

PalArch's Journal of Archaeology of Egypt / Egyptology

STIMULATING MECHANISMS FOR EXPORT MARKETING IN TELANGANA

Dr. Vijayakumar Thota, Assistant Professor, Department of Business Management,
Satavahana University.

Dr. Gunda Srinivas, Assistant Professor, Department of Commerce & Business Management,
NSV Degree & PG College.

Mr.B. Naresh, Research scholar, Assistant Professor, Department of Commerce,
Government Degree College.

Dr. Vijayakumar Thota, Dr. Gunda Srinivas, Mr.B. Naresh: Stimulating Mechanisms for Export Marketing in Telangana-- Palarch's Journal Of Archaeology Of Egypt/Egyptology 18(1). ISSN 1567-214x

Keywords: Export, Export marketing, Exporters in Telangana .

ABSTRACT

The study conducted with an aim to determine the important factors stimulating export marketing of agricultural products in Telangana . For study, the data was collected from 35 agricultural product exporters using simple random sampling techniques through online survey. Herein five study variables namely; 1. Attractiveness of Export market over domestic market, 2. Liberal Trade policies for Export, 3. Reducing cultural and language barriers, 4. Improving transportation and warehouse technology and 5. Product price competitiveness were considered under the factor named export marketing. From the analysis it was understood that there is no much significant difference in opinion among the exporter for the factor export marketing. Through the rank analysis carried using mean score t was understood that; Attractiveness of Export market over domestic market, Liberal Trade policies for Export and Reducing cultural and language barriers are important mechanism steering exporting marketing among exporter irrespective of their type and size of the firm in Telangana .

Introduction

The dreams of the people of Telangana to live in their own state and to develop it according to their beliefs and aspirations created the 29th State of the Republic of India on the historic day of June 2, 2014. With destiny this endeavor is a start and requires a lot of basic reconsideration and effort to

create a lasting future for all. The vision of the state to use local resources optimally and quickly should reflect the ancestry of the people. States play an important role in boosting India's growth. This growth may be due to a number of factors such as exports, investments, the growth of a skilled workforce, inflation, and institutional quality. Given the recent insistence of the central government on improving state-level exports, it is important that each state develops a strategy on its key production committees. The reason for emphasizing the involvement of the states in promoting exports is the desire for inclusive growth in the country's exports. The Government of Telangana firmly believes that industrialization is important for high and sustainable growth leading to exports. The Telangana government has recently unveiled an investor-friendly industrial policy, which has received praise from the industrial community and is considered the best policy in the country.

Each state of the country has production and trade benefits in a particular product. For example, Uttar Pradesh has an advantage in handicrafts, leather articles, brassware, etc .; Rajasthan exports gems & jewelry; Karnataka produces minerals, electronics and chemicals. Therefore, there is a need to evaluate state-specific products, for which the government should take steps to increase exports.

International economic theories and global experience point to a variety of strategies, such as resource focus and focus on the lime light industry. The importance of enhancing foreign trade interests can be achieved through this. In the modern economic order all economies are interconnected and the effect of one economy is felt by others. It calls for a strategy to protect the economy from such negative consequences.

This strategic article begins by articulating the specific vision and mission of the states to promote exports; It discusses in detail the direction of policy motivation and specific measures to promote exports. After proper discussions with stakeholders and review of all relevant and relevant strategies and policies related to exports, several initiatives with their budget requirements are recommended. Similarly, a cross-sectoral coordination effort has been undertaken to enhance this strategy along with other government strategies and policies. The focus is on projects that are motivated and planned as key sectors in the industrial policy framework of the state of Telangana.

Review of Literature

The Strategic Management Literature on Implementation offers a different but complementary perspective. In particular, the implementation of strategic decisions in this literature refers not only to the completeness of adherence to the adopted or intended strategic content but also to the market perceived responses in comparison. The beliefs and intentions of strategic makers. This broad strategic management vision is consistent with the quality pre-survey interviews we conducted with export venture managers at 11 manufacturing companies located in various cities and regions of the UK. These interviews indicate the implementation of export marketing

strategies. The initial export marketing strategy begins when content decisions are made and ends when evaluating the extent to which planned market responses are perceived at the end of the planning period (Mintzberg, 1985).

The implementation of export marketing strategies by combining insights provided in the Marketing and Strategic Management literature with insights between our fieldwork, action and resources used to realize the export marketing strategic objectives aimed at in seeking a company's desired export venture targets. In line with this perspective, we say that the effectiveness of export marketing strategy implementation can be viewed in terms of two basic dimensions (Sashittal, 2001). First, we label the internal implementation performance, using the company's available resources to translate its intended export marketing strategic results into differently stated export marketing activities, the company's strategic export marketing plan activities and to what extent the resources used to implement them are consistent with the company's planned export marketing strategic decisions. This is consistent with the concepts of "adherence" and "strategic sustainability" between activities and resource mobilization and the content of strategic plans in the strategic management literature (Podsakoff, 2003).

Therefore, the theory of dynamic capabilities suggests that the key drivers of planned marketing strategy implementation performance are within the organization, which are used to translate marketing strategic decisions into appropriate strategies and resource rankings and relate to current market understanding and future market forecasting. In the export context, we are exploring the implementation of marketing strategy as a driver of international competitiveness, which has been identified as the primary unit of analysis of export initiatives. Because the export industry is concerned about the company's efforts to market a product (or product tax) to a particular overseas market, they are essentially the company's marketing-oriented business units. Therefore, in seeking to better understand the drivers of export marketing strategy enforcement performance, the role of the company's marketing capabilities will be of central importance (Ambler, 1999).

Previous research has suggested that different marketing capabilities may be a combination of Mayfest Valuable Forms as they interact in ways that help companies achieve better performance. It supports the theory of dynamic capabilities, arguing that it can cater to different organizational capabilities and that such "property is mutually exclusive" can generate additional economic rents. The interconnectedness of the property creates causal ambiguity. It is difficult for competitors to identify the source of a company's observed performance benefit. Furthermore, it implies that to compete effectively a competitor must acquire the interconnected capabilities of a highly efficient company. Therefore, in the context of export efforts and export marketing strategy implementation performance, architecture and specialized marketing skills may have integrated value-building effects over the contribution of each skill category (Ramaswami, 2009).

The Telangana state government feels the need for a large-scale private sector contribution to industrial development, and the government has a role to play as a facilitator and catalyst. The government is committed to providing a glue-free, trouble-free environment where the entrepreneurial spirit of local, domestic and international investors can thrive and set up industrial units in the state of Telangana, the investment destination of their choice. The new industrial policy is a tool that translates to the vision of the Telangana state government (Venkatraman, 1987).

The new Telangana State Industrial Policy will seek to provide a framework that will not only stabilize existing industries and make them competitive but also help attract and realize new international and national investments in the industry. The focus will be on key manufacturing sectors, creating employment for urban and rural youth and adding value to existing skills that will be emphasized at all levels. The most important effect of this approach is expected to produce high-quality products at very high prices, which is established as a brand with high global recognition "Made in Telangana-Made in India" (Thorpe, 2007). The foundation of the policy is zero glue and tolerance to corruption. Decision making will be transparent in all Telangana state departments and department heads will be held accountable for all actions such as dismissal and commission by departmental staff. An online and help-desk grievance redressal system will be put in place to encourage entrepreneurs to report any delays in getting timely work done by corruption or Telangana state government departments. Timely and strict disciplinary action will be taken against employees who violate the parameters of the industrial policy framework (Vorhies, 2003).

The Telangana state government is committed to creating an ecosystem in which it is easy to do business in the states and exceeds the best global standards. The Telangana state government is aware that providing a hassle-free system is considered a top priority by the industry and will implement the best industrial permit system that goes beyond the traditional single window system. The body, known as the Telangana State Industrial Project Approval and Self-Certification Authority (TS-iPASS)(Sousa, 2006), will be strengthened by law. The right to a single-window permit based on the right to information will be granted to all applicants. Penalties will be imposed on the concerned authorities for delaying the applications. It will be in three stages - one for mega projects, the other for big business and one for SMEs. The State Government will bring in a comprehensive law covering the above policies for permits and permits for industrial applications in mega projects and other categories (Rosier, 2010).

Objective of the study

The objective of the study was to determine the important factors stimulating export marketing of agricultural products in Telangana .

Methodology

This is a pilot study, hereby the data was collected from 35 agricultural product exporters using simple random sampling techniques through online survey.

Analysis and Interpretation

This being a pilot study, reliability statistics was conducted to identify whether the variables selected under the factor named Export marketing is reliable for further study.

Table No. 1: Export marketing

Reliability Statistics				
Cronbach's Alpha	N of Items			
.733	5			
Item-Total Statistics				
	Scale Mean if Deleted	Scale Variance if Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Deleted
Attractiveness of Export market over domestic market	13.3429	11.820	.143	.734
Liberal Trade policies for Export	12.9429	11.173	.188	.705
Reducing cultural and language barriers	12.9143	12.375	.083	.771
Improving transportation and warehouse technology	12.9143	9.669	.350	.579
Product price competitiveness	12.9143	9.198	.365	.659

Source: (Primary data)

The calculated Cronbach alpha value is 0.733 which is greater than 0.7 [Standard value]. Meaning the variables within the factor are reliable for further study.

Using the study variables, independent sample t test was conducted to identify whether there is significant difference in opinion among manufacturer-cum-exporter and Merchant exporter.

Table No. 2: Independent Sample T Test – Export marketing and Exporter Type

Independent Samples Test							
			Levene's Test for Equality of Variances		t-test for Equality of Means		
			F	Sig.	t	df	Sig. (2-tailed)
1.	Attractiveness of Export market over domestic market	Equal variances assumed	14.628	.001	5.790	33	.000
		Equal variances not assumed			7.560	32.969	.000
2.	Liberal	Equal variances	4.895	.034	2.391	33	.023

	Trade policies for Export	assumed Equal variances not assumed			2.779	28.411	.010
3.	Reducing cultural and language barriers	Equal variances assumed Equal variances not assumed	.633	.432	.898	33	.375
					.829	16.267	.419
4.	Improving transportation and warehouse technology	Equal variances assumed Equal variances not assumed	1.821	.186	1.076	33	.290
					.980	15.805	.342
5.	Product price competitiveness	Equal variances assumed Equal variances not assumed	.576	.453	1.018	33	.316
					1.026	19.893	.317
				Manufacturer Cum Exporter		Merchant Exporter	
				Mean Score	Rank	Mean Score	Rank
	Attractiveness of Export market over domestic market		4.273		1	2.292	5
	Liberal Trade policies for Export		4.091		2	2.958	4
	Reducing cultural and language barriers		3.636		5	3.208	1
	Improving transportation and warehouse technology		3.727		3	3.167	2
	Product price competitiveness		3.727		3	3.167	2

Source: (Primary data)

The estimated significance value is greater than 0.05 for all the items, meaning the null hypothesis accepted. Therefore, there is no significant difference in opinion among manufacturer-cum-exporters and merchant exporters. But for the items 1 and 2 the estimated significance value is less than 0.05 meaning the null hypothesis is rejected. Therefore, there is significant difference in opinion among manufacturer-cum-exporters and merchant exporters.

From the mean score it can be well interpreted that 1. Attractiveness of Export market over domestic market and 2. Liberal Trade policies for Export are the important stimulating mechanism used for export marketing to Manufacturer-cum-exporter. While for Merchant exporter 1. Reducing cultural and language barriers, 2. Improving transportation and warehouse technology and 3. Product price competitiveness are important stimulating mechanism used for export marketing.

Table No. 3: ANOVA Test – Export marketing and Size of the Firm

ANOVA					
	Sum of Squares	df	Mean Square	F	Significance

Attractiveness of Export market over domestic market	Between Groups	29.606	2	14.803	16.258	.
	Within Groups	29.137	3	.912		0
	Total	58.743	3			0
Liberal Trade policies for Export	Between Groups	9.727	2	4.864	2.788	.
	Within Groups	55.815	3	1.744		0
	Total	65.543	3			7
Reducing cultural and language barriers	Between Groups	1.463	2	.732	.415	.
	Within Groups	56.423	3	1.763		6
	Total	57.886	3			4
Improving transportation and warehouse technology	Between Groups	2.838	2	1.419	.677	.
	Within Groups	67.048	3	2.095		5
	Total	69.886	3			5
Product price competitiveness	Between Groups	6.124	2	3.062	1.365	.
	Within Groups	71.762	3	2.243		0
	Total	77.886	3			0
			Large	Medium	Small	
	Mean Score	Ra nk	Mean Score	Ra nk	Mean Score	Ra nk
Attractiveness of Export market over domestic market	4.25	2	4.286	1	2.292	5
Liberal Trade policies for Export	4	3	4.143	2	2.958	4
Reducing cultural and language barriers	3.75	5	3.571	3	3.208	1
Improving transportation and warehouse technology	4	3	3.571	3	3.167	2
Product price competitiveness	4.5	1	3.286	5	3.167	2

Source: (Primary data)

The estimated significance value is greater than 0.05 for all the items, meaning the null hypothesis accepted. Therefore, there is no significant difference in opinion among exporters running large, medium and small size firms. But for the items 1 and 2 the estimated significance value is less than 0.05 meaning the null hypothesis is rejected. Therefore, there is significant difference in significant difference in opinion among exporters running large, medium and small size firms.

From the mean score it can be well interpreted that 1. Product price competitiveness and Attractiveness of Export market over domestic market are the important stimulating mechanism used for export marketing to large size exporter. 1. Attractiveness of Export market over domestic market and 2. Liberal Trade policies for Export are the important stimulating mechanism used for export marketing to medium size exporter. While for small size exporter 1. Reducing cultural and language barriers, 2. Improving transportation and warehouse technology and 3. Product price competitiveness are important stimulating mechanism used for export marketing.

Conclusion

From the analysis it was understood that there is no much significant difference in opinion among the exporter for the factor export marketing. Through the rank analysis carried using mean score t was understood that; Attractiveness of Export market over domestic market, Liberal Trade policies for Export and Reducing cultural and language barriers are important mechanism steering exporting marketing among exporter irrespective of their type and size of the firm in Telangana.

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