



## COMMITMENT AND TRUST AS POTENTIAL FACTORS IN ADVERTISING STRATEGY AND EXPORT PERFORMANCE

### (A STUDY ON SUDANESE EXPORT FIRMS)

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#### ABSTRACT

*This study aims to investigate the relationship between the effectiveness of advertising and export performance in Sudanese export firms. The data have been collected from 150 senior managers who work on an export firm in Sudanese exporting companies. The Questionnaire was used with many other tools to collect the data. The overall response rate was 86%. Other statistic tool have been utilized such as, reliability test, exploratory factor analysis, correlation analysis and hierarchical regression to the goodness of measures and interrelationships. The results showed that advertising has significantly influenced the export performance which in turn has significantly been influenced by the two elements of trust and commitment. The paper concluded that there is a significant positive relationship between the advertising and the two elements of commitment and trust .*

**Keywords:** advertising, commitment, export performance and trust

## INTRODUCTION

The growing of worldwide trade and sales activity in the world has gradually accentuated the significance of the export for companies and nation. Globalization process, international market competition and the subsequent performance difficulties encouraged by exporter cause the rising interest in this subject, Kotler, (2005, p.718). Exporting play a vital position in the nation's economic prosperity. A countries capability to compete effectively in the world market, ability to sustain a favorable balance of trade and ability to control its external payment situation, reflects the financial strength marginal competence of the country, W.Cravens and Nigel (2013, p.349)

Exporting plays a vital role in the world and has numerous benefits for firms and countries. Exporting is a fundamental strategy in ensuring firms survival or growth. That is the firm may achieve competitive advantage in international markets with a positive influence on existing and future export performance and so several companies freshly allocate more attention and resources in order to export their product to overseas market. Exports have great effects onto countries in term of enhancing financial expansion and activity, raising the domestic production increasing the joblessness rate, supplying foreign currencies for trade in, becoming growth accelerator, creation positive balance of trade, accumulating the foreign exchange reserves, increasing productivity and social success, enhancing trade stability and industrial growth, improving ability utilization and efficiency, providing employment and creates new job opportunities. Therefore the ultimate goal in most firms and national governments is expanding the exports.

Understanding the determinants of export performance in today's business environment has been emphasized by understanding the factors like the impact of export success and performance on the firm's endurance and expansion. The achievement of having the competitive advantage in international markets and the development of economy as well as the development and implementation of public strategy are elements that sustained by A.Nykiel (2011). Hence within the past decades a lot of substantial numbers of researches have been done to discover the key variables that affect export performance in a firm. House et al, (2008,p.26) identify the variables which affect export performance as strategic move that may trigger critical interest for exports firms managers, public policy makers, and researchers to study them. Successful exporting has been described as the engine of the economic development Kotler (1999, p. 108).

Advertising is an any paid form of non-personal presentation and promotion of ideas, Goods or services by a certain sponsor. Kotler (2005, p.719) believes that advertising can positively affect consumer attitude and initiate positive behavior by selecting the appropriate media and knowing where and when to place your advertising are what effective advertising is about. Advertising includes both creative strategy and the media strategy. The creative strategy focuses on the key target market, the premise (why, what, etc.). That is the proposition (support for the premise) and the tone (feeling, personality) should be reinforced. Media strategy focuses on the planning and execution of the delivery vehicles; its goal is to deliver the target audience at the lowest cost within the most appropriate environment for the message. A.Nykiel (2011) add that, although advertising is used mostly by business firms, it also used by a wide range of not- profit organizations, professional and social agencies to communicate their cases to various target publics.

Advertising is a good way to inform and persuade, whether the purpose is to tell Nokia mobile phone worldwide or to encourage smokers to give up this bad habit. Advertising is used in order to stimulate a response from the target audience, Kilter (2005, p.718) shows that advertising involves making decisions on the five Ms – mission, message, media, money, and measurement. Kilter (1999, p.108) add that there are five determinants of strategic choice are target, message, cost, measurement, control. J. Baker (1995, p.487)

### **The Steps of Advertising Process:**

**Step 1:** Identify your purpose Clearly, identify one purpose you expect your advertising to serve. What do you want your advertising to do for you? Advertising usually used to:  
Inform consumers that your product or services is available and tell them how to get it.  
Persuade consumers that your product or services are better than competitor's products.  
Remind consumers to use your product or services.

**Step 2:** Target your audience. Assuming you know what you want to say and why you want to say it (your purpose) the next step is to precisely identify to whom you want to say it, you want to advertise to people who will buy your product or use your services "who are these people?" and "why do I reach them?" become the next critical questions to answer. Market research can tell you who and where your target consumers are, and proper selection of advertising media can help you to reach them.

**Step 3:** Select the medium. You want to reach as many potential customers as possible with the most effective, efficient, and affordable medium you can for advertising your choice of

medium depends on your product or service and your target consumers. Also, depends on how much money you have to spend and the role advertising is to play in your total marketing plan.

**Step 4:** Create the advertising. The advertising you develop depends largely on all other steps previously cited. Make sure your advertising is appropriate for your audience, product, service, and budget.

**Step 5:** place and time the advertising. When to place your advertising considers the following: Markets, Media selection, placement (where and when your advertising runs). To determine when to run the advertising think about these factors: Time of year, Month, Week, Day of the week, Hour of the day.

**Step 6:** fulfill the expectation. You ran a great advertising of the right time and place, and now the phone is ringing off the hook. Is there any one there to answer it? Make sure you can fulfill your advertising promises after you have motivated the consumers to purchase. Meeting the expectations generated by your advertising should always be considered within the total context of your advertising strategy. A.Nykiel (2011)

### **Types of Advertising**

Informative Advertising is used heavily when introducing a new product category and when the objective is to build primary demand. When an airline opens a new route, its management often runs full-page advertisement informing the market about the new service.

Persuasive Advertising becomes more important as competition increases and a company's objective becomes building demand. Some persuasive advertising has become comparison advertising which compares one brand directly or indirectly with one or more other brands. The use of direct- comparison advertising is a controversial subject. Many marketers believe that comparison advertising is not appropriate as they obviously draw attention to the competitors, rather than strictly to the company's product. An unwritten rule of using comparison advertising is that the prestige brands and market share leaders should never use this tactic because it draws attention to competitors and causes the customer to question the value of the market share leader or prestige brand .

Reminder Advertising is important for mature products because it keeps consumers thinking about the product. Expensive McDonald's advertising on television is design to remind

people about McDonald's not to inform or persuade them. The implementation of an effective advertising campaign is one of the fastest ways to jeopardize the performance of a mediocre property. You must first be sure that the property can live up to the promise your advertising makes. If your property or services are inconsistent with the claims made, the money you spend to generate additional business will probably do little more than increase the number of dissatisfied guests. Even highly satisfied customers need the frequent reminder. Kotler (1996, p.519).

Reinforcement Advertising aims to convince current purchases that they made the right choice. Automobile advertising often depicts satisfied customers enjoying special features of their new car. Kilter and Keller (2006, p.596).

Advertising Strategy Management perception of who advertising can contribute to the communication objectives has an important influence in deciding advertising role. Estimating the impact on buyers helps to decide advertising role and scope in the marketing program and to choose specific advertising objectives. Identifying and describing the target audience is the first step in the developing advertising strategy. Next, it is important to set specific objective and estimate the advertising budget. There may be an adjustment (up or down) of this initial budget as the specific advertising activities and media choices are determined. The section of creative strategy follows; the Specific message needs to design for each advertising, choices of the advertising media and programming schedules are important to the creative advertising strategy. The final step is implementing the advertising strategy and evaluating its effectiveness W. Cravens and Nigel F. (2013, p.350).

Setting Advertising Objectives and Budgeting

### **Advertising Objectives**

Objectives Related to Awareness

Objectives Related to Trail

Objectives Related to Education \ Informing (distinguished from the message because of their more factual, objectives bases).

Objectives Related to the Attitude

Objectives Related to Loyalty

Objectives Related to Reminding

Objectives Related to Branding\ Image Building

Objectives of Conveying a Specific Message

### **Setting the Advertising Budget**

After determining advertising objective, a company can establish an advertising budget for each product. The role of advertising is to affect demand for a product (Kilmer). The company wants to spend the amount needed to achieve the sales goals. Here are five specific factors to consider when setting the advertising budget:

Stage in the product Life cycle- new product typically receives large advertising budgets to build awareness and to gain consumer trail. Established brands usually are supported with lower advertising budgets as a ratio to sales

Market share and consumer base – High market share brands usually requires less advertising expenditure as a percentage of sales to maintain share. To build share by increasing market size require larger expenditures on a cost-per- impression basis, it is less expensive to reach consumer of a widely used brand than to reach consumers of low-share brands.

Competition and Clutter- In a market with a large number of competitors and high advertising spending, a brand must advertise more heavily to be heard. Advertising frequency- The number of repetitions needed to put the brand's message to consumers has an important impact on the advertising budget.

Product Substitutability- Brands in less – differentiated or commodity – like product classes (beer, soft drink, banks, and airlines) requires heavily advertising to establish a differential image. Advertising is also important when a brand can offer unique physical or features. Kotler and Keller (2006, p.569)

### **Creative Strategy**

The creative strategy is guided by the market target and the desired positioning of the product or brand. The creative themes seek to effectively communicate the intended positioning to buyers and others influencing the purchase of the brand. Creative advertising design enhances the effectiveness of advertising by providing a unifying concept that binds together the various parts of the advertising campaign. Advertising agencies are experts in designing

creative strategies. The agency professionals may design unique themes to position a product or firm in some particular way or use comparisons with competition to enhance the firm brands.

Choosing the right creative theme for marketing situation can make a major contribution to the success of an advertising program. While tests are used to evaluate creative approaches, the task is more of an art than a science. Perhaps the best guide to its creativity is an agency's track record and the success of its tests of creative approaches.

Several challenges are impacting the creative process and changing the design of creative strategy.

The new generation of advertising creative will face the world of ever – growing complexity.

They must handle many challenges of integrated marketing communication (IMC) as they help their client build relationships with highly fragmented target market. They will need to understand the wide range of new technologies affecting advertising (computer hardware and software, electronic networking, high definition television and more) and they have to learn to advertise in emerging international market. W. Cravens and Nigel F. (2013, p.350)

### **Role of the Advertising Agency**

Advertising agencies perform various functions for clients including developing creative designs and selecting media. In addition to creative skills and media selection, full – service agencies offer a range of services including marketing research, sales promotion, marketing planning. The traditional basis of compensation is a 15 percent fee on media expenditures. For example, \$1million of advertising provides a commission of \$150.000. The agency pays the \$ 850.000 for the media and bills the client \$1000.000

### **Agency Compensation**

Most agencies operate on some type of commission arrangement, though the arrangement many involve a commission for media placement a separate arrangement for other services. The Client may work out flexible payment arrangements with their agency. The agency may keep a record of its cost and the client well pay for the services it requires. The resulting compensation may be greater or less than the traditional 15 percent commission. In some situation, agencies may share cost savings with the client. W. Cravens and Nigel F. (2013,

p.349) Kilter and other offer evidence to show that there are four or five generally used methods of deciding on the advertising spend, namely:

1. What the organization can currently afford;
2. Matching competitors spends or the norm for the industry;
3. A fixed percentage of past sales;
4. A fixed percentage of past profit;
5. The objective and task approach. M. S. Wilson, Gilligan, J.Pearson (1996, p.346)

#### Implementation the Advertising Strategy and Measuring its Effectiveness

Before an advertising strategy is implemented, it is advisable to establish the criteria that will be used for measuring advertising effectiveness. Advertising expenditures are wasted if firm spend too much or allocate expenditure improperly. Measuring effectiveness provides necessary feedback for future advertising decision- importantly, the quality of advertising can be as critical to getting results as the amount of advertising.

#### **Export performance and Advertising policies in Sudan :**

The performance of Sudan market in the period 1970—1993 was on all counts very poor. Sudan has been losing its share of total world exports and the cotton market. Sudan is mostly an undeveloped country with over 90% of its export supplied by the agricultural segment. Agriculture is the basic financial activity accounting for more than 35% of home product the average share of total exports in for period 1970 -1993 is 7. % . Dependency of the Sudanese economy on foreign trade is not as great as might be predictable. On the other hand, the foreign trade sector remains vital. Taxes on the foreign on trade constitute more than 40% of the central government income.

#### **1. Table 2.3 summary of exports during the period 2004 -2005 .value in US \$000000.s.**

Type of goods	2004	2005	2006
Commodity	Value	Value	Value
Cotton	93.75	107.29	36.010
Livestock	137.97	114.88	65.992
Sesame	178.64	118.58	103.527
Gold	50.42	63.65	27.571



Gum Arabic	60.60	107.56	24.448
Meat	17.93	18.16	2.020
Hides & skins	26.03	21.57	4.095
Sugar	12.85	13.48	10.116
Dora(sorghum)	3.07	0.49	719
Groundnuts	2.38	2.01	127
Others	86.10	58.12	43.308

2. Source: (central bank of Sudan , annual report 2005 )(102)

3. Source :(foreign trade statistical digest 2006)(103)

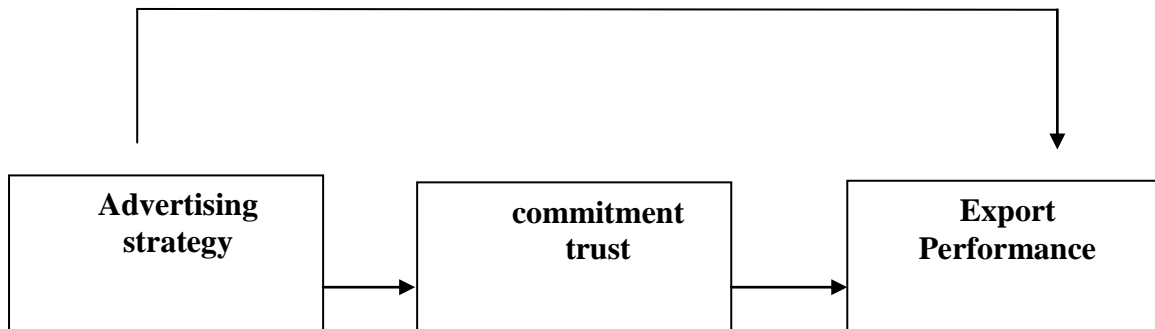
4. Notice: the export decreasing from 677.3 million dollar in 2004 to 637.0 in 2005 with rate 6%

5. Table 2.4 summary of export value, in thousands of Sudanese pounds.

Type of goods	2007	2008	2009
Commodity	Value	Value	
Cotton	144317	123664	88913
Sesame	168202	355987	326866
Gold	127356	234487	188173
Gum Arabic	136877	146331	136098
Sugar	42	2362	37330
Dora(sorghum)	80211	52779	-
Groundnuts	2676	3321	-
Others	89425	180873	91309

6. Source :( Sudan foreign trade statistics summary 2000-2009)(104)

## 2.4: Conceptual Framework



**Figure 3.1 the research conceptual framework**

## 3. Methodology

### Hypotheses

Several hypotheses were developed in this study:

**H1:** There is a positive relationship between advertising strategy and Export performance.

**H2:** There is a positive relationship between advertising strategy and commitment.

**H3:** There is a positive relationship between advertising strategy and trust.

**H4:** There is a positive relationship between commitment and Export performance.

**H5:** There is a positive relationship between trust and Export performance

**H6:** commitment mediates the relationship between advertising strategy and Export performance.

**H7:** trust mediates the relationship between advertising strategy and Export performance

### 3. Methodology

#### Administrative of the Field Works 3.4

The FMM directory has provided information relating to company's addresses and locations. However, information about the names of export managers, are also taken into consideration. The University cover letter attached to the first part of the questionnaire explains the objectives of the study and ensured the confidentiality of the information. A total of 150 copies of questionnaire were sent to the target respondents. In an expectation of low expected response rate, telephone calls were used to give confidence participation among the target respondents.

**Sample Size** to determined the sample size, the previous studies have been used the following equations

$$1. \quad n = \frac{Z^2 s^2}{E^2}$$

$Z$  = standardized value indicating the level of confidence

$s$  = estimator of the population standard deviation

$E$  = acceptable magnitude of sampling error (that is, precision)

$$n = \frac{\left(\frac{z}{d}\right)^2 \times (0.50)^2}{1 + \frac{1}{N} \left[ \left(\frac{z}{d}\right)^2 \times (0.50)^2 - 1 \right]}$$

3. If the sample size more than 100 questionnaires it represents the population truly (Hair, 2010). Dependable on the above equation the sample size was 150 from the 421 firms as a population.

**Table 4.1****Questionnaires Rate of Return**

Total questionnaires sent to the companies	150
Returned questionnaire(not filled-up)	4
Completed questionnaires from the respondent	130
Returned questionnaires (partially answered)	2
Questionnaires not returned	14
Overall response rate	<b>90.66%</b>
Useable response rate	<b>%86</b>

Source: prepared by researcher, (2015).

Table 4.2

**General Characteristics of the Respondents (N=130)**

<b>Variables</b>	<b>Categories</b>	<b>frequency</b>	<b>Percent</b>
Type of export	Agricultural production firms	92	70.8
	Animal production firms	6	4.6
	Others firms	1	.8
	Missing	31	23.8
Job	Manager	46	35.4
	Employee	22	16.9
	Other	16	12.3
	Missing	46	35.3
Age	Less than 20 years	26	20.0
	less than 30 years	45	34.6
	less than 40 years	37	28.5
	above 50 years	18	13.8
	Missing	4	3
Gender	Male	92	70.8
	Female	36	27.7
	Missing	2	1.5
Education level	Secondary	11	8.5
	bachelor	89	68.5
	postgraduate	7	5.4
	Missing	23	17.6

Work's experience	Less than 5 years	23	17.7
	less than 10 years	39	30.0
	less than 15 years	35	26.9
	Above 15 years	31	23.8
	Missing	2	1.5
Number of employees	Less than 10 employees	15	11.5
	less than 25 employees	14	10.8
	less than 50 employees	13	10.0
	above 50 employees	82	63.3
	Missing	6	4.5
Export involvement	Continuing export	98	75.4
	Sporadic export	19	14.6
	Pre-exporters	6	4.6
	Missing	7	5.3

Prepared by researcher (2015)

#### 4. 2.1 Factor Analysis on Advertising.

Factor analysis has done on the thirteen items. Table 4.3 has showed the summary of results of factor analysis on advertising and the SPSS output shown in appendix B3. In the first run of factor analysis, items ADES 2 and 1 were found to have communalities less than 0.05. And this item was dropped in the subsequent run. All the remaining items had more than recommended value of at least 0.05 the KMO value of 0.92 (above the recommended minimum level of 0.60) and Bartlett's test of sphere city is a significant ( $p < .01$ ). Thus the items are appropriate for factor analysis. Appendix 3

**Table 4.3**

#### Rotated Factor for Advertising.

Items No:	Component
<b>Advertising.</b>	
ADES8 <i>We are planning for our advertising in the export market</i>	<b>.882</b>
ADES10 <i>We are measuring the advertising effectiveness in the export market</i>	<b>.863</b>
ADES11 <i>We are allocating the advertising budget according to the expectation of sales volume</i>	<b>.856</b>
ADES12 <i>We are allocating the advertising budget according to its effecting of the future sales</i>	<b>.847</b>
ADES6 <i>We are using the printed advertising in the export market</i>	<b>.821</b>

ADES9	<i>We are determining our objective obviously from the advertising in the export market</i>	<b>.811</b>
ADES5	<i>We are using the motion pictures for advertising in the export market</i>	<b>.758</b>
ADES3	<i>We are using the reminder advertising</i>	<b>.741</b>
ADES13	<i>We are allocating the advertising budget according to advertising at hand</i>	<b>.731</b>
ADES4	<i>The company depends on the advertising agency for designing its message</i>	<b>.727</b>
ADES7	<i>We are using a broadcast advertising in the export market</i>	<b>.716</b>
ADES2	<i>We are using the persuasive advertising (deleted)</i>	<b>.582</b>
ADES1	<i>We are using the informative advertising (deleted)</i>	<b>.686</b>
	<b>Total variance explained</b>	<b>63.661</b>
	<b>Kaiser-Meyer-loin(KMO)</b>	<b>.922</b>
	<b>Bartlett's test of Sphere city</b>	<b>876.037</b>

Variable loaded significantly on factor with coefficient of at least 0.05, \* items deleted due to high cross loading.

#### 4.2.6 Factor Analysis for Commitment

Factor analysis has done on the seven items. Table 4.8 has showed the summary of results of factor analysis on commitment and the SPSS output shown in appendix B8 In the first run of factor analysis, item CMED4 was found to have communalities less than 0.05. And this item of CMED was dropped in the subsequent run. All the remaining items had more than recommended value of at least 0.05 the KMO value of 0.88 (above the recommended minimum level of 0.60) and Bartlett's test of sphere city is a significant ( $p < .01$ ). Thus the items are appropriate for factor analysis. Appendix8

**Table 4.8**

#### **Rotated Factor for Commitment.**

<b>Items No:</b>	<b>Component</b>
<b>Commitment.</b>	
CMED1 <i>We are obliging about the signed contracts</i>	<b>.870</b>
CMED7 <i>We are developing the relationship in the export market</i>	<b>.857</b>

CMED3 <i>We are obliging about the putting plans for the export</i>	<b>.839</b>
CMED2 <i>We are obliging about the receiving in time</i>	<b>.831</b>
CMED5 <i>We are obliging with export as a priority in our activities</i>	<b>.798</b>
CMED6 <i>We are supporting the attitudes which are encouraging the export</i>	<b>.797</b>
CMED4 <i>We are obliging about allocating resources for increasing the export(deleted)</i>	<b>.685</b>
<b>Total variance explained</b>	<b>69.299</b>
<b>Kaiser-Meyer-loin(KMO)</b>	<b>.860</b>
<b>Bartlett's test of Sphere city</b>	<b>503.204</b>

Variable loaded significantly on factor with coefficient of at least 0.05, \* items deleted due to high cross loading.

#### 4.2.7 Factor Analysis for Trust

Factor analysis has done on the five items. Table 4.9 has showed the summary of results of factor analysis on trust and the SPSS output shown in appendix B9 In the first run of factor analysis all the items had more than recommended value of at least 0.05 the KMO value of 0.88 (above the recommended minimum level of 0.60) and Bartlett's test of sphere city is a significant ( $p < .01$ ). Thus the items are appropriate for factor analysis. Appendix 9

**Table 4.9**

#### Rotated Factor for Trust.

<b>Items No:</b>	<b>Component</b>
<b>Trust.</b>	
TMED4 <i>We are working faithfully for earning the trust in export market</i>	<b>.971</b>
TMED1 <i>We are working with an integrity for earning the trust in export market</i>	<b>.951</b>
TMED2 <i>We are working with a loyalty for earning the trust in export market</i>	<b>.937</b>
TMED3 <i>We are working honestly for earning the trust in export market</i>	<b>.933</b>
TMED5 <i>We are working to increase our reliability on the export market</i>	<b>.902</b>

<b>Total variance explained</b>	<b>88.193</b>
<b>Kaiser-Meyer-loin(KMO)</b>	<b>.903</b>
<b>Bartlett's test of Sphere city</b>	<b>812.634</b>

Variable loaded significantly on factor with coefficient of at least 0.05, \* items deleted due to high cross loading.

#### 4. 2.8 Factor Analysis on Export Performance

Factor analysis has done on the six items. Table 4.10 has showed the summary of results of factor analysis on export performance and the SPSS output shown in appendix B10 In the first run of factor analysis all the items had more than recommended value of at least 0.05 the KMO value of 0.88 (above the recommended minimum level of 0.60) and Bartlett's test of sphere city is a significant ( $p < .01$ ). Thus the items are appropriate for factor analysis.

Appendix 10

**Table 4.10**

#### **Rotated Factor for Export Performance**

<b>Items No:</b>	<b>Component</b>
<b>Export performance</b>	
EX 2 <i>We are improving the profitability for the exports in the export market</i>	<b>.903</b>
EX1 <i>We are increasing the sales of export goods in the export market</i>	<b>.884</b>
EX4 <i>Our experience is helping to achieves the strategic objectives in the export market</i>	<b>.853</b>
EX6 <i>We are satisfying the export market with our goods</i>	<b>.852</b>
EX 5 <i>Our knowledge is helping to achieves the strategic objectives in the export market</i>	<b>.850</b>
EX3 <i>We are improving the market share for the exports in the export market</i>	<b>.849</b>
<b>Total variance explained</b>	<b>74.878</b>
<b>Kaiser-Meyer-loin(KMO)</b>	<b>.844</b>
<b>Bartlett's test of Sphere city</b>	<b>693.934</b>



Variable loaded significantly on factor with coefficient of at least 0.05, \* items deleted due to high cross loading.

### 4.3 Reliability Analysis

**Table 4.11**

#### **Cranach's Alpha for Study Variables**

<b>Variables</b>	<b>Number of items</b>	<b>Combat's alpha</b>
<b>Advertising</b>	11	<b>.942</b>
<b>Commitment</b>	7	<b>.899</b>
<b>Trust</b>	5	<b>.965</b>
<b>Export performance</b>	6	<b>.931</b>

### 4.5 Correlation Analysis

Table 4.13 shows that advertising is positively and significantly correlated with commitment ( $r = .412$ ,  $p$ -value  $< 0.01$ ), trust ( $r = .287$ ,  $p$ -value  $< 0.01$ ). Advertising is positively and significantly correlated with export performance ( $r = .313$ ,  $p$ -value  $< 0.01$ ), commitment is positively and significantly correlated with export performance ( $r = .785$ ,  $p$ -value  $< 0.01$ ), trust is positively and significantly correlated with export performance ( $r = .694$ ,  $p$ -value  $< 0.01$ ).

**Table 4.13**

#### **Person's Correlation Coefficient for All Variables**

<b>Variables</b>	<b>ADV</b>	<b>COM</b>	<b>TRU</b>	<b>EPR</b>
<b>Advertising</b>	1.00			
<b>commitment</b>	.412**	1.00		

Trust	.287**	.817**	1.00	
Export performance	.313**	.785**	.694**	1.00

\*\* P < .01      \* p < .05

#### 4.5: Hypothesis Test

##### *The Relationship between Advertising and Export Performance*

Table 4.14 shows the result of regression equation testing the influence of advertising on export performance. The result shows that the model is significant (B=0.31). In addition the result shows that the advertising is a positive significantly influenced Export performance. Also the result showed that the hypothesis was supported, i.e. there is a positive relationship between the advertising and export performance. The full SPSS output is displayed in Appendix 14.

Table 4.14

##### **Multiple Regressions: Advertising and Export Performance**

##### **(Beta coefficient)**

Variable	Export performance
Advertising	.313**
R <sup>2</sup>	.098
Adjusted R <sup>2</sup>	.091
ΔR <sup>2</sup>	.098
F change	13.919**

**Note:** level of significant: \*p<0.10, \*\*p<0.05, \*\*\*p<.

##### *The Relationship between Advertising and Commitment*

Table 4.24 shows the result of regression equation testing the influence of advertising on the commitment. The result shows that the model is significant (B=0.41). In addition the result shows that the advertising is a positive significantly influenced commitment. Also the result showed that the hypothesis was supported, i.e. there is a positive relationship between the advertising and the commitment. The full SPSS output is displayed in Appendix 24

**Table 24****Multiple Regressions: Advertising and Commitment****(Beta coefficient)**

Variable	Commitment
ADVERTISING	.412**
R <sup>2</sup>	.170
Adjusted R <sup>2</sup>	.163
ΔR <sup>2</sup>	.170
F change	26.178**

**Note:** level of significant: \*p<0.10, \*\*p<0.05, \*\*\*p<.

***The Relationship between Advertising and Trust***

Table 4.34 shows the result of regression equation testing the influence of ADVERTISING on the trust. The result shows that the model is significant (B=0.29). In addition the result shows that the ADVERTISING is a positive significantly influenced trust. Also the result showed that the hypothesis was supported, i.e. there is a positive relationship between the ADVERTISING and the trust. The full SPSS output is displayed in Appendix34

**Table 34****Multiple Regressions: Advertising and Trust****(Beta coefficient)**

Variable	Trust
Advertising	.287**
R <sup>2</sup>	.082
Adjusted R <sup>2</sup>	.075
ΔR <sup>2</sup>	.082
F change	11.469**

**Note:** level of significant: \*p<0.10, \*\*p<0.05, \*\*\*p<.

***The Relationship between Commitment and Export Performance***

Table 4.44 shows the result of regression equation testing the influence of commitment on the export performance. The result shows that the model is significant (B=0.76). In addition the

result shows that the commitment is a positive significantly influenced export performance. Also the result showed that the hypothesis was supported, i.e. there is a positive relationship between the commitment and export performance. The full SPSS output is displayed in Appendix 44

**Table 4.44**

**Multiple Regressions: Commitment and Export Performance**

**(Beta coefficient)**

Variable	Export performance
Commitment	.785**
R <sup>2</sup>	.617
Adjusted R <sup>2</sup>	.614
ΔR <sup>2</sup>	.617
F change	205.907**

**Note:** level of significant:\*p<0.10, \*\*p<0.05, \*\*\*p<.

***The Relationship between Trust and Export Performance***

Table 4.46 shows the result of regression equation testing the influence of trust on the export performance. The result shows that the model is significant (B=0.69). In addition the result shows that the trust is a positive significantly influenced export performance. Also the result showed that the hypothesis was supported, i.e. there is a positive relationship between the trust and export performance. The full SPSS output is displayed in Appendix46

**Table 4.46**

**Multiple Regressions: Trust and Export Performance**

**(Beta coefficient)**

Variable	Export performance
Trust	.694**
R <sup>2</sup>	.482
Adjusted R <sup>2</sup>	.478
ΔR <sup>2</sup>	.482
F change	118.941**

**Note:** level of significant:\*p<0.10, \*\*p<0.05, \*\*\*p<.

## *Hierarchical Regression: Mediating Effect of Advertising and Export Performance*

(Beta coefficient)

Variable	Model 1	model 2
Advertising	.785**	.790**
R <sup>2</sup>	.617	.617
Adjusted R <sup>2</sup>	.611	.614
ΔR <sup>2</sup>	.617	.000
F change	205.907***	.043

### **Findings and discussion**

The discussion of the results of this study begins by addressing the relationship between the advertising and export performance. Next is the relationship between advertising with trust and commitment. The discussion also covers the impact of trust and commitment on export performance.

#### 1. There is a Positive Relationship Between advertising and Export Performance.

The first research aim was to test the relationship between advertising and export performance. The results of this study show that advertising has a positive relationship with export performance. This finding is consistent with the previous research Advertising is positively related to the export performance.

This result is also similar to previous studies by (Shaming zoo, Eric Fang, Shaming Zhao 2003) had also reported an export market capability – promotion activities affect the financial export performance (Shaming zoo, Eric Fang, Shaming Zhao 2003).also, this result similar to (Name Penman, Zhan Karma & Habibollah Dane 2013) which argue that there exists a relationship and firms that are more likely to have a better performance use adaptation strategies more. This result is also agrees with (Claudio Hoffmann Simpatico, Claudia Samos, Marcelo Gateman Perini, Alessandro Almeida, 2010) which argue that the usage of marketing metrics- promotion- influence export market performance.

This result is also similar to previous studies by (Ramadan Debarring, Khalid Al-Hair 2009) had also reported the international activities – promotion activities have a positive relation with export performance This result also agree with (Salvador Gil, Rafael Lorca, José A.

Martinez Serrano 2007) which argue that the regional agencies –promotion activities- is boost exports.

This result is also similar to previous studies by (Czinkota, 1996; Diamantopoulos et al., 1993; Springhouse and Orson, 1990). Sammie and Walters (1991), Kotare and Czinkota (1992) and Moines (1998) had also reported a positive relationship between the effectiveness of government export assistance programs across types of exporters and export performance.

## 2. There is a Positive Relationship Between advertising and Commitment, Trust.

The second research hypotheses deal with the extent that the effectiveness of advertising related to commitment, trust. The results of this study show that advertising has a positive relationship with commitment, trust. It should be noted that there is a lack of previous researches which focus on the relationship between advertising and commitment, trust. This finding is consistent with the previous research (Name Penman, Zhan Karma & Habibollah Dane 2013) which reported that commitment and adaptation strategies are related.

## 3. There is a Positive Relationship Between Commitment/ Trust and Export Performance.

The first research aims were to test the relationship between commitment and export performance. The results of this study show commitment, trust have a positive relationship with export performance. This finding is consistent with the previous research Cavusgil and Zoo (1994) found that high management commitment allows following successful export marketing strategies that help to enhance export performance which is confirmed by Julian (2003) also this result consist with. Harold L. Angle; James L Perry, which reported the Organizational commitment was significantly related to organizational Adaptability - performance furthermore, the result of this study similar to (Ike-Leech Gobi) which reported that existing suppositions that employees with high income are likely to express commitment to their organization as high income is a motivator also this result similar to (LynnMcfarlane Shore, Harry. J marten) the organization commitment has a significant correlation with the satisfaction also agrees which (Robert M Morgan, Shelby D. Hunt) which reported commitment has a significant affect or influence the performance or marketing success It must be noted that most of the earlier study concentrated on narrow view of performance such as financial and none- financial indicators.

## 4. Commitment, Trust Mediate the Relationship between advertising and Export Performance

The 4th hypothesis expects that commitment /trust mediate the relationship between advertising and export performance. The outcomes showed partly support for this hypothesis that may indicate is better to be a moderator or the mediator. In details: the commitment not mediated the relationship between advertising and export performance. While Trust significantly mediated the relationship between advertising and export performance.

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