The Effect of External Factors on Industry Performance: In Case of Lalibela City Micro and Small Scale Enterprises

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Abstract

The purpose of this study was examining the effect of external factors on industry performance: in case of Lalibela town micro and small scale enterprises. To achieve its objectives, the study employed a descriptive and explanatory research design and used quantitative research approach. The target population of the study was 395MSEs owners working in manufacturing,trade and service sectors. It used stratified and simple random sampling techniques and the required data have been collected from a sample size of 199 MSEs through standardized five point Likert-scale questionnaire. The study used both primary and secondary sources of data. For data analysis purposeit employed descriptive and inferential statistical data analysis methods like correlation and multiple linear regression analysis. The finding of the study discovered the agreement of respondents to positive significant relationship between external factors and industry performance in Lalibela town MSEs. Specifically, marketing factors, financial factors, infrastructure, work premises factors, trade fair factors and political legal factors all have a positive effect on enterprises performance in the stud area. In addition, the study result shows that financial factors, marketing factors, infrastructure, work premises factors, and trade fair factors have a positive significant effect on industry performance but political legal factors are not significantly affect the dependent variable industry performance. From the predicting variables infrastructure has more effect on industry performance than the rest variables in the study area.The study recommend that the government/micro and small enterprises development officesshould maintain different supportive trainings, decrease infrastructural problems, facilitate credit services and create attractive environment to entice or createproductive MSEs . In additionthe MSEsowners should design adoptive plans and programs with the external as well as internal environment to increase their performance.

Key words: Financial factors, Industry performance, Infrastructure factors, Marketing factors, Trade fair factors, Work premisefactors.

Introduction

The contribution of Micro and Small Enterprise have been recognized over the world that one of the mechanisms and strategies to reduce poverty and intergenerational wealth creation transfer is a focus on

the development of MSEs, which generate income and employment opportunities (Belete, 2015). Micro and small enterprises generally account for bulk of the total enterprise population, irrespective of the level of economic and social development of a country. In many countries of the world, particularly those in Africa and Asia, the micro enterprise sector constitutes the majority of the working population.

In Ethiopia micro and small enterprises play fundamentalposition for socio monetary development and serve as engines for employment opportunity and methods of improving wealth creationwith the aid ofsupporting the monetary boom (GFDRE,2011) noted in (Lencho, 2019).However, there are significant doubts about the high-quality of administration in this region with policy-makers suggesting that there are particular weaknesses in innovation, lack of monetary access, lack of adequate market, entrepreneurial failure, lack of practicalinformation and human aid management. As a result, many corporations do no longer attain their full practicable and fail to grow in Ethiopia.

Performanceis the act of performing; of doing something successfully; the use of knowledge as unique from in basic terms possessing it. Business organizations should measure its overall performance the use of set of financial and non-financial symptoms which provide statistics on degree of accomplishing their objective and result Organizational overall performance entails the use of sources wisely to keep away from wastage Global Entrepreneurship Monitor (GEM, 2004), whereas (Mashimba & Kühl, 2014) examined enterprise performance in phrases of business enterprise income and employer capital investment in machinery as measure of performance. The study of (Kamunge, Njeru, & Tirimba, 2014) found that 'Business Information Services, Access to Finance, Availability of Management Experience, Access to Infrastructure, Government Policy and Regulations once considered as factors that influence/affect business performance of enterprises. Hence, the main reason to conduct this study is to analyze the effect of external factors on industry performance in micro and small enterprises at Lalibela city administration.

Statement of the problem

To obtain its objective of transition to industry, Ethiopia has prolonged a number commercial enterprise guide approach or coverage to decorate business overall performance and to create a conductive commercial enterprise surroundings for MSE growth and development. This coverage aid consists of access to markets, get right of entry to finance, get entry to industrial extension, get admission to education and technological support. One of the major challenges that confronted the increase and development of MSEs in Ethiopia is get right of entry to enough and sustainable market (EDRI, 2014).

Thes study of (Kebede & Simesh, 2015) examined that an effect of internal and external business environmental factors on the performance MSEs in East Gojjam Zone, Ethiopia. The research finding shows that infrastructure and monetary environment, technological environment and factors related with entrepreneurial commitment have a clear significant relationship with performances of MSEs. Mainly, researchers found that infrastructure and finance had positive impacts on the overall performance of MSEs, while the rest has negative roles.

(Akinruwa et al., 2013) study found that political-Legal factor has no significant effect industry performance on his study of Nigeria's' SMEs. Similarly, the study of (Mezgebe, 2012) showed that politico-Legal factor was not significantly affect business performance of MSEs in Addis Ababa city.

As mentioned by different authors and researchers MSEs are the backbones of the country economy especially in developing countries. But in our country Ethiopia, even the government have given high attention to MSEs and tries to increase their performance by giving some supports, they are not effective as expected because of different internal and external factors. From external factors the major problems are lack of credit access, unfavorable infrastructure, insufficient work premise, marketing factors trade fair factors political-legal factors. Although a number ofresearches are still being finished on factors affecting the performance of micro and small enterprises, they are no longer as fantastic as expected and the problem continues, because there is a trouble in understanding and inspecting the inside and

contextual elements that affectperformance of micro and small enterprises. Moreover, preceding studies had performed so far have center of attention in developed countries and urban areason overall performance of micro and small enterprises, whereas restrictedresearch are conducted in rural place and most studiesignoredvast variables such as trade fair and marketing. Based on the above studies finding there is inconsistency in results and as the researchers knowledge there are few researches conducted relating to this topic in the country specially in the study area, because of the above problems stated the researcher would like to fill this gap in this study to check out the externalfactors that have an effect on overall performance of micro and small enterprisesespeciallyworking in manufacturing, service, urban agriculture and trade sectors.Based on the above research problems the researcher developed the following research questions:

1. What is the effect of financial factors on industry performance in the study area?
2. How marketing factors affect industry performance in the study area?
3. What is the effect of infrastructural factors on industry performance in the study area?
4. What is the effect of work premise factors on industry performance in the study area?
5. How political legal factors affect industry performance in the study area?
6. What is the effect of trade fair factors on industry performance in the study area?

Objectives of the study
General objective
The general objective of the study was to examine the effect of external factors on industry performance in case of lalibela city MSEs.

Specific objectives
1. To analyze the effect of financial factors on industry performance in the study area?
2. To examine how marketing factors affect industry performance in the study area?
3. To measure the effect of infrastructural factors on industry performance in the study area?
4. To evaluate the effect of work premise factors on industry performance in the study area?
5. To examine how political legal factors affect industry performance in the study area?
6. To investigate the effect of trade fair factors on industry performance in the study area?

Review of related literature
External factors and their influence on performance of MSEs
There are a number of financial challenges that face small enterprises. They encompass the high fee of credit, excessive bank prices and fees.Lack of access to credit/ finance is almost universally indicated as a key problem for MSEs. Credit constraints function in variety of methods in Ethiopia where undeveloped capital accumulation and saving.(Nabintu, 2013)According to (Akinruwa, Awolusi, & Ibojo, 2013) finance and performance in MSEs are significantly related with 0.000 at 5% significant level. This emphasizes that finance has a significant effect on the business overall performance/ Most MSEs failed in most developing international locations because of their incapability to gain get admission to credit score facilities.

According to(UNDP ,2004), cited in (Mengstie, 2016) presented market access as a seven-element factor comprising market research, market information, trade fairs, product exhibitions, advertising, packaging, marketing trips and meetings, and subcontracting and outsourcing. Federal Public Procurement Administration Agency has set a rule that enforces public institutions to source positive component of their annual procurement from MSEs. That is, MSEs are given precedence in authorities procurements

The other crucial factor for MSEs growth is working space. In response, although the government has massively built working spaces for MSEs in major cities and towns, working space remains a critical challenge. According to (Amwele, 2013) entitled empirical investigation into the elements affecting the overall performance of SMEs in the retail quarter in Windhoek, Namibia; revealed that rent or lease a

place for their commercial enterprise in Windhoek has prevent their performance. He discovered that it was once pricey to hire a working vicinity for business use in their present-day locations; therefore, most MSEs are unable to grow financially as the massive element of the income goes in the rental expenses. Access to land for business use in Windhoek used to be one additionally hinders business performance

Overall performance is the act of performing; of doing something successfully; the use of knowledge as unique from in basic terms possessing it. However, performance seems to be conceptualized, operational zed and measured in one-of-a-kind ways as a result making cross-comparison difficult. Business organizations should measure its overall performance the use of set of financial and non-financial symptoms which provide statistics on degree of accomplishing their objective and result organizational overall performance entails the use of sources wisely to keep away from wastage. Given through the interaction between groups and environment, it follows that overall performance relates to how an employer reacts, is aware and effect on positive surroundings change Global Entrepreneurship Monitor (GEM, 2004). According to (Kamunge et al., 2014) used special performance warning signs like extend in sales, enterprise expansion, client retention, and increase in stock, waste reduction, and value discount in their study of elements affecting the performance of micro and small enterprise, while (Mashimba & Kühl, 2014) analyzed enterprise performance in phrases of business enterprise income and employer capital investment in machinery as measure of performance. Moreover, (Abera ,2012) used profitability as a measure of performance in his evaluation of factors affecting the performance of micro and small companies in Arada and Lideta sub cities of Addis Ababa. Based on assessment of related literature performance of MSEs can be measured in terms of financial and non-financial symptoms that is increasing profit, growing sales/product or services, and capital developing for this study.

Empirical reviews

Vast number of studies performed on the overall performance of MSEs with a number of factors that determines enterprise surroundings of Micro and small enterprises. Therefore, some of empirical research mentioned as comply with;

(Abdissa & Fitwi, 2016)study recognized that the exterior and internal factors affected overall performance of MSEs and their existence could improve the everyday operation of micro and small firms' performance. The study indicates variables such as political, legal, financial, marketing, working premises, infrastructural, probability seeking, persistence, commitment to the work, demand for affectivity and quality, goal setting, hazard taking, data seeking, and self-confidence are positively affect performance of MSEs (profit)in the study area.

According to (Kebede & Simesh, 2015)study the influence of internal and external enterprise environmental elements on the overall performance MSEs in East Gojam Zone, Ethiopia. Results from the study exhibit that infrastructure and monetary environment, technological surroundings and factors associated with entrepreneurial commitment have a clear substantial relationship with performances of MSEs. Furthermore, based on the signal of the slope coefficients researchers located that infrastructure and finance had wonderful impacts on the overall performance of MSEs, while the rest has poor roles.

(Fetene, 2017) study results shown that the eight hypothesized factors: financial, management, marketing, entrepreneurial, technology, politico-legal, infrastructural and working premises factors have been discovered substantially affecting the business performance of SMEs working in the study areaand it was found that the monetary elements have been the most influencing predictor variable for SMEs enterprise overall performance followed through infrastructure and politico-legal factors. Working premises were at the fourth role in phrases of its electricity in influencing commercial enterprise overall performance followed through administration and advertising and marketing factor.
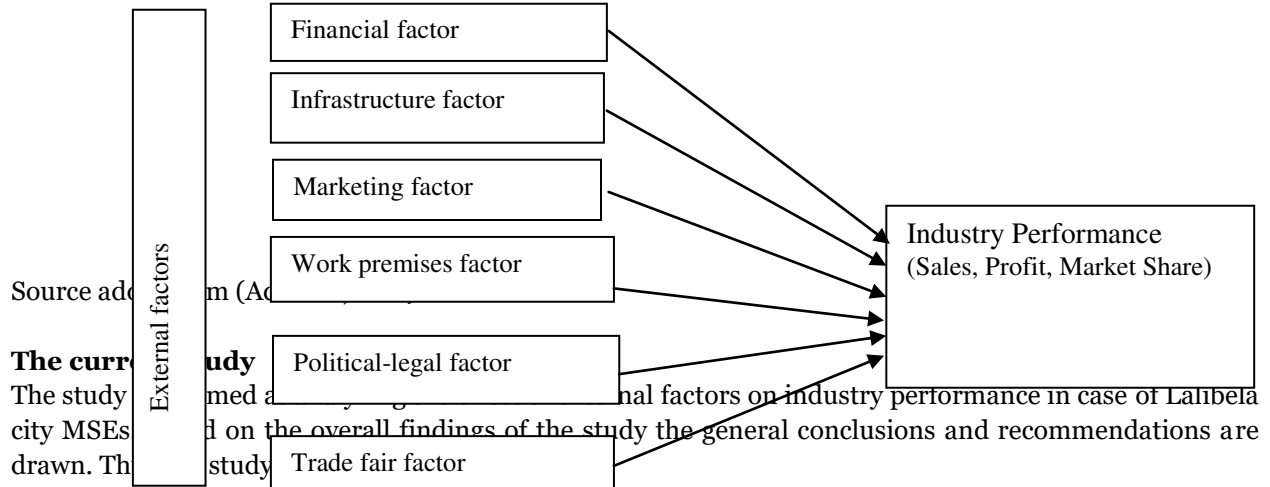
(Abera, 2012)he finds out the eight most important challenges which appear to affect overall performance of MSEs which include: inadequate finance, lack of working premises, advertising and marketing problems, inadequate infrastructures, negative management practices, and technological, entrepreneurial and politico-legal problems which includes bureaucratic bottlenecks system. The findings similarly point

out that, there exists linear and superb massive ranging from tremendous to strong relationship was located between independent variables and dependent variable

Conceptual framework

In this study, the dependent variable is performance of SMEs while independent variables are financial factors, marketing factors, infrastructure factors, legal factors and trade fair factors.

Figure Fehler! Kein Text mit angegebener Formatvorlage im Dokument.**-1: Conceptual framework**

Independent Variables   **Dependent Variables**

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Hypothesis A1: Financial factor has a significant effect on industry performance in the study area
Hypothesis A1: Marketing factor has a significant effect on industry performance
Hypothesis A1: Infrastructural factors have a significant effect on industry performance
Hypothesis A1: Work premise factors has a significant effect on industry performance in the study area
Hypothesis A1: Political legal factors have a significant effect on industry performance in the case area
Hypothesis A1: Trade fair factors has a significant effect on industry performance in the case area

Subjects and procedures

Methodologically, the study followed quantitative research approach and it usedexplanatory study type with cross-sectional survey design. Because, to explain position of variables studied and effect of one variable to another variable, it is advisable to use this design. For the purpose of this study both the primary and secondary sources data are utilized to achieve the objective of the study. Primary data was collected directly from the owners of the MSEs with Standardized close ended questionnaires are used to collect data necessary to meet the objectives of the study. And also, secondary data was collected through the various sources like; Previously Published Materials as a literature review specially research papers, organization's reports and internet websites. The target population were considered as all MSEsOwners working on manufacturing, service and trade industries in lalibela city, which is found in Amhara region, north wollo zone Lastaworeda. The total population of the study was 395MSEs. Based on Taro Yamane, (1967) sample size determination formula $(n = N/(1+Ne^2))$, the researcher got a grand total sample size of 199, at 95 % confidence level and 0.05 precision levels. The researcher applied stratified and simple random sampling techniques to collect the data. And also the collected data was analyzed through correlation and multiple linear regression analysis.

Materials

Measures of variables (External factors and industry performance)

The independent variables was measured using the total of 29 item questions including five political-legal factors, five work premise factors, five infrastructure factors, five marketing factors, five financial factors and four trade fair factors. And also the dependent variable industry performance measured using 5 item

questions. Both the dependent and independent variables was measured with five point likert scale response range (from 5-strongly agree to 1- strongly disagree). The variables used to measure the items on the instrument had been ordinal scale (strongly agree, to strongly disagree) because the nature of this study is quantitative.

Results
Scale reliability
When we see the reliability it was statistically tasted by using the most commonly used statistics Cronbach's alpha coefficient and all seven scales had a high level of reliability: Financial factor (Alpha = .832), Marketing factor (Alpha = .824), Infrastructural factors (Alpha = .781), Work premise factors (Alpha = .696), Political legal factors (Alpha = .729), Trade fair factors (Alpha = .626), Performance (Alpha = .706).

Descriptive analysis
In this study descriptive analysis was used to observe the level of agreement to the find out about variables mean and standard deviation was used to measure the responses dispersion degree from arithmetic mean. Therefore the end result of this study was analyzed using this standard to decide the relative importance for interpretation whether it fails in;1-1.80 very low, 1.80-2.60 low,2.60-3.40 mediam,3.40-4.20 high, and4.20-5.00 very high.

Table 1:**Descriptive Statistics**			
	Mean	Std. Deviation	N
total marketing factor	2.7296	.78101	199
total financial factors	2.7402	.85185	199
total infrastructure	2.8111	.77699	199
Total political legal factors	2.2050	.48635	199
Total work premise factors	2.9266	.73226	199
Total trade fair factors	2.6417	.61338	199
total performance measurement factors	2.8854	.73645	199

Source: own survey, 2020

The above table result indicates that the descriptive statistics result of marketing factor,financial factors, infrastructure factors, work premises factors, trade fair factors and performance measurement factors has grand mean of 2.7296, 2.7402, 2.8111, 2.9266, 2.6417 and 2.8854 at a standard deviation of .78101, .85185, .77699, .73226, .61338 and .73645 respectively. This clearly shows that the majority of the respondentsresponse level of agreement falls in to medium range. But political legal factors mean value was 2.2050 with standard deviation of .48635. This indicates that the majority of the respondentslevel of agreement is closer tolowrange. Furthermore, the standard deviationresultindicate the extent to which the respondents' opinions about the statements on external factors and performance varied.

Correlational analyses
For the purpose of this study the researcher used Pearson product moment correlation analysis to find out the relationship of independent variables (marketing factor,financial factors, infrastructure factors, work premises factors, political factors and trade fair factors) with the dependent variable industry performance. According to Cohen (1992) an interpretation of the range of the coefficient of correlation has been described in to the following: as:-0.3 to + 0.3Weak, -0.5 to -0.3 or 0.3 to 0.5 Moderate, -0.5 to -0.9 or 0.5 to 0.9Strong and -0.9 to -1 or 0.9 to 1 Very strong.

Table 2: correlation statistics

		total marketing factor	total financial factors	total infrastructure	Total political legal factors	Total work premise factors	Total trade fair factors	total performance measurement factors
total performance measurement factors	Pearson Correlation	.720**	.539**	.731**	.187**	.673**	.221**	1
	Sig. (2-tailed)	.000	.000	.000	.008	.000	.002	
	N	199	199	199	199	199	199	199

Source: own survey, 2020

Based on the above table's Pearson product moment correlation analysis result there was a strong positive significant relationship between the dependent variables marketing factor,financial factors, infrastructure factors and work premises factors with the dependent variable industry performance at correlation coefficient of 0.720, 0.539, 70.731 and 0.673 respectively.And also there was a weak positive significant relationship between independent variables (political factors and trade fair factors) with industry performance at correlation coefficient of 0.187 and 0.221 respectively. Generally the study finds out there is existence of a positive significant relationship between overall external factors and industry performanceat significance level of r<0.01 in the case area.

The study result showed that there is not a problem of multi co Linearity, Normality and Linearity in the study variables.

Regression analysis

Table 3: regression analysis

					Change statistics		
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Sig. F Change	Durbin-Watson
1	.821a	.674	.664	.42695	.674	.000	1.860

Source: own survey, 2020

Multiple regression analysis result portrays that R square is .674 and adjusted R square is .664. This implied that 67.4% variation in industry performance is explained by external factor in Lalibela city MSEs. In addition, the significance value of F statistics indicates a value .000 and it was less than p<0.05, so that it mean the model was significant enough.

Table 4: Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.004	.203		.019	.985
	Total political legal factors	.000	.066	.000	-.005	.996
	total marketing factor	.279	.059	.296	4.707	.000
	total financial factors	.108	.043	.124	2.481	.014
	total infrastructure factors	.302	.060	.319	5.024	.000
	Total work premises factors	.200	.060	.199	3.308	.001
	Total trade fair factors	.148	.051	.123	2.896	.004
a. Dependent Variable: total performance factorsSource: own survey, 2020						

Based on the above table result, infrastructural factor was the most contributing factor for the dependent variable industry performance in the study area. Since, the beta value is 0.319 with significance level 0.000 and marketing factor's beta value is B= 0.296 at sig. 0.000, this implies that that marketing factor has a positive significant effect on industry performance and the second most contributing factor for the dependent variable. In addition, independent variables financial factors, work premise factors and trade fair factors has a positive significant effect on industry performance at beta value of 0.124, 0.199 and 0.123 at sig. level of 0.014, 0.001 and 0.004 respectively. As a result, the regression coefficient clarifies the average amount of change in industry performance was affected by a unit of change in external factors by the stated beta value. Contrarily, political legal factor has not significant effect on industry performance at sig. 0.996.

Table 5: Hypothesis testing

No.	Hypothesis	Decision rule
1	**Hypothesis A1**: Financial factor has a significant effect on industry performance in the study area	Accept alternative hypothesis and reject null hypothesis
2	**Hypothesis A1**: Marketing factor has a significant effect on industry performance	Accept alternative hypothesis and reject null hypothesis
3	**Hypothesis A1**: Infrastructural factors have a significant effect on industry performance	Accept alternative hypothesis and reject null hypothesis
4	**Hypothesis A1**: Work premise factors has a significant effect on industry performance in the study area	Accept alternative hypothesis and reject null hypothesis
5	**Hypothesis A1**: Political legal factors have a significant effect on industry performance in the case area	Reject alternative hypothesis and Accept null hypothesis
6	**Hypothesis A1**: Trade fair factors has a significant effect on industry performance in the case area	Accept alternative hypothesis and reject null hypothesis

Source: own survey, 2020

Discussions

The mean score of independent variables showed that most employees feeling result was approaching to moderately agreed on measures of marketing factor,financial factors, infrastructure factors, work premises factors, trade fair factors and performance measurement factors. However, political legal factors mean value indicates that the majority of the respondentslevel of agreement is closer to low range. The correlation result indicated that all the external factors has a significant positive relationship with industry performance. Based on the study result 67.4% of variation in industry performance is explained by industry performance in MSEs and the other 22.6% is explained by other factors not included in the this study. And also, the model was significant at p=000.The effect analysis result showed that independent variables marketing factor,financial factors, infrastructure factors, work premises factors, and trade fair factors have a positive significant effect on the dependent variable industry performance at beta value of 0.124, 0.199 and 0.123 at sig. level of 0.014, 0.001 and 0.004 respectively. But political factors has not significant effect on industry performance in Lalibela city MSEsat sig. 0.996.In conclusion, the regression coefficient elucidates that the average amount of change in industry performance was affected by a unit of change in external factors by the stated beta value.

Finally, this study objective is meted up well by originated findings as previously supposed.

Recommendations

The empirical result confirmed that there is a significant relationship with eternal variables and industry performance in the study area and also infrastructural factor and marketing factors are the key contributor to MSEs performance. Accordingly, the government should seek a great attention and solve these infrastructural and marketing problems to increase the performance of MSEs as well as to support

the country's economy as expected. Because creating a favorable marketing/work environment and sufficient infrastructure will motivate MSEs and increase their effectiveness in their business activity.

In the study area there is a big gap of source of finance and getting loan from different financial institutions is low with higher interest rate, Consequently, the study recommend that micro and small enterprises development office is better to collaborate/integrated with credit and saving associations to give admission to affordable and principal source of finance for MSEs to reduce their requirement producers and increase their performance, then the will play their role in poverty reduction in the country. In addition the owners/managers of MSEs might also develop adequate and appropriate marketing strategy and participate in different trade fair activities/programs to display their products/services to meet industry buddies and loyal customers.

Generally, the study recommend that the government/micro and small enterprises development offices should maintain different supportive business trainings, decrease infrastructural problems, facilitate credit services and create attractive marketing environment to entice or create productive MSEs . In addition the MSEs owners should design adoptive business plans and programs with the external as well as internal environment to increase their performance.

Conclusions

In the present paper the researcher attempt to evaluate the effect of external factors on industry performance in case of Lalibela city MSEs In the study various parameters are used to evaluate the performance of MSEs and external factors. The study has six independent variables and one dependent variable. To achieve the research objectives the statistical relationship of each independent variable with the dependent variable was well examined and presented in the study in lined with the study questions. After evaluating all the parameters exclusively the researcher found that all the independent variables excluding political legal factors has a significant effect on industry performance in the study area and infrastructural factor was the most contributing factor for performance. Hence, in the end we can conclude that the external factor has a significant effect on industry performance.

Suggestion for future study

The researcher conducted more of quantitative study; deep qualitative study could also be done to validate the results of this study. From the findings of the study it is concluded that the model which included in external factors explained only 67.4% of the variance of industry performance the rest 22.6% may be due to the other variables which were not included in this study and left for further study.

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