

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Reliability Coefficients

N of Cases = 56.0

N of Items = 8

Alpha = .9305

***** Method 1 (space saver) will be used for this analysis *****

—

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Reliability Coefficients

N of Cases = 55.0

N of Items = 4

Alpha = .8094

***** Method 1 (space saver) will be used for this analysis *****

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R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Reliability Coefficients

N of Cases = 58.0

N of Items = 5

Alpha = .8948

Appendix 1 KMO and Bartlett's Test

| | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .897 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 280.800 |
| | df | 28 |
| | Sig. | .000 |

Communalities

Appendix 2

| | Initial | Extraction |
|---|---------|------------|
| these programs helping for activate export market | 1.000 | .586 |
| these programs meeting the firms needs in export market | 1.000 | .613 |
| these programs adequate to the export activities | 1.000 | .668 |
| these programs helping the entering the export market | 1.000 | .653 |
| these programs helping the developing export market | 1.000 | .634 |
| these programs achieving the exporters desires in the export market | 1.000 | .674 |
| these programs contribute to expand the export market | 1.000 | .718 |
| these programs contributing to the achieving the desirable interest | 1.000 | .671 |

Extraction Method: Principal Component Analysis.

Appendix 3

KMO and Bartlett's Test

| | | |
|--|--------------------|--------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .714 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 75.561 |
| | df | 6 |
| | Sig. | .000 |

appendix 4 Communalities

| | Initial | Extraction |
|--|---------|------------|
| using promotion programs would be more effectiveness | 1.000 | .665 |
| using promotion programs would be more useful | 1.000 | .698 |
| using promotion programs would be more quickly | 1.000 | .559 |
| using promotion programs would be more productivity | 1.000 | .660 |

Extraction Method: Principal Component Analysis.

Appendix 5 KMO and Bartlett's Test

| | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .883 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 152.853 |
| | df | 10 |
| | Sig. | .000 |

Appendix 6 Component Matrix(a)

| | Component |
|--|-----------|
| | 1 |
| these programs contributing to increase the sales of export product | .890 |
| these programs contributed to improve the profitability of the export products | .866 |
| these programs contributed to improve the overall financial performance in the export market | .833 |

| | |
|---|------|
| these programs contributed to improve the market share for the exports in the export market | .805 |
| these programs contributed to achieving the objectives of the firms | .791 |

Extraction Method: Principal Component Analysis.
a. 1 components extracted.

Appendix 7 Correlations

| | | adequacy of required level | precision usefulness | Export performance |
|----------------------------|---------------------|----------------------------|----------------------|--------------------|
| adequacy of required level | Pearson Correlation | 1 | .466(**) | .625(**) |
| | Sig. (2-tailed) | . | .000 | .000 |
| | N | 65 | 62 | 60 |
| precision usefulness | Pearson Correlation | .466(**) | 1 | .393(**) |
| | Sig. (2-tailed) | .000 | . | .002 |
| | N | 62 | 63 | 59 |
| Export performance | Pearson Correlation | .625(**) | .393(**) | 1 |
| | Sig. (2-tailed) | .000 | .002 | . |
| | N | 60 | 59 | 60 |

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

Appendix 8 Descriptive Statistics

| | N | Minimum | Maximum | Mean | Std. Deviation |
|----------------------------|----|---------|---------|--------|----------------|
| adequacy of required level | 65 | 1.00 | 5.00 | 3.5724 | .95260 |
| precision usefulness | 63 | 2.00 | 5.00 | 4.0265 | .76754 |
| Export performance | 60 | 1.00 | 5.00 | 3.4467 | 1.06428 |
| Valid N (listwise) | 59 | | | | |

Appendix 9
Model Summary(b)

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | | Durbin-Watson |
|-------|---------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|---------------|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change | |
| 1 | .752(a) | .566 | .498 | .75425 | .566 | 8.309 | 8 | 51 | .000 | 2.147 |

Appendix 10
Coefficients(a)

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | 95% Confidence Interval for B | | Correlations | | | Collinearity Statistics | |
|-------|-----------------------------|-----------------------------|------------|---------------------------|--------|------|-------------------------------|-------------|--------------|---------|-------|-------------------------|-------|
| | | B | Std. Error | | | | Lower Bound | Upper Bound | Zero-order | Partial | Part | Tolerance | VIF |
| 1 | (Constant) | 2.265 | .643 | | 3.524 | .001 | .975 | 3.555 | | | | | |
| | Trade agreement | .015 | .280 | .006 | .053 | .958 | -.547 | .577 | -.188 | .007 | .005 | .757 | 1.321 |
| | Foregin trade shows | .513 | .249 | -.238 | -2.059 | .045 | -1.013 | -.013 | -.339 | -.277 | -.190 | .636 | 1.572 |
| | market studies | .335 | .250 | .148 | 1.342 | .186 | -.166 | .837 | -.071 | .185 | .124 | .702 | 1.425 |
| | Online services | .414 | .288 | -.191 | -1.438 | .156 | -.993 | .164 | -.386 | -.197 | -.133 | .483 | 2.070 |
| | Electronic shows | .476 | .278 | -.226 | -1.716 | .092 | -1.034 | .081 | -.450 | -.234 | -.158 | .493 | 2.030 |
| | Export development | .065 | .255 | .030 | .256 | .799 | -.447 | .578 | -.185 | .036 | .024 | .639 | 1.565 |
| | E. market opportunities | .290 | .277 | .137 | 1.050 | .299 | -.265 | .846 | -.237 | .145 | .097 | .501 | 1.997 |
| | adequacy of requiered level | .621 | .107 | .575 | 5.806 | .000 | .407 | .836 | .625 | .631 | .536 | .869 | 1.151 |

a Dependent Variable: Export performance

a Predictors: (Constant), adequacy of requiered level, Foregin trade shows, Trade agreement, market studies, E. market opportunities, Export development, Electronic shows, Online services

b Dependent Variable: Export performance

appendix 11

Model Summary(b)

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | | Durbin-Watson |
|-------|---------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|---------------|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change | |
| 1 | .635(a) | .403 | .313 | .63684 | .403 | 4.469 | 8 | 53 | .000 | 1.735 |

a Predictors: (Constant), adequacy of required level, Foreign trade shows, Trade agreement, market studies, E. market opportunities, Export development, Electronic shows, Online services

b Dependent Variable: precision usefulness

Coefficients(a)

Appendix 12

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | 95% Confidence Interval for B | | Correlations | | | Collinearity Statistics | |
|-------|----------------------------|-----------------------------|------------|---------------------------|--------|------|-------------------------------|-------------|--------------|---------|-------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Lower Bound | Upper Bound | Zero-order | Partial | Part | Tolerance | VIF |
| 1 | (Constant) | 2.904 | .544 | | 5.334 | .000 | 1.812 | 3.996 | | | | | |
| | Trade agreement | -.438 | .221 | -.240 | -1.981 | .053 | -.881 | .005 | -.234 | -.263 | -.210 | .767 | 1.305 |
| | Foreign trade shows | .194 | .201 | -.124 | -.966 | .338 | -.598 | .209 | -.063 | -.132 | -.103 | .682 | 1.466 |
| | market studies | .659 | .203 | .405 | 3.243 | .002 | .252 | 1.067 | .213 | .407 | .344 | .724 | 1.382 |
| | Online services | .211 | .239 | .136 | .881 | .382 | -.269 | .691 | -.070 | .120 | .094 | .474 | 2.110 |
| | Electronic shows | .014 | .230 | .009 | .060 | .952 | -.448 | .476 | -.158 | .008 | .006 | .493 | 2.028 |
| | Export development | -.176 | .207 | -.110 | -.849 | .400 | -.591 | .240 | -.180 | -.116 | -.090 | .667 | 1.500 |
| | E. market opportunities | -.241 | .230 | -.158 | -1.046 | .300 | -.703 | .221 | -.188 | -.142 | -.111 | .495 | 2.022 |
| | adequacy of required level | .366 | .091 | .459 | 4.020 | .000 | .183 | .549 | .466 | .483 | .427 | .865 | 1.156 |

a Dependent Variable: precision usefulness

Appendix 13

Model Summary(b)

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | | Durbin-Watson |
|-------|---------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|---------------|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change | |
| 1 | .619(a) | .383 | .284 | .89155 | .383 | 3.874 | 8 | 50 | .001 | 1.906 |

a Predictors: (Constant), precision usefulness, Foregin trade shows, Export development, Trade agreement, E. market opportunities, market studies, Electronic shows, Online services

b Dependent Variable: Export performance

appendix 14

Coefficients(a)

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. | 95% Confidence Interval for B | | Correlations | | | Collinearity Statistics | |
|-------|-------------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------------|-------------|--------------|---------|-------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Lower Bound | Upper Bound | Zero-order | Partial | Part | Tolerance | VIF |
| 1 | (Constant) | 2.737 | .956 | | 2.863 | .006 | .817 | 4.658 | | | | | |
| | Trade agreement | .325 | .344 | .125 | .947 | .348 | -.365 | 1.015 | -.179 | .133 | .105 | .705 | 1.419 |
| | Foregin trade shows | -.290 | .295 | -.136 | -.983 | .330 | -.881 | .302 | -.327 | -.138 | -.109 | .644 | 1.554 |
| | market studies | .077 | .320 | .034 | .241 | .811 | -.565 | .719 | -.055 | .034 | .027 | .603 | 1.657 |
| | Online services | -.414 | .346 | -.193 | 1.196 | .237 | -1.109 | .281 | -.375 | -.167 | -.133 | .473 | 2.112 |
| | Electronic shows | -.871 | .325 | -.417 | 2.681 | .010 | -1.523 | -.219 | -.487 | -.355 | -.298 | .511 | 1.958 |
| | Export development | -.064 | .301 | -.029 | -.211 | .833 | -.668 | .540 | -.170 | -.030 | -.023 | .650 | 1.539 |
| | E. market opportunities | .441 | .337 | .210 | 1.309 | .197 | -.236 | 1.117 | -.272 | .182 | .145 | .482 | 2.075 |
| | precision usefulness | .486 | .177 | .353 | 2.742 | .008 | .130 | .843 | .393 | .362 | .305 | .743 | 1.346 |

a Dependent Variable: Export performance

Appendix 15

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|---------|----------|-------------------|----------------------------|
| 1 | .793(a) | .628 | .569 | .69176 |
| 2 | .793(b) | .628 | .560 | .69873 |

a Predictors: (Constant), adequacy of requiered level, Foregin trade shows, Trade agreement, market studies,

appendix 16

Coefficients(a)

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|-----------------------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.944 | .598 | | 3.253 | .002 |
| | Trade agreement | .076 | .257 | .029 | .294 | .770 |
| | Foregin trade shows | -.434 | .230 | -.204 | -1.887 | .065 |
| | market studies | .343 | .229 | .153 | 1.495 | .141 |
| | Online services | -.252 | .269 | -.118 | -.939 | .352 |
| | Electronic shows | -.586 | .257 | -.281 | -2.282 | .027 |
| | Export development | .166 | .236 | .076 | .702 | .486 |
| | E. market opportunities | .097 | .261 | .046 | .371 | .712 |
| | adequacy of requiered level | .670 | .099 | .625 | 6.748 | .000 |
| 2 | (Constant) | 1.904 | .764 | | 2.494 | .016 |
| | Trade agreement | .083 | .273 | .032 | .303 | .763 |
| | Foregin trade shows | -.433 | .232 | -.204 | -1.866 | .068 |
| | market studies | .334 | .255 | .149 | 1.310 | .196 |
| | Online services | -.254 | .273 | -.119 | -.934 | .355 |
| | Electronic shows | -.587 | .259 | -.281 | -2.261 | .028 |
| | Export development | .167 | .239 | .077 | .699 | .488 |
| | E. market opportunities | .102 | .271 | .048 | .377 | .708 |
| | adequacy of requiered level | .665 | .117 | .620 | 5.692 | .000 |
| | precision usefulness | .014 | .162 | .010 | .085 | .932 |

a Dependent Variable: Export performance