

**FACTORS AFFECTING ON THE EXPORT
PERFORMANCE OF COCONUT BASED
PRODUCTS: A STUDY OF COCONUT EXPORTING
COMPANIES**

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ABSTRACT

Despite the issues in the marketing of agricultural commodities due to prevailing global concerns, it is notable that the export performance of Coconut based products has been increased in the country. Assuming that apart from macro-economic aspects, the individual exporting companies have made a remarkable contribution in this regard, this study was conducted to identify the organizational level determinants of export performance of coconut-based products. The export performance was examined within the context of the company's overall business efforts in international markets. Accordingly, data were gathered from randomly selected 40 coconut-based products exporting companies using a questionnaire-based mail survey. During the study, special concern was given to the marketing strategies executed by each company. Multiple linear regression results of the study revealed that the scale of production, number of foreign buyers, the level of market segmentation and the marketing strategies significantly affect the export performance of coconut-based products in Sri Lanka while the number of exporting countries does not significantly affect the export performance. Further, the number of foreign buyers shows a negative relationship with export performance. The study concludes that when the production scale and overall marketing mix strategies are enhanced while segmenting and focusing on specific markets or buyers would increase the export performance of coconut-based products of Sri Lankan Coconut based products exporting companies.

Key word: *Coconut products, Export marketing strategies, Export performance*