-income country average in Sub-Saharan Africa. Despite remarkable economic growth, the industrial sector's limited position in the economy necessitates the creation and expansion of industrial parks as key instruments for attracting investment, fostering technology transfer, export promotion, and creating jobs, and thus achieving economic transformation. Because of the advantages of industrial park growth, Ethiopia is considering it as a tool for facilitating industrialization. (Xiaodi., and et al., 2018). According to initial findings, the growth of industrial parks was greatly increase Ethiopia's attractiveness for investment and industry, evidently seen in the high demand for space in one of the parks currently under construction. About the fact that industrial parks are thought to play a huge role in Ethiopia's industrialization process, the idea of industrial parks, as well as viable and feasible policies and administrative structures, are both new to Ethiopia's regulatory processes. However, since IP growth in the country is still relatively new, the lack of a robust regulatory system (such as comprehensive legal, policy, and organizational frameworks) and master plans makes development efforts more difficult. (Xiaodi., and et al., 2018)

In terms of Ethiopian textile and apparel firms, it is vital to recognize variables that influence the export success of firms located in developed countries (textile and fashion companies) to elevate their competitiveness in the global market using subjective steps. In terms of bilateral trade rate, Ethiopia is a significant trading partner for its neighbors Kenya, Somalia, and Sudan, as well as the United States and European Union. (ALEMU, 2018) This study aimed to research & review factors affecting the market chain performance of the textile, in the case of yeka sub city enterprise. Most developing countries, including Ethiopia, with an export-led industrial policy, continue to rely heavily on exports. Clothing and textiles, one of Ethiopia's priority sectors listed in its industrial strategy, should have earned more than 1 billion dollars in the first year of GTP. (Gerezgiher, 2017). Regarding Ethiopia's textile and apparel industry readiness for export market, the majority of the textile and apparel industry's production and power usages are very limited. When compared to foreign market demand, their commodity quality is often mediocre. The domestic market, on the other hand, is willing to accept this lower-quality commodity at a lower price than the foreign market. Ethiopia's import and domestic demand for textile and apparel goods are growing, according to data from the Textile and Apparel Industry Development Institute, while Ethiopian export is marginal as compared to domestic demand, Whereas Ethiopian exports are insignificant as opposed to domestic production and import. (YaredMesfinTefera, 2010)

A successful business model relies heavily on choosing the right market chain and distribution strategy. The sales approach, or the overall process of selling and delivering products to customers at the same time, encompasses both a company's connection to its customers and a significant portion (i.e. direct sales, manufacturers, representatives, distributors, dealers), and most firms in an industry made similar choices (Kunmar and Meenakshi,2008:356). Recent years have seen a significant increase in the number of options available, as well as the variety of options available to competitors, resulting in possible instability in competitive positions for present leaders and areas of opportunity for others. To add to the uncertainty, certain old solutions no longer provide the same mix of service and cost, and as a result, they are no longer achieving the desired goals. As a result, many businesses are being compelled to reconsider their market chain and distribution channel strategies.

According to Ferrell and Hartline (2010), an organization's marketing chain defines how the firm was meet the demands and wants of its market customers. It can also include tasks relating to the maintenance of relationships with other stakeholders, such as employees or distribution partners. Many factors have contributed to Ethiopia's rapid textile market growth, including the country's economic growth, an increase in the number of conferences and summits in Addis Ababa, increasing population size and negotiation of government on domestic product (import substitution). As a result, the market chain's focus on distributing the desired product becomes critical, as it is the way of gathering information about client needs or wants and taking action to meet market demand.

1.2 Statement of the Problem

Studies has been conducted that showed the relationship of marketing strategies to performance. For example, According to Ferrell and Hartline (2010), an organization's marketing chain defines how the firm will meet the demands and wants of its market customers. It can also include tasks relating to the maintenance of relationships with other stakeholders, such as employees or distribution partners. Furthermore, Ayedunet al., (2014) examined the effect of marketing strategies on corporate performance of estate surveying and valuation firms in Kaduna metropolis of Nigeria.

In the context of Ethiopia there are studies which examined the effect of marketing chain on business performance. For example, Abebe (2018) examined the effect of marketing mix strategy on performance of SMEs in southern region of Ethiopia. His study revealed that the relationship between marketing strategies; product, price and promotion and performance of small and medium manufacturing enterprises is positive and significant.

Empirical studies Moula C. (2017), conducted a study on the effect of marketing strategies on sales performance of SMEs in Kenya and positive relationship between all the marketing mix elements and sales performance was indicated. These studies underline the market chain performance as a key factor that influences in distribution of textile manufacturing. However, there is a lack of substantial research focused into the market link and chain between the enterprise's product distribution and market demand is still required and in order to improve the market chain and market performance of the company in the study area, a formal and comprehensive investigation and research on "factors that affect market chain performance in distribution of textile manufacturing": in the case of yeka sub city, was a necessary prerequisite for product availability and accessibility in the market.

SMEs are one of to create job opportunities and continual economic growth for the country, has been proactive in enhancing its market chain through strategic investments aimed at improving product delivery, offering innovative products, and adopting customer-centric approaches. Despite these efforts, there is insufficient evidence on whether these investments have effectively influenced distribution of textile manufacturing. This lack of empirical data effects of marketing strategies on business performance as most of the studies were conducted on other business sectors other than SME

Therefore, this study aims to fill this research gap by examining factors that affect market chain performance in distribution of textile": in the case of yeka sub city. Through this investigation, the study intends to offer valuable insights that will help the textile manufacturing enterprises, policymakers, and marketing teams to refine their branding and customer product strategies. Ultimately, the findings are expected to contribute to enhancing textile manufacturing enterprises competitive position in the market.

1.3. Research hypothesis

The research hypotheses provide testable statements that guide the study by establishing the relationships between the key variables. In this study, we aim to investigate how market chain performance influences distribution of textile manufacturing enterprises in the context of yeka sub-city enterprises. Based on the theoretical framework and existing literature, the following hypotheses are proposed:

H1: market linkage practice has a significant positive effect on market chain performance at yeka sub-city enterprises. .

Manufacturers must choose the intermediaries who will distribute their products (Chang, Polsa and Chen, 2003:132-139). The chosen intermediaries must be trained in certain areas such as the operation of the goods being carried, the art of selling in merchandising, and other areas as needed by the business.

H2: A sales area practice has a significant positive effect on market chain performance at yeka sub-city enterprises. .

Jones, (2007) defines place as any way that the customer can obtain a product or receive a service. Bowersox and Closs (1996) give distribution as another name for place. According to them, it encompasses all decisions and tools which relate to making products and services available to customers. Therefore, this hypothesis posits that sales area is important for the product to be easily purchasable for customers and distributors

H3: product attribution strategies practice has a significant positive effect on market chain performance at yeka sub-city enterprises. .

Rthermore, Joshi (2012) explained the benefits of brand image in terms of the advantage of branding to both producer side and consumer side. Producer side advantages of branding are: a company's reputation is increased, easy to introduce new products, differentiates its products from competitors, helps for sales promotion, increases the market share, reduces advertising cost, increases sales, and minimizes price competition. On the other hand, consumer side advantages of branding are: differentiate the products of different producers, gain excellence products, and a consumer was satisfied. Product attribution are more likely to consistently choose the same brand over competitors. In the context of textile manufacturing enterprise, product attribution are more likely to continue using the product futures and to attract customers.

H4: Market Promotion strategy practice has a significant positive effect on market chain performance at yeka sub-city enterprises.

According to, Zeithamlet al. (1995), and Duncan (2005) describe promotion as part of specific effort to encourage customers to tell others about their services. Promotion is the key to the market exchange process that communicates with present and potential stakeholders, and the general public. Every firm or store must cast itself into the role of communicator and promoter. Therefore, this hypothesis posits that customers are more likely to easily to decide purchasing the products that are known.

H5: A Distribution management strategy has a significant positive effect on market chain performance at yeka sub-city enterprises.

Lee and Kim (2002) investigated on the influence of product distribution planning on performance of manufacturing firms in UK. Therefore, this hypothesis posits that customers are more likely to choose enterprises with a suitable distribution management system

1.4. Objective of the Study

1.4.1. General Objective

The general objective of the study was to investigate Factor affecting market chain performance in distribution of textile manufacturing; enterprises in case of yeka sub city enterprise.

1.4.2 Specific Objectives

More specifically, the objectives of the study are: -

- To investigate the effect of market linkage on market chain performance in distribution of textile manufacturing
- To examine the effect of sales area provision on market chain performance in distribution of textile manufacturing
- To assess the effect of product attribution strategies on market chain performance in distribution of textile manufacturing
- To determine the effect of promotion strategies approaches on market chain performance in distribution of textile manufacturing
- To investigate the effect of distribution management strategies on market chain performance in distribution of textile manufacturing

1.5. Significance of Study

The findings of this paper was help the textile manufacturing enterprise to understand the role of good market chain constraints and take measure those constraints. On the other hand in terms of academic and scientific benefits, the study's findings have aided the textile manufacturing enterprise and traders in the study area in planning and development planners and policy makers in developing textile and marketing policies. These studies were believed to intend the gap on the literature of market chain performance on distribution of textile manufacturing. These studies have

first-hand benefit to distribution of textile manufacturing and others competitive manufacturing enterprise through identifying the influence of their market chain and level of distribution channel. This study also gives a hint and information's for other researcher related to market chain, distribution channels and related activity. The study was aid enterprises which are less competitive due to their unplanned distribution channel in the textile market to keenly compete with the market leaders through effective and sustainable market building and development strategies.

1.6. Scope of the Study

This study focuses on Factor affecting market chain performance in distribution of textile manufacturing: enterprises in survey of yeka sub-city enterprise. The scope is limited to the following dimensions:

Geographical Scope

The study is geographically restricted to the city of Addis Ababa, the capital of Ethiopia, where textile manufacturing enterprises operates yeka sub-city and serves a diverse customer base. The findings will primarily reflect customer and distributor behavior within this urban context.

Thematic Scope

The study concentrates on the dimensions of market chain performance namely market linkage, sale area, promotion strategies, market position and Distribution management strategy and their influence on distribution of textile manufacturing:. Other external or moderating factors, such as economic conditions or regulatory changes, are beyond the scope of this research.

Time Scope

The study will analyze data collected within a specified period, reflecting customer distribution of textile manufacturing during that timeframe. The study does not account for long-term trends or historical changes in market chain performance.

Target Group Scope

The research targets 306 registered members at yeka city textile manufacturing enterprises during the year 2024. Staffs and managers in yeka sub city enterprise office are not included in the study.

By narrowing its focus to these parameters, the study ensures a detailed and in-depth analysis of the relationship between dependent and independent variables in the specified context. However, the findings may have limited generalizability to other geographical regions, enterprises, or sectors.

1.7 Definition of Terms

Operational definitions of terms will be used, where operations, terms, and variables are defined from different technical perspectives. The following technical terms in the study are defined as follows.

- ❖ **Market linkage:** Market linkage" refers to the connection or relationship established between producers (like farmers) and buyers (like retailers or processors) in a market, allowing them to access information about demand, prices, and market opportunities, ultimately facilitating the sale of goods and services by connecting supply with demand within a value chain; essentially, it's about creating pathways for producers to effectively sell their products in the market.
- ❖ **Product attribution:** are characteristics or features that describe a product. These attributes can be physical, such as the size, shape, or color of the product, or they can be more abstract, such as the brand image, quality, or value.
- ❖ **Sales area:** one of the areas where a company sells its products or services, often an area for which a particular sales person or particular sales people are responsible.
- ❖ **Marketing promotion:** refers to the strategic activities and communication efforts undertaken by businesses to promote their products, services, or brand to their target audience.
- ❖ **Distribution Management:** Distribution management refers to the process of overseeing the movement of goods from supplier or manufacturer to point of sale. It is an overarching term that refers to numerous activities and processes such as packaging, inventory, warehousing, supply chain, and logistics.
- ❖ **Textiles** is a broad term for woven fabric, made from an interlocking network of yarns or threads produced by spinning raw fibers into long and twisted lengths by weaving, knitting, braiding these yarns together including the nonwoven fabrics produced by mechanically or chemically attaching fibbers together. (Alemu, 2018)
- ❖ **Market chain:** It is the term used to describe the various links that connect all the actors and transactions involved in the movement of products through the different phases of production, transformation and distribution to final consumers. Market chain analysis seeks to characterize how chain activities are performed and to understand how value is created and shared among chain participants (Lunndy et al., 2004).
- ❖ **Wholesaler:** Wholesalers deal with large volume of product distributors either through marketing and planning committee of collection centers or by the company. They invest and transact larger amount of money in their business and often control the market share.
- ❖ **Retailer:** Comparatively small business trader and buy and sale bottled water in relatively smaller quantity and sells directly to the end user.

1.8. Organization of the study

The research paper would have five chapters. Thus, chapter one would include: introduction, back ground, statement of the problem, objectives, hypotheses, significance of the study, scope of the study term definition and organization of the thesis. Chapter two would deal with review of

different related literatures. Chapter three would further contain research design, population and sample and sample design and other methodology of the study. Chapter four is data analyzed and interpretation and the last chapter five is conclusion and recommendation.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Theoretical review

Market chain management is the integrated planning, coordination, and control of all business processes and activities in the market chain in order to provide higher consumer value at lower cost to the market as a whole while also meeting the needs of other market stakeholders (Islam and colleagues, 2001).. Overall, market chain understands the strategic nature of trading partner coordination and explains the twin aim of market chain: to improve the performance of a particular company as well as the entire market chain. The purpose of market chain as a competitive weapon is to seamlessly integrate both information and product flows across the market chain.

2.1.1 The Importance of Market Chain

The importance of market chain management is to optimize performance of the chain to add as much value as possible for the least cost possible. In other words, it aims to link all the market chain agents to jointly cooperate within the firm as a way to maximize profitability in the market

chain and deliver the most benefits to all related parties (Finch 2006). Furthermore, Mentzer (2001) emphasizes the significance of market chain as the systematic, strategic coordination of traditional business functions within a company and across businesses within the market chain, with the goal of improving the long-term performance of individual companies and the market chain as a whole. According to some authors, the major goal of market chain is to connect and manage product sourcing, flow, and control across many roles and layers of distributors using a comprehensive systems approach. Furthermore, the primary goal of the market chain is to synchronize consumer needs with product flow in order to achieve a compromise between the competing goals of maximum customer service, minimal inventory management, and cheap unit costs (Habib, 2011).

Market chain analysis is carried out for a number of reasons. However, using both qualitative and quantitative data, the major goal of market chain analysis is to understand the causes of inefficiencies in the chain and to find potential leverage points for improving the chain's performance. Market chain analysis aids in obtaining a better knowledge of competitive challenges, identifying relationships and coordination mechanisms, and determining how chain actors cope with power and who governs or influences the chain. The market chain framework aims to address these issues by identifying several entry points and linkages that small and medium businesses can use in a given manufacturing or supply chain (USAID, 2008).

2.1.2 Basic Factors Considered in Formulating Marketing Chain

Ferrell and Hartline (2011), the situation analysis is the most important factor to consider while forming the marketing chain. The condition analysis' goal is to describe existing and prospective concerns, as well as major trends, as they affect three key environments: the internal environment, the customer environment, and the external environment.

The External Environment The broadest matter in a situation analysis is a review of the external environment, which includes all the external factors competitive, economic, political, legal/regulatory, technological, and socio-cultural that can use considerable direct and indirect pressures on both domestic and international marketing activities. According to Hitesh Bhasin (2012) also recommended in the magazine of marketing, there are 3 necessary factors while formulating marketing strategy. They are as follows:-

- **Developing customer intimacy**- If a business can gain a lot by investing time in its customers, receiving to know them, their likes, dislikes, preferences.
- **The health of the brand** – The second most significant factor while formulating a

marketing chain is determining the health of the brand. This gets the external environment into account.

- **Innovation**- It is significant to understand that innovation does not occur in one department only. It can happen in the distribution department, the costing department, the accounting department and most importantly the product development department.
- **The Internal Environment** A situational analysis initial feature is a critical assessment of the firm's internal market plan and environment in terms of its aims, strategy and performance, share of resources, market structure features, and political climate. The marketing manager should start by reviewing the company's present marketing objectives, strategy, market share, and market connectivity. Marketing objectives must be evaluated on a regular basis to ensure that they remain aligned with the company's mission as well as changing client demand, accessibility, and availability of the product in marketing contexts.

The Customer Environment In the second part of the condition analysis, the marketing manager must examine the current and future situation with respect to customers in the company's target markets. During this analysis, information must be collected that identifies: (1) the company's current and potential customers, (2) the prevailing needs of current and potential customers, (3) the basic features of the firm's and competitors' products alleged by customers as meeting their needs, and 4) anticipated changes in customers' needs.

2.1.3 Basic Factors Considered in Formulating Marketing Chain

2.1.3.1 Promotion Strategy

Zeithamlet al. (1995), describe promotion as part of specific effort to encourage customers to tell others about their services. According to Duncan (2005), promotion is the key to the market exchange process that communicates with present and potential stakeholders, and the general public. Every firm or store must cast itself into the role of communicator and promoter. Hakansson (2005) also reports that promotion appears as an issue of how to create an optimal mix of marketing communication tools in order to get a product's message and brand from the producer to the consumer. Borden, (1984) defines promotion as sales promotion, advertising, personal selling, public relations and direct marketing. Kotler, (2007) discovers that Promotions have become a critical factor in the product marketing mix which consists of the specific blend of advertising,

personal selling, sales promotion, public relations and direct marketing tools that the company uses to pursue its advertising and marketing objective.

Sales Promotion According to Kotler and Keller (2012), sales promotion is an input element in marketing operations that consists of a collection of incentive measures, most of which are short-term, aimed to encourage consumers or the trade to acquire specific items or services faster or more frequently. Whereas advertising encourages people to purchase, sales promotion encourages people to buy. Consumer promotion (samples, coupons, cash refund offers, prices off, premiums, prizes, patronage rewards, free trials, warranties, tie-in promotions, cross-promotions, point-of purchase displays, and demonstrations), trade promotion (prices off, advertising and display allowances, and free goods), and industry and sales force promotion (prices off, advertising and display allowances, and free goods) are all examples of sales promotion tools (trade shows and conventions, contests for sales reps, and specialty advertising). In marketplaces with a lot of brand resemblance, sales promotions can generate a lot of sales in a short period of time however; there is minimal evidence of a long-term gain in brand preference. They may be able to permanently modify market shares in markets with significant brand value. Ferrell and Hartline (2011) pointed out that sales promotion engaged behavior that made buyers inducement to buy a product or that added value for the buyer or the trade. Sales promotion can be targeted toward consumers, channel mediators, or the sales force. Sales promotion comprises a wide variety of promotional elements for the reason that it encompasses actions other than advertising, public relations, and personal selling.

2.1.3.2 Market Place Strategy

Jones, (2007) defines place as any way that the customer can obtain a product or receive a service. Bowersox and Closs (1996) give distribution as another name for place. According to them, it is the third element of the marketing mix, and it encompasses all decisions and tools which relate to making products and services available to customers. Kotler and Armstrong (2006), also define place or distribution as a set of interdependent organizations involved in the process of making a product available for use or consumption by consumers. Place strategy calls for effective distribution of products among the marketing channels such as the wholesaler's or retailers (Berman, 1996). Owomoyela et al, (2013)

2.1.3.3 Distribution management strategies

Palmer (2011) defined distribution marketing strategy as "the element of a firm's use of various channels and networks to distribute products and services with the goal of reaching the end customer, either directly or indirectly." Agents, wholesalers, distributors, and retailers are among the intermediaries. These principles and fundamentals assist businesses in ensuring and offering high-quality customer service, which has an impact on customer satisfaction. The competitiveness of a company is determined by its distribution networks. This is because they have an impact on the time it takes for the goods to reach the client as well as the ultimate price. Organizations are concerned in the process of making a product available for use or consumption by customers, despite the importance of distribution tactics. As a result, in order to oversee and manage these activities, businesses must create a marketing channel that is aligned with their objectives. According to Whetton (2011), ease of access to products and services ensures that a consumer is adaptable and considers the transaction as simple. These have a significant impact on the market chain and, as a result, the company's profitability.

2.1.3.4 Marketing linkage strategies

Manufacturers must choose the intermediaries who will distribute their products (Chang, Polsa and Chen, 2003:132-139). The chosen intermediaries must be trained in certain areas such as the operation of the goods being carried, the art of selling in merchandising, and other areas as needed by the business. The intermediaries must be encouraged to enthusiastically promote the manufacturer's product. They may be offered money or non-financial incentives by the manufacturer. It is critical that intermediaries be reviewed on a regular basis in terms of the functions that they are expected to fulfill (Gassenheimer, Sterling and Robicheaux, 1996:94-119). Finally, the manufacturer must handle disagreements that arise between members of the same level of the distribution channel or between members of various levels of the distribution channel. According to (Sahu and Raut: 2003:12) in today's world of mass production, there is always a need for intermediaries of one type or the other for enabling the goods to reach the customer. In a more detailed manner, (Rosen Bloom, 1995: 22) has pointed out many situations that can indicate the need for a market chain design as follows:- Developing a new product or product line. If existing market chain for other— products are not suitable for the new product or product line, a new market chain may have to be set up or the existing market chain modified in some fashion; Aiming an existing product at a new target market;— Making a major change in some other component of marketing mix;— Establishing a new firm, from scratch or as a result of mergers or acquisition.— Opening up new geographic area;— Meeting the challenge of conflict or other behavioral problem.— 24 The above list, although by no means comprehensive, offers an overview of the more common conditions that may require the market chain manager to channel design decisions.

2.1.3.5 Market attribution Strategy

According to Kotler (2007), is the use of marketing to enable customers or people to develop a mental image of a product in comparison to other items. Market attribution Strategy refers to how a target market would perceive a product or service in comparison to the competitors. It responds to the question, "Why should someone in the target market(s) buy my product or service instead of the competition?" "What must be the perceived worth of my offering in comparison to the competition?" is a similar question. Customers' perceptions of a company's product or service in comparison to competitors are referred to as positioning. Shaw (2011) stated that positioning serves as a link between targeting and the marketing mix. If people dislike the product, it can be made more appealing by physically modifying it or repositioning it in buyers' minds. Consumer impressions can be substantially altered by repositioning. 19 According to Whalley (2010), after segmentation and market targeting, product positioning is the next critical step in developing a successful marketing chain strategy. Product positioning refers to how a company differentiates itself in the market and how the target market perceives its products and services as a whole; it encompasses the concept of all stakeholders in the company. An organization must have a form of differential advantage in order to compete successfully in a target market. The purpose of a positioning marketing strategy is to communicate the whole value proposition to clients in such a way that it generates and maintains a distinct, ideally unique, place in the market for the company. To be successful, an organization's basic value proposition must be something that is relevant to the target market, stand out from the competitors, and be sustainable and effectively articulated to that market. This characteristic is more closely associated with differentiation as a generic strategic option, which helps to explain the development of brands, products, and services in the market chain.

2.2 Empirical Review

2.2.1 Market linkage

The nature of competition has evolved through time to the point where companies no longer compete against one another on the basis of quality, as was the case many years ago. Nowadays, the new source of business rivalry is defined by how well organizations link their operations with their supply chain partners, who include suppliers, distributors, wholesalers, retailers, and end customers. The ability to build long-term, trusting business relationships with consumers, distributors, and other strategic partners becomes a critical competitive criterion. Businesses have

had to invest and re-focus greater attention on relationships with consumers and distributors as a result of this, as well as variables such as shorter product lifecycles and customer expectations.

As a result, different studies have been done to define market chain practices and to evaluate businesses' market chain as a strategic objective driving senior management decision making. Market practices are described as a series of activities carried out by an organization in order to promote effective market chain management. Many manufacturers and distributors are seeing the significant cost savings and service improvements that can be achieved by implementing best practices throughout their market chain. Many distinct perspectives on market activities can be found in a variety of literatures (Tan et al., 2002; Chen and Paulraj 2004; and Li, 2002 and 2005). These various authors' opinions showed that the market is multi-dimensional, encompassing a range of activities and processes from the firm's internal operations to the downstream of the market. Market Chain Management is now widely recognized as a crucial business procedure for organizations that manufacture or distribute products. Customers' demands for most products are becoming increasingly demanding in terms of reaction time, choice, and the pursuit of lower pricing, and thanks to globalization, customers can choose from a larger number of distributors.

2.2.2 Distribution management strategies

Distributor and customer relationships, information exchange, internal operations, channel selection and management, and trust in distributors are all basic dimensions/perspectives of market chain management methods (Charles et al., 2014; Froehlich and Westbrook, 2001). According to Feng et.al (2007), product excellence and quality, efficiency and business consequences influence market chain performance dealings of the company. Mahmood and Fatimah Hajjat (2014) researched on the effect of product quality on market performance in some Arab business companies. A model was urbanized to show the product development stages from conception to distribution. The research examines data using structural equation modeling techniques. Findings revealed that product extrinsic value affects external market performance and product intrinsic value influences internal performance.

Kaipia (2008) examined the effects of selecting a distribution channel on market chain; a descriptive survey was conducted in a sample of 45 commercial banks in Europe. Primary data was collected using a semi structured questionnaire. A regression model was adopted for data analysis to establish the relationship between the effects of selecting a distribution channel on market chain. It was concluded that selecting a distribution channel was a key component in achieving improved market chain and customer satisfaction.

Lee and Kim (2002) investigated on the influence of product distribution planning on performance of manufacturing firms in UK. A causal study was conducted in a sample of 55 manufacturing firms. Both primary and secondary data was used; primary data was collected using a semi-structured questionnaire while secondary data was gathered from financial statements. A correlation analysis was done and the findings concluded that there existed a positive correlation between production distributions planning on performance of market chain of a firm.

2.2.3 Product attribution strategies

Rthermore, Joshi (2012) explained the benefits of brand image in terms of the advantage of branding to both producer side and consumer side. Producer side advantages of branding are: a company's reputation is increased, easy to introduce new products, differentiates its products from competitors, helps for sales promotion, increases the market share, reduces advertising cost, increases sales, and minimizes price competition. On the other hand, consumer side advantages of branding are: differentiate the products of different producers, gain excellence products, and a consumer was satisfied. Laswai (2013) conducted a research on examination of the effectiveness of channels of allocation models in the sales performance of an organization. The study sampled 90 sampled respondents. Interviews, questionnaires and documentary reviews have been used to collect the data. The findings confirmed that the distribution channel has a positive influence on sales and market performance of the company.

2.2.4 Market Promotion strategy

Ebitu (2016) studied the impact of product quality, marketing communication and relationship marketing strategies on the performance of SMEs in AkwaIbom state, Nigeria. 240 copies of survey questionnaires were copied to SMEs in the three senatorial districts of the State. This created the sample of the study. The data attained was analyzed using Pearson Product Moment correlation analysis which was calculated electronically by the use of Statistical Package for Social Science (SPSS) version 21. The study concluded that there is a considerable impact of product quality strategy and relationship marketing chain on the effectiveness and increased market share of SMEs in AkwaIbom State.

Devendiran (2010), in his study stated that now a days successful businesses known in the marketing environment which is constantly rotating new chances and the environment that marketed ought also identify the consumer information, source and assess their relative communication for the target market. Companies must work to make Shure customer satisfaction at all level of the buying process for the reason that after the satisfaction of customers the

companies provide due considered for profit. Today more companies are recognizing the significance of satisfying keep current customers.

Tuli&Bharadwaj (2009) studied Customer satisfaction and stock returns risk. They found that, besides effective communications, effective relationships between the firms and the customers provide beneficial advantages to both the firms and the stakeholders. They found that efficient customer relationship marketing strategy has positive and optimistic effects on market performance. Mezgebu (2015), attempted to examine the impact of customer correlation marketing on customer satisfaction; the case of Commercial Bank of Ethiopia. The research findings signifies that there is an important association between relationship marketing components including trust, commitment, communication, conflict treatment and capability on customer satisfaction and also to regression testing that all variables were identified simultaneously on customer satisfaction. The research results showed that all relationship marketing components have statistically significant impact on customer satisfaction.

Adebisi and Babatunde (2011) have been studying the application of the promotional mix that was enhance market chain and advance organization growth in the face of a strong competition and as well as promotional mix has a significant positive impact on sales turnover. Al-Rfou(2012) confirmed that intensity of market competition has an optimistic effect on organizational market chain performance. Such companies' are tray to satisfy their customers by raising the quality of their products. Nwielaghi& Ogwo (2013) accomplished that full utilization of trade promotion strategies affects marketing chain performance by enhancing sales turnover, enhancing market share and profitability which support the finding of the study. Njawa (2015) in his research on the effect of promotion on organizational market performance: a case study of Tigo telecommunication network. The finding revealed that advertising has a significant influence on organizational market performance. Musa (2003) conducted a study on the relationship between advertising and organizational market performance in Tanzania. The researcher confirmed that advertising has a direct relationship with overall market and business performance in a company.

2.2.5 Sales area practices

Mokaya (2012) looked at the consequence of market positioning on organizational market performance in the airlines industry in Kenya; case of Kenya airways. The study uses the research design called explanatory design and established the following. Within the general segmentation-targeting-positioning framework in a business, positioning plays a pivotal role in marketing chain, since it links market analysis, segment analysis and competitive analysis to internal corporate

analysis. The actions of performance that affect marketing positioning strategies at the company include employee turnover, increase in assets, increase in products, increase in revenue/profitability and market share of the company.

2.3 Research Gaps

There are insufficient empirical studies of marketing strategy approaches in textile enterprises. Marketing mix factors are commonly used by researchers that examine this topic. However, in the current tumultuous atmosphere, this feature falls short of describing marketing methods and other aspects. Future empirical investigations should look into whether the parameters identified in this study are still relevant in different industries.

The empirical review shows that market chain practices are an essential component in making market chain decision in a company. A market chain allows a company to match its demand for goods and services with its ability to offer them to clients. This allows a company to accomplish on-time delivery of goods and services, activity coordination, enhanced decision-making, and lower communication costs. Market chain practices contribute to customer satisfaction, need fulfillment, and the overall market chain performance of the firm in manufacturing sectors, according to studies by Lockamy and McCormack (2004), Lee and Kim (2002), and Lee and Kim (2002).

Despite more than two decades of discussion in research and management journals, market chain remains an ambiguous term. The huge amount of study in the field of market chain, as well as the fact that it crosses multiple disciplines (Tan, 2001), has resulted in a diverse set of definitions, expressions, and notions (Larson and Halldorsson, 2004; Mentzer et al., 2001). Because market chain discussions and conclusions are rarely based on serious theory or empirical evidence, market chain literature frequently becomes superficial and comprehensive.

In addition, empirical investigations show that many of the market chains expected and practiced outcomes in developing nations have not been attained. As a result, there appears to be disconnecting between ideal market chain theory and its application in real market chains.

Furthermore, the majority of these studies focus on the influence or impact of market strategy on market chain performance, rather than actual market chain management and performance elements in the bottling industry. Based on local studies, little has been done on the impact of marketing tactics on the market chain performance of Ethiopian textile enterprises. This study looks to

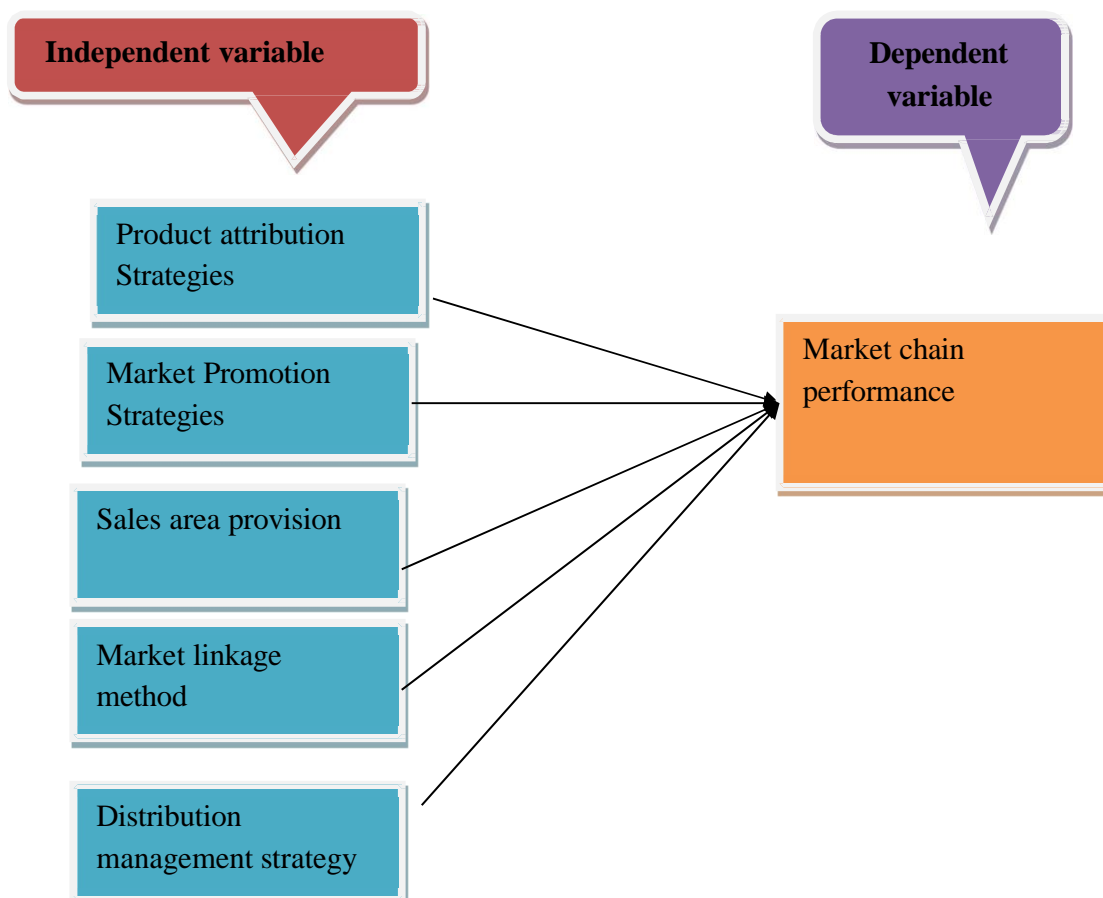
determine the role of marketing strategies practices and other factors on Market chain performance of distribution of textile yeka sub city.

2.4 Conceptual Framework

As a result of the theoretical and empirical reviewed above; the study has developed the following schematic representation of the conceptual framework.

This conceptual framework describes the relationship on market chain performance in distribution of textile manufacturing: enterprises by market linkage, sales area provision, market promotion strategies, Distribution management strategy and product attribution strategies.

Fig. 2.1Conceptual frame work



Source: Abeselom (2013) and modified by the researcher

CHAPTER THREE

RESEARCH METHODOLOGY

3. Introduction

Kothari (2004) defined research methodology as a science of studying how research is done scientifically. It contains details about the research approach ,research design, sample size and sampling techniques, data source, data collection instruments, data analysis, reliability and validity of the study, model specification and finally ethical considerations.

3.1. Research Design

This research is to examine factor affecting market chain performance in distribution of textile manufacturing enterprises in case of yeka sub city enterprise. Therefore, the research was employee descriptive study to describe about the variables market chain performance and also has use explanatory design to show relationship of independent variables with market chain performance distribution of textile manufacturing.

3.2 Research Approaches

The study employs both qualitative and quantitative approaches. The qualitative method helps the researcher to understand the meaning of situation, event, experiences, and actions of participants while a quantitative research requires standardized measures and is often expressed in form of numbers to verify and test facts (Maxwell, 2005). Quantitative method is use to deal with survey data while qualitative study is employs to explain interview results that are collected from participants. Thus, it entails more than just gathering and evaluating both types of data; it also entails combining both methodologies so that a study's overall strength is stronger than either

qualitative or quantitative research. As a result, a hybrid strategy was adopted in this thesis, which included both qualitative and quantitative forms. This thesis used a quantitative technique to study market chain processes using fundamental ideas and principles. Furthermore, the thesis was aided by aspects connected to market chain procedures in a selected textile production enterprise in Addis Ababa, which were founded on core theories, principles, and management.

3.3. Target Population

Population is a group of potential participants, objects, or events to whom or to which researchers want to generalize the results of the study derived from a sample drawn from the population enterprise category of enterprise, According to Mugenda (1999), a target population means the population to which a researcher wants to generalize the results of the study. The population of the current study constituted 23 (staffs), 3 (processors), and 1 (managers) in yeka sub city textile manufacturing enterprise office as well as 306 registered members at yeka city textile manufacturing enterprises during the year 2024.

3.4. Sample Size and Sampling Techniques

In principle, accurate information about given population was obtained only from census study. However, due to time and financial constraint, in many cases, a complete coverage of population is not possible; thus, sampling is one of the methods, which allow the researcher to study relatively small number of units representing the whole population. This research employs a simple random sampling technique for selecting the sample units. Gill and Johnson (2002) describes a sampling frame as a list of members of the research population from which a random sample may be drawn. This technique is chosen because the sampling frame of the target population is made up of members of similar characteristics. In the next stage, the researcher determines the sample size to obtain quantitative data. The total sample size is determined by Toro Yamane formula (Yamane, 1967).

By Yemane formula:

Where: N= number of total population

n= sample size

e= error

Then, based on this formula, $n = \frac{306}{1 + 306(0.05)^2}$ $n = \frac{306}{1 + 306(0.0025)}$ $n = \underline{173}$.

Therefore, for this survey, the sample size of the survey population is 173.

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

3.5. Methods of Data Collection

Primary and secondary data was use in gathering the relevant data. The primary data was used to examine the evidence without the opinions, analysis, and interpretations of others. On the other hand, the secondary sources of data use to draw conclusions about the events described in primary sources. Moreover, the information more accessible by assembling and interpreting information gathered from a variety of primary sources. The primary data of the research would gather through self-administered questionnaire. The questionnaire is directly related with the research hypotheses and objective of the study. In designing the self-administered questionnaire, questions used in similar previous researches were modified and included as they are important to address certain issues. Likert scale is applies for the questionnaires. Likert scale questions have five degrees namely; strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree that are combined into a single composite score/variable during the data analysis process (Kothari, 2004). primary data by questioner and the secondary data was obtained from the documentary review made on office reports, research paper, reference book and etc.

3.6. Model Specification and Variables Measurement

The research use econometrics model since it provides us numerical measure of the relationship between the dependent and independent(s) variables; hence the model would show the relationship between the dependent and independent variables and their Factor affecting market chain performance in distribution of textile manufacturing. Multiple linear regression (MLR), also known simply as multiple regression, is a statistical technique that uses several explanatory variables to predict the outcome of a response variable. The goal of multiple linear regressions is to model the linear relationship between the explanatory (independent) variables and response (dependent) variables. In essence, multiple regressions are the extension of ordinary least-squares (OLS) regression because it involves more than one explanatory variable. While the dependent variable is market chain performance, the independent variables are the five dimensions that may affect the market chain performance. These independent variables are Market linkage, Production and sales, Market Promotion strategies and distribution management strategy

Thus, the model took the general form:

$$\text{MCP} = \beta_0 + \beta_1\text{ML} + \beta_2\text{SA} + \beta_3\text{PA} + \beta_4\text{PS} + \beta_5\text{DMS} + \text{ei}$$

Where: MCP = Market Chain Performance

ML = Market Linkage

SA= Sales Areas provision

PA = product attribution

PS= Promotion Strategies

DMS = Distribution management strategy

ei = error term Using prior literatures,

The researcher selected four criteria that are measured on five-point Likert scale to assess the dependent variable. The independent variables were similarly measured using a five-point Likert scale. Market linkage, sales area provision, market promotion strategies, Distribution management strategy and product attribution strategies

β_0 =Market chain performance in the absence of relationship market linkage, sales area provision, market promotion strategies, Distribution management strategy and product attribution strategies

B1= the partial change in the MCP due to one unit change in relationship Market linkage while other things remain constant.

B2= the partial change in the MCP due to one unit change in sales area provision while other things remain constant.

B3= the partial change in the MCP due to one unit change in market promotion strategies while other things remain constant.

B4=the partial change in the MCP due to one unit change in Distribution management strategy while other things remain constant.

B5=the partial change in the MCP due to one unit change in product attribution strategies while other things remain constant.

3.7. Method of Data Analysis

Raw data collect using questionnaires was organize and data verification was carried out after the field data collection completed. Concerning the processing software, SPSS version 16 was used to

analyze. The data would be analyzed based on the type of question that were asked by the researcher and type of data demand. Accordingly, different statistical techniques were used incorporating descriptive statistics which includes mean score, standard deviation etc. In addition, Pearson's correlation coefficients and multiple linear regressions were used to show the relationship between the independent variables and dependent variable. The quantitative data gathered through questionnaire would be analyzed quantitatively.

3.10 Reliability and Validity Tests

3.10.1 Reliability

Variables	Cronbach's Alpha	No. of items
Marketing Linkage Strategy	0.862	5
Distribution management strategies	0.749	5
Market Promotion strategy	0.838	5
Product attribution strategies	0.867	5
Sales area practices	0.770	5
Total	0.817	25

The internal consistency of variables in the research instrument was assessed using Chronbach's alpha in this study. Chronbach's alpha is a reliability coefficient that is used to assess the scale's internal consistency. According to Zikmund (2010), a scale with a coefficient alpha between 0.6 and 0.7 indicates fair reliability, hence a Chronbach's alpha score of 0.70 or above is considered adequate for determining reliability in this study.

Table 3-1 Reliability analysis Result

Source: Survey data 2024, SPSS output

3.10.2 Validity

The extent to which differences identified with measuring instruments represent genuine differences among participants being evaluated is referred to as validity. The construct validity of the research was examined to confirm the quality of the research design material. Construct validity is the process of determining the most appropriate operational measurements for the concepts being examined (John, 2007). The literature research was carried out and thoroughly analyzed to ensure that the content of measuring was relevant to the study and that expert advice was sought.

3.9 Ethical Considerations

As an academic institution, St. Mary University's School of Commerce masters of Arts board was assessing the research thesis to guarantee that the study methodologies are appropriate. As a result, the following ethical principles were applied to effectively handle the ethical issues part of this thesis. Furthermore, the thesis' key input was the respondents' voluntary engagement in the study. Additionally, when creating the questionnaire and interview, great effort was taken to avoid using rude, discriminatory, or other improper words. This thesis places a premium on respondents' privacy and anonymity. The experiment used acceptable sample sizes and techniques, and respondents were treated with care, according to the works of other authors

CHAPTER FOUR

DATA ANALYSIS, RESULTS AND DISCUSSION

4.1. Introduction

This study makes an assessment of factors affecting market chain performance in distribution of textile manufacturing: enterprises Survey of yeka sub city enterprise. The section details the results of the data collection via questionnaire dissemination. This includes demographic data, and factors affecting market chain performance in distribution of textile manufacturing: in terms of identified independent and dependent variables. The data analysis presentation is based on survey result analysis of the gathered data.

The response rate of these paper is total of 173 questionnaires were disseminated in person to respondents. From the distributed questionnaires 170 were returned to make the response rate 98.3%. The non-returned questionnaires were 3. From the returned questionnaires, 3 were incomplete. So, the total responses used for the data analysis was 170.

4.2. Demographic Profiles of respondents

The respondents were selected to ensure that they are from enterprise of Yeka sub city to provide more detailed information. Respondents are familiar with the day-to-day operational activities. The results pertaining to the general information on respondents as obtained from Section 1 of the questionnaires are outlined below.

Table 4.1 Demographic Profiles of respondents

Variable	Category	Frequency	Percent
Educational levels of the respondents	Below and 12 th	31	17.9
	Certificate	39	22.5
	ATVET/ Diploma	80	46.2
	BA Degree	20	11.6
	Total	170	98.3
	System missing	3	1.7
	Total	170	98.3
Service year of respondents	Less than 1 year	21	12.1
	1-3 year	26	15.0
	3-5 year	81	46.8
	Above 5 year	42	24.3
	Total	170	98.3
	System missing	3	1.7
	Total	173	100.0
Gender of respondents	Male	38	22.0
	Female	132	76.3
	System missing	3	1.7
	Total	173	100
Age of respondents	below 25	36	20.8
	25-30 year	83	48.0
	31-40 year	39	22.5
	above 40	12	6.9
	Total	170	98.3
	System	3	1.7
	Total	173	100.0
Size of enterprise	Small	53	30.6
	Medium	117	67.6
	Total	170	98.3
	System missing	3	1.7

Source: Survey data 2024, SPSS output

- **Educational levels:** education level of the respondents indicates their literacy. Nearly 80 respondents have diploma (46.2%), degree 11.6 %, below 12th 17.9 and the rest (22.5%) held certificate. This shows that the respondents can understand the questions and give valuable input about the issues raised in the questionnaire.
- **Service year:** The number of years that the respondents has been in work is as outlined in the above shows that enterprise that constituted 12% have been working for less than 1 year, 1-3 year 15%, 3-4 year 46.8 % and the reaming 24.3 % are above 5 years. Therefore,

one could say that the respondents have long experience to know the activities of the market chain and textile and other issues in connection with enterprise.

- **Gender:** Gender Category of the Respondents shows that 78 percent of the respondents were male and 22 percent of the respondents were female. The majority of the responders were men, based on this data. Due to the fact that both genders were involved in this study, the findings did not suffer from gender bias.
- **Age:** Age Category, 48% of the respondents were within the age of 25-30 years old, about 22.5 % of them were within the aged of 31-40 years old, about 20.8% were within the age of below 25 years old, and about 6.9% of the respondents were above the age category of 40 years old. Therefore the respondents are well experienced and well information about the related issue.

This is another indication that respondents were well distributed in terms of their age category. The age category implies that the respondents were heterogeneous groups in their age; which in turn enabled the researcher to get varied responses across the sample units fairly distributed. Hence, again the study did not suffer from age bias.

- **Size of enterprise:** Size of enterprise category of the Respondents shows that, 67.6 % of the respondents were medium enterprise and 30.6 percent of the respondents were small enterprise. The majority of the responders were medium enterprise, based on this data. Due to the fact that both medium and small enterprise were involved in this study, the findings did not suffer from gender bias

4.3 Descriptive Statistics Result and Discussion on Factors of Market Chain

Performance

The respondents' response on the factors that affect the market chain performance have here been summarized and presented in the form of tables to illustrate their respective frequencies with valid percentage. Responses were measured on a five point likert scale with 1= strongly disagree, 2= disagree, 3=neutral, 4 agree and 5=strongly agree.

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4.3.1 Marketing Linkage Strategy

Table 4-2 Descriptive stat result on relationship marketing linkage Strategy

	N	Min	Max	Mean	Std. Deviation
Your enterprises focus on relationship marketing to expand market chain for long term.	170	1	5	4.16	.946
The enterprises works on maximum satisfaction of customers by distributing the product to access everywhere.	170	1	5	4.25	.960
Frequently communicates with its customers about the acceptance of the product to expand market chain.	170	1	5	4.27	.889
Your enterprises market chain performance is improved by Creating relations with agents, retailers and etc.	170	1	5	4.28	.837
Your enterprises use digital marketing to build relations with customers.	170	1	5	4.08	1.099
Grand mean and Std. Deviation				4.21	.946

Source: Survey data 2024, SPSS output

As presented in Table 4.2, Individuals who Your enterprises focus on relationship marketing to expand market chain for long term., the average mean score (M= 4.16) which is close to agree response of the question. But, average (SD = 0.946) the standard deviation shows that not all respondents were in agreement with that since there was a wider variance between answers. However, from the mean value of 4.16 and standard deviation of 0.946 we can understand that more than half of the respondents agreed on enterprises focus on relationship marketing to expand market chain for long term, the enterprises works on maximum satisfaction of customers by distributing the product to access everywhere. But, the deviation result 0.960 indicates that there is a deviation on the statement. The statement used for the measurement of market chain has the mean 4.25 and the standard deviation was 0.960. This means the result of the study showed that the respondents agree with the statement and there is gap in their response level of agreement as per the standard deviation analysis. The respondents calculated mean value on the is 4.27 and that of standard deviation is 0.887. From the result it is traceable that more than half of respondents accept the statement Frequently communicates with its customers about the acceptance of the product to expand market chain. but there is the difference in their responses. The mean value for the proposition that states Your enterprises market chain performance is improved by Creating relations with agents, retailers and etc. is 4.28 and standard deviation was 0.837. This result

indicated that majority of the respondents accept the statement that market linkage affect market chain.

The last statement of this variable is your enterprises use digital marketing to build relations with customers, which the mean score is 4.08 and standard deviation is 1.099.

The grand mean across all these variables was 4.21, highlighting a generally high level of market linkage strategies among respondents, with an overall standard deviation of .946, suggesting a consistent

As a result of this research, we can infer that organizations utilize relationship marketing linkage strategy to communicate and meet with their agents and customers on a regular basis, as well as to stress long-term relationship building with clients. However, the company did not leverage digital marketing to cultivate relationships with consumers and prospects through low-cost tailored communication on a regular basis.

4.3.2 Distribution management strategies

Table 4.3 Descriptive Statistics of Distribution management strategies

	N	Min	Max	Mean	Std. Deviation
Your enterprises implements strategies to optimize distribution of product through collaborative relationships with carriers, distributor and customers.	170	1	5	3.41	.945
The enterprises supply products availability and accessibility is suitable for its customers.	170	1	5	4.15	1.058
Your enterprises able the customer to buy the textile with less waiting time anywhere	170	1	5	3.37	.978
The enterprises distribute its product in different part of the country.	170	1	5	3.67	.812
The location of your business attracts more customers to expand the market chain practice.	170	1	5	3.39	.950
Grand mean and Std. Deviation				3.6	0.95

Source: Survey data 2024, SPSS output

As presented in the above table 4.3, the calculated mean value of 3.41 and standard deviation 0.945 showed that, the more respondents agree on the statement that Your enterprises implements strategies to optimize distribution of product through collaborative relationships with carriers, distributor and customers. The calculated mean value of assertion for the relationship between market chain performance and distribution influences the enterprises supply products availability and accessibility is suitable for its customers, to be compliant is 4.15 and that of standard deviation 1.058. This indicated that the respondent's agree on the statement. From the respondents calculated mean value of 3.37 and standard deviation is 0.978, it is concluded that nearly high number of participants have neutrality for the statement that Your enterprises able the customer to buy the textile with less waiting time anywhere but there is strong difference in their responses.

The enterprises distribute its product in different part of the country, Was accepted by many respondents with a calculated mean value of 3.67 but there is deviation on their opinions with the standard deviation of 0.812. From the mean value of 3.39 and standard deviation of 0.950 we can understand that more than half of the respondents agreed on the statement that The location of your business attracts more customers to expand the market chain practice. .

The grand mean across all these variables was 3.6, generally high level of Distribution management strategies among respondents, with an overall standard deviation of 0.95,

Based on the descriptive statistics survey results on the enterprise distribution management strategy practices, it can be concluded that the textile production and distribution strategy indicates that the enterprise product (textile) availability and accessibility is appropriate for its customers. The respondents agreed that the company's distribution strategy allows customers to purchase textile products with minimal waiting time at any location. This, according to the respondents, is because the organization employs tactics to maximize product distribution is good through collaborative relationships with carriers, distributors, and customers. As a result, one can deduce that the enterprise distribution management plan targets and attracts more customers, allowing it to become more effective in the market and increase its market chain performance. As a result, distribution management and the selection of the appropriate distributor, as well as a positive connection with distributors, have an impact on the company's market chain success

4.3.3 Market Promotion strategy

Table 4.4 descriptive statistics of market promotion strategy

	N	Min	Max	Mean	Std. Deviation
Your enterprise provides promotional discount or demonstration to attract customer.	170	1	5	3.40	.975
Your enterprise use social media to inform customers about textile products	170	1	5	3.96	.984
Your enterprise does timely sales promotions attract new customers.	170	1	5	3.90	.959
Your enterprise use traditional media (radio, TV, newspapers).	170	1	5	3.96	.975
Your market promotion assists in creation of customers' awareness activities.	170	1	5	4.00	.923
Grand mean and Std. Deviation				3.84	0.96

Source: Survey data 2024, SPSS output

As presented in the above table 4.4, The responses of the participants in the study for the proposed statement that: Your enterprise provides promotional discount or demonstration to attract customer. Have a mean of 3.40 and a standard deviation of 0.975. The mean result showed that the respondents' accept the statement but the standard deviation explained that there is gap in their response level of agreement. Majority of the respondents accept the assertion that the Your enterprise use social media to inform customers about textile products. The mean calculated value for participant's level of agreement was 3.96 and the standard deviation was 0.984. This indicated that the participants nearly accept the statement but as the standard deviation result showed there is gap in their response of level of agreement. The mean value for level of agreement of respondent's opinions for the statement that the Your enterprise does timely sales promotions attract new customers. was 3.9 and the standard deviation was 0.959. This indicated that though there is deviation on their responses, the statement was accepted. The calculated mean value 3.96 and .975 standard deviation for the statement to measure the Your enterprise use traditional media (radio, TV, newspapers). This result showed that the respondent's agree with the statement and there is deviation in level of agreement. The calculated mean value 4 and .923 standard deviation for the statement to measure the Your market promotion assists in creation of customers' awareness activities. This result showed that the respondent's strong agree with the statement and there is deviation in level of agreement.

The grand mean across all these variables was 3.8 high level of market linkage strategies among respondents, with an overall standard deviation of 0.96,

According to the findings of this promotion strategy practice, advertising and promotion would promote the enterprise textile product by increasing customer awareness of the product in the market, which would improve the market chain performance to spread the product anywhere.

According to Nwielaghi & Ogwo (2013), full implementation of promotion methods improves marketing performance by boosting sales turnover, market share, and market chain, all of which corroborate the study's findings.

As a result of the study's findings, it can be concluded that the enterprise textile market promotion strategy aids the company in creating customer awareness, that the company should use timely placement of sales promotion activities, and that the enterprise should use advertising and promotion to promote its product to gain in market and to improve the market chain in the distribution of the product (textile) everywhere.

4.3.4 Product attribution strategies

Table 4.5 Descriptive Statistics Product attribution strategies

	N	Min	Max	Mean	Std. Deviation
Your enterprise responds to changes in customer perceptions and demand.	170	1	5	3.96	.935
Market segmentation based on product type help Your enterprises to adjust to specific needs in the market.	170	1	5	3.96	.957
The customers purchase your textile product because the brand is fashionable to attractive in its production.	170	1	5	3.98	.939
The Production designs of your enterprises practice increases product visibility and recognition.	170	1	5	4.01	.920
The enterprise members are competency of good textile production and design.	170	1	5	3.76	.925
Grand mean and Std. Deviation				3.93	0.94

Source: Survey data 2024, SPSS output

As it is indicated in table 4.5., the mean value amounting to 3.96 for the responses given to the inquire related to the impact of variance in income level shows that there is a belief by almost a majority of the respondents that Your enterprise responds to changes in customer perceptions and demand. The mean value of 3.96 given by the respondents indicated that Market segmentation based on product type helps Your enterprises to adjust to specific needs in the market.. In the same manner, the calculated mean values 3.98 and 4.01 of the respondents showed that The customers purchase your textile product because the brand is fashionable to attractive in its production and The Production designs of your enterprises practice increases product visibility and recognition respectively but there is a difference on the level of agreement because of standard deviations amounting to 0.939 and 0.920 respectively.

The grand mean relation on product attribution strategy for market chain performance is 3.93, and provides a broad overview of how these strategies impact overall performance without delving into market chain with standard deviation sales area practices of 0.94.

As a result, we can conclude that market segmentation aids enterprises in adapting to individual needs in the textile market chain. According to the respondents, the target marketing strategy of the textile product is market focused, and targeting can assist the enterprise understand and manage the market chain. As a result, the enterprise market segmentation tactics enable it to boost market share and market chain performance, in addition to focusing on a single or specific market segment. Improved sales and profitability; closer match of products and services to customer requirements; greater consumer satisfaction; and concentrates on areas with the highest potential, according to Capon (2008), as stated in (Ali, 2011). Further market prospects, as well as the growth of new market sectors and improved competitive positions for existing products and services, increase the enterprise market chain.

4.3.5 Sales area practices

Table 4.6 Descriptive Statistics Sales area practices

	N	Min	Max	Mean	Std. Deviation
Your enterprises able the customer to buy the textile with less Waiting times anywhere.	170	1	5	4.04	.890
Your enterprises implements strategies that optimize distribution of product through collaborative relationships with customers.	170	1	5	4.10	.921
The enterprises products availability and accessibility is suitable for its customers.	170	1	5	3.98	.958
The location of your enterprises attracts more customers to expand the market chain practice.	170	1	5	3.48	1.351
The enterprises distribute its product in different part of the sub cities in Adiss Abeba.	170	1	5	3.74	1.107
Grand mean and Std. Deviation				3.9	1.05

Source: Survey data 2024, SPSS output

As it is indicated in table 4.6., the mean value amounting to 4.04 for the responses given to the inquire related to the impact of variance in sales area shows that there is a belief by almost a majority of the respondents Your enterprises able the customer to buy the textile with less Waiting times anywhere. the mean value of 4.10 given by the respondents indicated that Your enterprises implements strategies that optimize distribution of product through collaborative relationships with customers. In the same manner, the calculated mean values 3.98, 3.48 and 3.74 of the respondents showed that The enterprises products availability and accessibility is suitable for its customers , The location of your enterprises attracts more customers to expand the market chain practice and The enterprises distribute its product in different part of the sub cities in Adiss Abeba. respectively but there is a difference on the level of agreement because of standard deviations amounting to 0.958 , 1. 351 and 1.107 respectively.

The grand mean for sales area practices is 3.9, indicating that respondents generally have a positive of the factors influencing their market chain performance standard deviation of 1.05.

According to table 4.6 the respondents strongly agreed that product of Your enterprise product distribution through collaboration with Chanel members improves their enterprise market chain performance by building a positive mental image of the product in the minds of customers. The result reveals that the product's sales area influences the enterprise market chain performance in terms of distributing its goods by instilling a positive image of the product in the minds of buyers. The respondents agreed that their enterprise Products readily available and accessible to customers. As a result of this finding, we can deduce that the enterprise product sales area suitable for customers. This would allow the corporation to demonstrate that its offerings are superior to those of competitors. It may also assist consumers in selecting the appropriate area According to table 4.6, the respondents agreed that their product Construct an Your enterprises are competency sales people around sales area, with 90 percent strongly agree. The respondents also agreed that their location of your business attracts more customers to expand the market chain practice help them meet the needs of their target markets and develop a positive image in the minds of their customers. As a result of these findings, we can infer that textile product have respectable position in Yeka sub city.

4.4 Result of Inferential Statistics

The results of the inferential statistics utilized in the investigation are reported in this section. Correlation coefficient and various regression analyses were also used to draw conclusions and analyze the study's aims.

4.4.1 Correlation Analysis of the Result

The intensity or degree of a linear link between two variables is measured via correlation analysis. The correlation coefficient investigates the magnitude and direction of a linear link between two variables. The correlation coefficient can be anywhere between -1 and +1, with the bigger the absolute value of the coefficient indicating the stronger the association between the variables. A value of zero (0) shows that there is no link between two variables. The relationship's symbol indicates the relationship's direction. If the p-value is less than or equal to the significance level, the correlation is statistically significant; if the p-value is less than or equal to the significance level, we can conclude that the correlation is not zero. If the p-value is more than the significance level, we cannot conclude that the correlation is different from 0; if the p value is greater than the significance level, we cannot conclude that the correlation is different from 0. As such the following table shows the correlation between textile and market chain Performance, relationship

Market linkage, sales area provision, market promotion strategies, Distribution management strategy and product attribution strategies

Table 4-7 **Correlations table**

		MCP	MLS	DMS	MPS	PAS	SAP
MCP	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	175					
MLS	Pearson Correlation	.854**	1				
	Sig. (2-tailed)	.000					
	N	175	175				
DMS	Pearson Correlation	.768**	.742**	1			
	Sig. (2-tailed)	.000	.000				
	N	175	175	175			
MPA	Pearson Correlation	.360**	.303**	.294**	1		
	Sig. (2-tailed)	.000	.000	.000			
	N	175	175	175	175		
PAS	Pearson Correlation	.427**	.349**	.439**	.257**	1	
	Sig. (2-tailed)	.000	.000	.000	.001		
	N	175	175	175	175	175	
SAP	Pearson Correlation	.604**	.774**	.618**	.235**	.341**	1
	Sig. (2-tailed)	.000	.000	.000	.002	.000	
	N	175	175	175	175	175	175

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

Most of the independent created factors were correlated with market chain performance, as shown in the above correlation Market linkage and market chain performance ($r=0.854$), sales area provision and market chain performance ($r=0.604$), market promotion strategies and market chain performance ($r=0.360$) had the highest and strongest correlation coefficients among the variables, followed by product attribution strategies and Distribution management strategy and market chain performance ($r=0.427$) (0.768) respectively. They had the moderate and lowest correlations. Because the p (sig) value is less than 0.05 levels, we can conclude that market relationship dependent variable and independent variable had a significant and positive correlation with market chain performance.

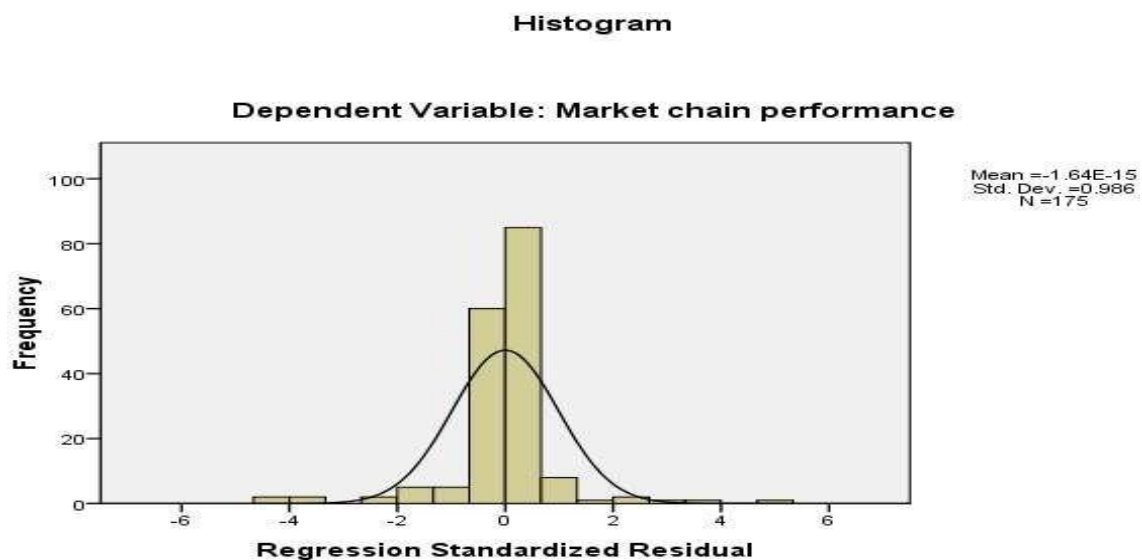
4.5 Diagnosis Test about Assumptions of Regression Analysis

Various tests were carried out in order to prepare the data for analysis and to ensure that the research produced accurate results. When explanatory factors are regressed against dependent variables, these tests were designed to see if the multiple regression model assumptions are met. As a result, the multiple regression model assumption is tested in the following assumption.

4.5.1 Normality Test

The normality tests in this study, as shown in figure below of the histogram; reveal that all variables (independent and dependent) must be regularly distributed for linear regression analysis to work. A histogram plus a fitted normal curve or a P-P-plot is used to ensure normality. The error term should be regularly distributed or the expected value of the error terms should be zero ($E(u_t) = 0$), according to the assumptions of Classical Linear Regression Models. Figure below compares the standardized residuals frequency distribution to a normal distribution. As you can see, while certain residuals (such as those occurring around 0) are quite far from the curve, the majority of residuals are fairly close to 0. Furthermore, because the histogram is bell shaped, the residual (disturbance or errors) is assumed to be regularly distributed. As a result, there are no breaches of the regularly distributed error term assumption.

Graph 4.1 Histogram



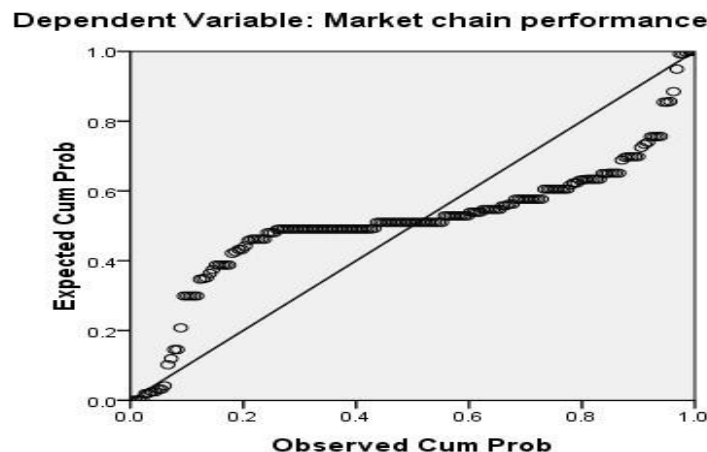
Source: Survey data 2024, SPSS output

4.5.2 Linearity test

According to the linearity assumption, the connection between the independent and dependent variables is linear in nature. The presence of linear relationships between the dependent variable and the independent variables can be determined by looking at the residual plots. A straight line reaching diagonally from the bottom left to the top right is depicted by the plotted point in Figure below. The regression residuals were plotted using SPSS V23 software to see if the relationship between the dependent variable Market Chain Performance (MCP) and the independent variables Marketing Linkage strategy, distribution management strategies, market promotion strategy, product attribution strategies and sales area practices is linear. As a result, the linearity assumption is upheld, and the model's variables have somewhat linear connection.

Graph 4.2 Normal P_P plot of Regression standardize Residual

Normal P-P Plot of Regression Standardized Residual



Source: Survey data 2024, SPSS output

4.4.3 Multicollinearity Test between Study Variables

This assumption is linear regression assumes that there is little or no multicollinearity in the data. Multicollinearity happens when the independent variables are not independent from each other. The other assumption is that the error term of the mean should be independent from the other explanatory variables. Thus, we can test using the following procedures. Tolerance is assumption the tolerance value indicates the effect of one explanatory variable on all other independent variables; the tolerance is intended with an initial linear regression analysis. Thus, from the finding in the coefficient table all tolerance values were less than one. See table 4.10. Variance Inflation

Factor (VIF) – In this case the VIF indicates that the linear regression is defined as $VIF = 1/T$. Likewise, if the value of $VIF > 10$ there is a warning for multicollinearity problem; with $VIF > 100$ there is surely multicollinearity in the sample. Thus, from the coefficient table 4.8 all VIF values are less than 10. This demonstrates that there are no violations of low or no multicollinearity amongst independent variables.

Table 4-8 Multicollinearity Test by Variance Inflation Factor (VIF)

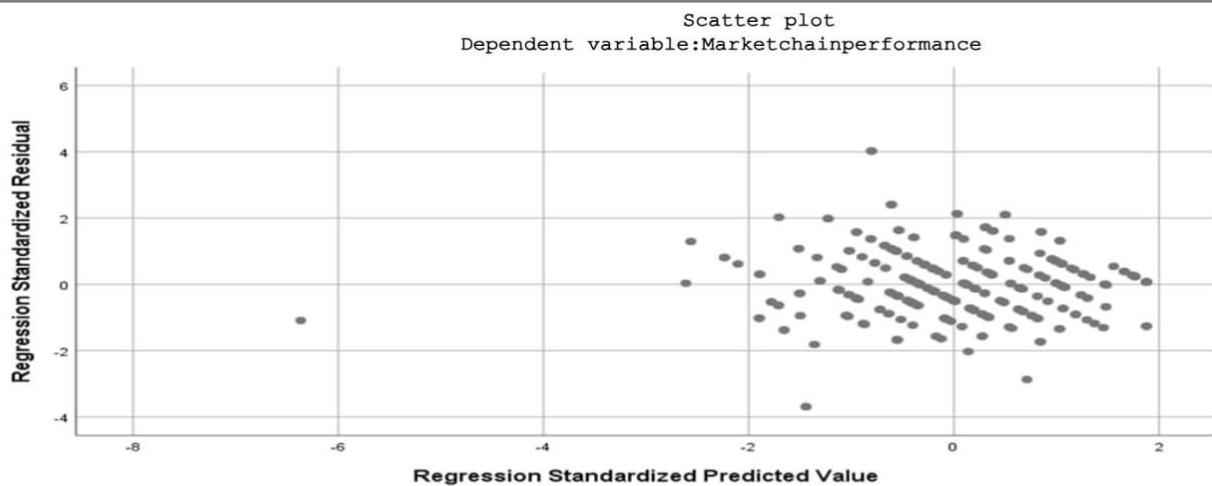
Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Market linkage	.959	1.043
sales area provision	.992	1.008
market promotion strategies	.980	1.020
Distribution management strategy	.968	1.033
product attribution strategies	.993	1.007

Source: Survey data 2024, SPSS output

4.4.3 Homoscedasticity and Linearity Test

A matrix scatter plot was used to test for homoscedasticity and linearity. The scatter plot presents the standardized residuals (ZRESID) plotted against the standardized predicted (ZPRED) values used. Figure 4.3 shows the graph representing the data. The linearity of the relationship between dependent and independent variables represents the degree to which the change in the dependent variable is associated with the independent variable (Hair et al., 1996). As shown in Fig. 4.3, the test result in the appendices shows that there are no linearity problems between dependent and independent variables

Figure 4.4 Scatter Plot of ZPRESID and the ZPRED values of the Data



Source: Survey Data (2024)

4.5.5 Autocorrelation Test

Another assumption is that linear regression analysis requires data with little or no autocorrelation. When the residuals are not free from each other, autocorrelation occurs. In this case, scatter plots of diagrams allow us to check for autocorrelations, and the Durbin-Watson test can be used to check the linear regression model for autocorrelation. Durbin Watson's value is assumed to be between 0 and 4, with values around 2 indicating no autocorrelation. From our test, the value of Durbin Watson is about 1.152. Thus, it lies between $0 < 1.152 < 4$ (see table 4.12 below). The fact that Durbin Watson's value is near to 2 suggests that autocorrelation is not violated. Thus, based on explanation of the data supplied in all five tests, it is possible to conclude that there are no significant data issues that would lead to the conclusion that the multiple regression assumption have been seriously been seriously violated.

Table 4.9 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.892 ^a	.796	.790	.472	1.152

a. Predictors: (Constant), Sales area practices, Market Promotion strategy, Product attribution strategies, Distribution management strategies, Marketing Linkage Strategy

b. Dependent Variable: Market chain performance

Source: Survey data 2024, SPSS output

4.5 Regression Analysis Result and Discussions

The objective of this study was to examine the factors affecting market chain performance in distribution of textile manufacturing: enterprises Survey of yeka sub city enterprise. A multivariate regression model was used to investigate the relationship between the dependent and independent variables and to identify the best predictors of the dependent variable (Market chain performance). The model and hypotheses were tested using multiple regressions. It explains how much variance in the dependent variable is described by the model or how much market chain performance is explained by the constructed variables, while the R² explains how much variance in the dependent variable is explained by the model. In order to arrive at the results, statements of hypothesis were constructed based on the five variables used in this study.

Table 4-10, multiple regression analysis Model summary result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.892 ^a	.796	.790	.472

a. Predictors: (Constant), Sales area practices, Market Promotion strategy, Product attribution strategies, Distribution management strategies, Marketing Linkage Strategy

b. Dependent Variable: Market chain performance

Source: Survey data 2024, SPSS output

R and R² are shown in Table 4.10 as two key factors. R has a significant positive connection of 0.796, or 79.6 %, according to this table. The R² value of 0.892 indicates that the independent variables can predict 79.2% of the variation in the model, or in other words, the created independent factors influence 79.2% of Market chain performance. Other marketing techniques not included in the model are responsible for the remaining 20.8 % variations in Market chain performance in distribution of textile manufacturing in Addis Ababa Yeka sub city. As a result, built market chain performance practices (such as Market linkage, sales area provision, market promotion strategies, Distribution management strategy and product attribution strategies) are good explanatory variables that influencing market chain performance of distribution of textile manufacturing in Addis Ababa Yeka sub city enterprise.

4.5.1 ANOVA Analysis result

From the ANOVA test in the below table 4.11, it shows the table Sig. value 0.05 is greater than the calculated sig. value of .000. This shows the statistically significant relationships between the five independent variables (Market linkage, sales area provision, market promotion strategies,

Distribution management strategy and product attribution strategies) and market chain performance at 5% significance level. This means, the five explanatory variables have a great impact on the market chain performance. But, it does not mean that all these strategies influencing companies' performance have equally significant correlation with market chain performance. Beside the F statistics (132.421) which is used to measure the overall test of significance of the model was presented, and the model is well fitted at 5 percent level of significance.

Table 4.11 ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	146.938	5	29.388	132.090	.000 ^a
Residual	37.599	169	.222		
Total	184.537	174			

Source: Survey data 2024, SPSS output

a. Predictors: (Constant), Sales area practices, Market Promotion strategy, Product attribution strategies, Distribution management strategies, Marketing Linkage Strategy

b. Dependent Variable: Market chain performance

4.5.2

Regression

Coefficient Analysis

Regression coefficients indicated how much the dependent variable varies with an independent variable, when all other independent variables are held constant. The Beta coefficients indicated how and to what extent the independent variables influence the dependent variable. Accordingly, the result of coefficient value of regression analysis indicated the highest determinant independent variables which influence the market chain performance was Marketing Linkage Strategy (at Beta value=0.781), followed by Distribution management strategies, (Beta=0.270), sales area provision, (Beta= 0.17), Product attribution strategies, (Beta= 0.084), Distribution management strategy (Beta= -0.178), and Market Promotion strategy (Beta= 0.057). Thus, from the finding all independent variables have positive and statistically significant influence on market chain performance because the p-value in correlation table is less than $\alpha=0.05$ level. Among the variables one can infer that among the selected independent variables market linkage, sales area provision, market promotion strategies, distribution management strategy and product attribution strategies influencing textile manufacturing in Addis Ababa yeka sub city market chain performance.

Table 4.12 Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.100	.172		.581	.562
Marketing Linkage Strategy	.781	.068	.747	11.474	.000
Distribution management strategies	.270	.055	.268	4.932	.000
Sales area practices	.170	.050	.189	3.419	.001
Market Promotion strategy	.057	.028	.075	2.028	.044
Product attribution strategies	.084	.035	.094	2.381	.018

Source: Survey data 2024, SPSS output

4.5.3 Regression Equation

Based on the above table 4.12 finding we can develop the following Regression equation: $MCP =$

$0,1X_0 + 0.781X_1 + 0.270X_2 + 0.057X_3 + 0.178X_4 + 0.084X_5 + e$

Where, MCP= Market Chain Performance

X_1 = Market Linkage

X_2 = distribution management strategies

X_3 = Market promotion strategy

X_4 = Sales Areas provision

X_5 = product attribution

Based on the above model result, all the explanatory variables have significant and positive influence on enterprises market chain performance. The unstandardized B coefficient of market five independent variable = 0.1.i.e. 100% change in dependent variables strategy leads to change in market chain performance. These findings provide significant support for the reliability, distribution efficiency and ease of use literature which advocates that the independent/explanatory variables have an influence on market chain performance of textile manufacturing in Addis Ababa Yeka sub city.

4.6 Testing Hypothesis from the Regression Result

After the analysis of the data, hypotheses were tested to make sure the assertion in the light of the data analyzed. Thus, the hypotheses were tested at 5% confidence level ($\alpha = 0.05$) and P values (level of significance) in the table below.

Table 4.13

Variables	hypotheses	P-value	$\alpha = 5\%$	H0	H1
Marketing Linkage Strategy	H0=H1	.000	0.05	Reject	Accept
Distribution management strategies	H0=H2	.000	0.05	Reject	Accept
Market Promotion strategy	H0=H3	.001	0.05	Reject	Accept
Product attribution strategies	H0=H4	.044	0.05	Reject	Accept
Sales area practices	H0=H5	.018	0.05	Reject	Accept

Source: Survey data 2024, SPSS output

According to the above table, p-values of marketing linkage strategy distribution management strategies, market promotion strategy, product attribution strategies, and sales area practices are lower than the value 0.05, hence the null hypotheses were rejected and alternative hypotheses were accepted. Therefore, the null hypotheses were rejected and alternative hypotheses were accepted because the mix variables strategies considered as an explanatory variables were positive and statistically significant with market chain performance which is in line with the research hypothesis

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary

Based on the result of data analysis and interpretation in the data analysis of the previous chapter, the following summary of major finding was give: The main objective of the study was to examine factors of market chain performance in distribution of textile manufacturing: enterprises.

The study was designed mainly to deal with some measuring elements such as, market linkage, production and sales budget experts, market position, promotion strategies and distribution management strategy. Practice in enterprise that affects its market chain performance to distribute the product.

The study employed both descriptive and explanatory research along with quantitative and qualitative data from self-administered questionnaires. Based on the descriptive statistics results, from the product strategies the package design practices increases the product recognition and visibility of the enterprise, the enterprise production of textile and reliability of the product offering gains importance for its market expansions and customers purchase its textile because the brand is fashionable and attractive in its design.

Therefore, the enterprise branding practices in its product attribute strategy affects the market chain performance to distribute its product. The enterprise distribution strategy gives a room for large customer base by addressing and increasing the product availability and accessibility. The enterprise implements strategies that optimize distribution of product through collaborative relationships with carriers, distributor and customers.

Therefore, the location of the business and convenience of the product distribution addresses more customers and allows them to get the product easily; and helps the enterprise to improve its market chain performance. The enterprise market promotion strategy assists the enterprise in creating customers' awareness, the enterprise uses timely placement of sales promotion activities, and use advertising and promotion to promote its product to have more share in the market and to improve the market chain in distribution of the product (textile) everywhere. Therefore, the market promotional strategy practices influence the enterprise market share and market chain performance of distribution of the textile positively.

The enterprise used relationship marketing strategy for frequently communicating and meeting with its agents and its customers, and to emphasize long-term relationship building with customers. The enterprise works on maximum satisfaction of customers by distributing the product to access the product everywhere and able to the customer getting the product with less waiting time. Thus, among the variables relationship marketing, promotion strategy, and distribution management system was the highest and strong influence factors of market chain performance of textile distribution of its product. Therefore, from the finding all variable have positive and strategically significant factors or influences on market chain performance of distribution of textile product.

5.2 Conclusion

This research tried to analyze the market chain performance of distribution of textile manufacturing: enterprises Survey of yeka sub city enterprise. Market chain is a network of various links that connect all the actors and transactions involved in the movement of products through the different phases of production, transformation and distribution to final consumers. Based on the finding of the study the following conclusion was made. To improve the market chain performance of the company the company uses promotional tools such as advertising and sales promotion. The company considers timely placement of sales promotion activities to attract new customers and increases its market chain performance in distribution of its product. This implies that the enterprise should focuses on promotion of its product through advertising that assists them in creation of customers' awareness activities that leads to additional market share and new market chain. The study also concluded that the performance of market chain affected by the promotional strategy of the enterprise. The total intuition and result of the study revealed that promotional strategies affect the market chain performance of the organizations. To make the product available and accessible to consumers the company implements strategies that optimize distribution of product through collaborative relationships with carriers, distributor and customers. The convenience of the distribution strategy of its business makes the distribution system effective to distribute the product in the market chain. The study concluded that there is a strong positive and significant relationship between distribution strategy and organizational market share and market chain performance. Effective distribution system can have a strong impact on a market chain.

The study concluded that distribution strategy had a positive and significant effect on market chain performance of textile. The company's target marketing strategy is market-oriented.

From the relationship marketing strategy, the enterprise use relationship marketing strategy for frequently communicating and meeting with its agents and its customers, and to emphasize long

term relationship building with customers. The enterprise focuses on relationship marketing as to emphasize long-term relationship building with its customers to expand market chain. The enterprises works on maximum satisfaction of customers by distributing the product to access the product everywhere and at any market, Generally, relationship marketing strategy contributes for company market chain performance due to the enterprise is working for customer satisfaction principles to improve its market chain performance. Thus we can conclude that relationship marketing strategy had positive and significant effect on distribution of textile manufacturing: enterprises Survey of yeka sub city,

5.3 Recommendation

Accordingly, market chain can be viewed as a system of components linked together for the efficient distribution of products. These components (customer service, transportation, warehousing, order processing, inventory control, protective packaging and materials handling) are interrelated so decisions made in one area affect the market chain performance of the company. Based on the above facts, analysis and conclusions the researcher recommends the following points that will helpful to improve the marketing chain performance of distribution of textile manufacturing. In competitive market, the promotion strategy plays a vital role to inform the existence of the company, to introduce the company's product to customers about the product type, quality, product identification, product features and about product availability and accessibility in the market. Thus, distribution of textile manufacturing has to give further emphasis for promotion strategies to introduce about its product type, quality, special identification of its products and its product availability and accessibility with the appropriate promotion tool to increase its customers, increase market share and to compete in the market as well as to improve the market chain to distribute the promoted product to the market. Therefore, promotional strategy of the enterprise is directly affects the market chain performance of the company to distribute the product with in the competitive market area and the company has to set further attention for promotional strategies.

Market chain should improve through upgrading the product attributes such as product design and packaging style of the product. Hence, the enterprise also has to give more and additional attention in maximizing quality and packaging design to improve market chain performance and to gain a high market share and to win the competitive advantage. So, it is recommended that due to high competition in the market, the enterprises should improve its packaging design and branding strategy hence it increases product visibility and recognition which contributes for market chain performance of distribution of the product. Linkage of marketing has a significant effect on

enterprise to create long-term relations with the customers. This enables the enterprise to communicate about the product availability, accessibility and demand of the product by the customer which enables it to manage its market chain to distribute the product.

Therefore, all the factors which are mentioned in this study have a significant role in the market chain performance of the enterprise to distribute its product to make available and accessible at the market place and to win the competitive advantage over its competitors. So, for this highly competitive textile manufacturing, the enterprise should assess all the factors by encompassing the internal and external partners and by improving the marketing and marketing skills.

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APPENDIX

Questionnaire

ST. MARY'S UNIVERSITY

COLLEGE OF BUSINESS AND ECONOMICS

DEPARTMENT OF MARKETING MANGEMENT

FACTORS AFFECTING MARKET CHAIN PERFORMANCE IN DISTRIBUTION OF TEXTILE MANUFACTURING, ENTERPRISES SURVEY OF YEKA SUB CITY

ENTERPRISE

I am a post graduate student of St. Mary's University carrying out a research on "factors affecting market chain performance in distribution of textile manufacturing, enterprises survey of yeka sub city enterprise..". The study is conducted in partial fulfillment for the requirements (M.Sc.) Degree of master of marketing management. The objective of this study is to access factors affecting market chain performance in distribution of textile manufacturing, enterprises survey of yeka sub city enterprise, the enclosed questionnaire is designed to gather information from staffs and supervisors and yeka sub city enterprise members. The information/answers gathered from respondents provide to the items in the questionnaire would be used to generate part of the data needed for a study of factors affecting market chain performance in distribution of textile manufacturing, enterprises survey of yeka sub city enterprise,. The questionnaire is anonymous so that there would be no mentioning of name on it. The conclusions of the study would be drawn in aggregate terms, without any reference to individual respondents. The information obtained from the questionnaires would be strictly kept confidential. I would like to say that participation in this survey is completely voluntary and in filling the questionnaire:

- You don't need to write your name.
- Tick (✓) the appropriate point that indicates your opinion.

Thank for your participation.

Best regards;

Kalkidan Alemu

General Instructions:

Please indicate your choice by putting the symbol mark (√) where you think is appropriate in the boxes provided to each preference, and comment where necessary.

PART I- Demographic Background of the respondent

1. Gender:

a) Male ☐ b) Female ☐

2. Age

a) 18-27 ☐ b) 28 - 37 ☐ 38 - 47 ☐ d) above 47 ☐

3. Level of Education:

a) Under and 12th Grade ☐ c) Diploma ☐ d) Bachelor degree ☐
b) Certificate ☐ f) master's degree ☐

4. How long have you been working in your current position?

a) Less than 1 year ☐ b) 1-3 years ☐
c) Between 3-5 years ☐ d) More than 5 years ☐

5. What is size of your Enterprise: a) Small ☐ b) Medium ☐

Part II: Questions

Questions on part II would be used to assess determinant factors affecting market chain performance in distribution of textile manufacturing, enterprises. Please kindly respond to the following statements to depending on degree of agreement or disagreement to each of the statements. There are no right and wrong answer. (Please tick (✓) from the given 5 scale boxes. The values of scales are 5= strongly agree, 4= Agree, 3= Neutral, 2= Disagree, 1= strongly disagree

No	Description of Variables	Response Options (scale)				
		SA	A	N	D	SD
Market Linkage Practice						
A	The enterprise sectors focus on long-term customer relationships to market chain.					
B	The enterprise sector ensures increase customer satisfaction by distributing products everywhere.					
C	Your enterprise frequently communicates with agents customers about product acceptance.					
D	Your market chain performance supported by the enterprise sectors crating relations with agents, retailers, and distributors.					
E	The enterprise sectors advice use digital marketing to build relations with customers.					
Sales Area Practices						
A	Your enterprise product distribution through collaboration with Chanel members					
B	Your products readily available and accessible to customers					
C	Adequate customers and sales are facilitated					

D	Your enterprises are competency sales people around sales area.					
E	The location of your business attract more customers to expand the market chain.					
Market Promotion strategy		SA	A	N	D	SD
A	Your enterprise provide promotional discount or demonstration to attract customer.					
B	Your enterprise use social media to inform customers about textile products					
C	Your enterprise does timely sales promotions attract new customers.					
D	Your enterprise use traditional media (radio, TV, newspapers).					
E	Your market promotion assists in creation of customers' awareness activities.					
Product Attribution Strategies		SA	A	N	D	SD
A	Your enterprise responds to changes in customer perceptions and demand.					
B	Your enterprise product-based different age size feature.					
C	The customers prefer your products for their fashion ability and attractive designs					
D	The Production designs enhance product visibility and recognition					
E	The enterprise members are competency of good textile production and design.					
Distribution Management Strategies						
A	The location of your enterprise attracts more customers thus allows you to expand the market chain practice.					
B	The enterprise distributes its product in different part of the sub-city					

C	The products accessibility is suitable for its customers.					
D	Your enterprise able the customer to buy the product with less waiting time anywhere.					
E	Your enterprise implements strategies that increase distribution.					

The following questions are regarding the enterprises overall attitude on market chain performance as a result of different marketing practices in the selecting variables. Please read and indicate the degree to which you agree with the statements by using Likert scale from 1=strongly agree to 5=strongly dis agrees.

Measurement Item	1	2	3	4	5
market linkage strategies enhanced Market chain performance of textile Production					
Product strategy is measure Market chain performance of textile product in your enterprise.					
The product attribution strategies to increase the market chain performance.					
The application of promotion strategy to achieve market chain performance.					
Sales area practices are affect market chain performance in our enterprise					

Kalkidan Alemu