



EXPORT MANAGEMENT PRACTICES AND ITS IMPACT ON MSME IN TAMILNADU

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ABSTRACT

The scope of the study is confined to understand the Export Management Practices towards Micro, small and medium enterprises in Tamil Nadu. Micro, Small and Medium Enterprise (MSME) sector has emerged as a very important sector of the Indian economy, contributing significantly to employment generation, innovation, exports and inclusive growth of the economy. MSMEs are the backbone of the socio-economic development of our country. In view of this the study has been made to understand about the Export Management Practices for the small and medium enterprises leaving out the Micro type firms as well as the researcher has further analyze the attitudinal factors towards Export Practices made by small and medium enterprises. Perhaps, the Scope of the research paper encompasses a much wider spectrum but the paper is an attempt for the Export Management practices for the selected small and medium sized industries in Tamil Nadu.

Key words: Export Management Practices, MSME, Organisation

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1. INTRODUCTION

Export business is prevalent around the globe and in recent times it has grown at much faster rate due to globalization process. Export means transaction of products and services from one nation to other following legal rules for trade purposes. Export goods are given to international end users by domestic producers. Export management is the use of managerial process to the serviceable area of exports. It is basically associated with export activities and type of management that brings harmonization and incorporation of an export business. Export

management is concerned with export orders and accomplishes objectives to successfully complete in time as per the requirements given by the overseas buyers. Micro, Small and Medium Enterprise (MSME) sector has emerged as a very important sector of the Indian economy, contributing significantly to employment generation, innovation, exports, and inclusive growth of the economy. Micro, Small and Medium Enterprises (MSME) are the backbone of the socio-economic development of our country. It also accounts for 45 Percent of total industrial production, 40 Percent of total exports and contributes very significantly to the GDP. Manufacturing segment within the MSME contributes to 7.09 Percent of GDP. MSMEs also contribute to 30.50 Percent of services. The total contribution of MSMEs to the GDP is 37.54. The main purpose of export management practices of MSMEs is to secure export orders and to make certain for timely delivery of goods as per agreed norms of quality and other specifications including terms and conditions agreed to between the exporter and the importer. Major barriers of export management include language, high risk, and Government control, differences in laws, difficult in payment, custom duty, and lack of information. Other problems of export management are evil effects of foreign trade, economic dependence, disadvantage of agriculture country, international rivalry. Researchers said that there is high risk in foreign trade instead of internal business because goods are transported to other countries through sea, air in which there is environmental threat and products may be damaged from poor climate, rocks etc. Usually international trade is under governmental control and license is must for doing international trade. In export, management, there are differing laws in each country therefore traders have to face many problems in conducting business. Export management become difficult when information flow is not smooth. It is very difficult to assess the financial position of businessman located in other country. It is observed that developed nations get advantage through export business but developing countries may suffer loss as they cannot manufacture goods at rapid rate and managerial process is also not very smooth. Another problem is dependency on other country for raw material and if imports are stopped due to some reasons, country has to suffer a lot in terms of finance. Export management is not smooth due to low labour productivity, less technological advancement and laziness.

2. REVIEW OF LITERATURE

Reviews of various concepts in Export management practices of research developed in several past works to serve as a basis for defining the concepts used in the present study.

Rashmi Khanna, Dr. Satyendra.P.Singh (2018) in their research paper titled **Status of Msmes in India: A Detailed Study** The study is an attempt to know about the current status of micro, small and medium enterprises in the country. Micro, Small and Medium Enterprises popularly known as MSMEs, are the roots of growth of industrialization in a country. MSMEs, post-independence, have emerged as dynamic and vibrant sector of Indian economy. MSMEs play a significant role in elimination of economic backwardness of rural and underdeveloped regions of the country, assist big industries in their growth, and help in making the best use of various resources of the country. MSMEs are major source of employment in many areas of the country and are contributing immensely in the prosperity of the area thus leading to reduction of disparities in income, wealth and consumption. MSMEs sector has a major role in Indian economy as it has around 45 percent share in national industrial output, around 70 percent in industrial employment and approximately 40 percent in exports. Researchers have also tried to find out major problems and challenges being faced by MSMEs in India. Important policy initiatives taken by government and various schemes started for the growth of MSMEs in India have also been discussed in this paper.

Rim Ben Ayed Mouelhi and Monia Ghazali (2018) in their research paper titled Growth of Micro, Small and Medium enterprises (MSMEs) in MENA countries: constraints and success factors The study attempts to contribute to a better understanding of the main constraints/ boosters for MSME growth in selected countries of the MENA region (Tunisia, Egypt, Morocco and Jordan). A multinomial logit model is used to investigate the impact of a three-fold classification of firm growth determinants (company characteristics, manager characteristics and business environment characteristics). The dependent multinomial variable “Growth” captures the annual average employment growth rate of MSMEs over 2009-2012. Further, the empirical results suggest a positive and statistically significant relationship between employment growth and firm size, once we consider the age variable. This means that large firms are more likely to contribute to job creation. Several studies show that large companies are also the best performing, in terms of productivity and exports. Finally, as noted above, the quality of the business environment is a determinant for MSME growth. According to the researcher with his results, political instability seems to be a significant obstacle to firms’ growth (especially in Tunisia and Egypt after the revolutions). Local firms, as well as foreign ones, need more visibility and political stability to decide whether to invest or to expand.

Altaf Ahmed (2019) in his research paper titled MSMEs: It’s Role in Sustainable Development in India The paper reveals that Indian MSMEs spread the idea of UN (inclusive and sustainable industrial development) that focused on the enhancement of manufacturing for the future. As an engine of economic growth, it promotes sustainable development with equitable distribution. It shares the highest employment growth rate and therefore industrial development and export. The sustainable development goal of India may not be achieved without jobless growth and environment concerns. MSMEs are the important pillar of sustainable development maintenance through the economic growth, employment creation, poverty elevation and reduction in inequality. Sustainability can be achieved through the inclusive growth that maintains prosperity and dignity. The study aims to analyze the performance of MSMEs and its role in maintaining sustainable development in India. The study also focuses on sustainability practice through MSMEs.

K.Chandrasekar, V.Balamurugan (2019) in their research paper titled Sustainable Management Practices Adopted In Sme’s The study expounds that the small and medium enterprises in India adopting some techniques and practices to sustain the competitive business world. Some of the famous enterprises which are not interest to adopt those types of practices will struggle to sustain their business. The paper further deals with Problems facing to new entrepreneurs as well as existing entrepreneur who has struggle to sustain in their business. The paper also shows that the performance of registration of MSME in India state wise and shows the growth rate of registration of enterprises. The top 10 states of new registration holds the 94 percent of the total registration of the enterprises. Moreover the article denotes the employability and economical development of the country through small and medium enterprises. SMEs has employability about 106 million in the country. Thus the quality of final products of advanced industrial units, to a large extent, depends on the material supplied by MSME units.

N.C.Vijayakumar (2019) in his paper titled A Study Risk Involved with SME Exporters With Reference To Coimbatore District The main objective of the study is to know about the awareness level and acceptance level of exporters towards various risks and guarantee involved in exporting. In taking a decision to export, there are many facts that need to be evaluated by the local Producer/Exporter before a final conclusion is reached. For this purpose a sample of 65 was collected from the exporters using survey method The conclusion is that the respondents have a higher level of acceptance towards Country/political risk and Insurance gap risk so the

government has to take care of these factors to reduce the risk which leads to increase in trading volume of the companies in future.

Davinder singh (2019) in his paper entitled Implementation of technology innovation in MSMEs in India: Case study in select firms from Northern region Uncover the purpose of this paper is to assess the status of problems faced by MSMEs and study the technology innovation implementation (TII) dimensions in the selected small firms in the Northern region in India. The research presents a better understanding of the problems that are preventing the successful implementation of technology innovation in small firms. Further, the two cases provide valuable insights into TII dimensions in two firms and highlight the methodology to be adopted by the companies toward their manufacturing performance enhancement. The study finds that two different firms have faced similar kind of challenges in this competitive environment. Also the findings suggest that an effective TII can contribute to enhance manufacturing performance in MSMEs in India.

Saša Obradović, Nemanja Lojanica (2019) in their research article entitled Export-Led Growth: Evidence from Post-Communist Serbia expounds that the study examines the export-led growth hypothesis on a small open economy such as Serbia. The main motivation for this research comes from the fact that Serbia has been striving to achieve sustainable growth by focusing on export. This is the first study which has examined the relations between economic growth and export in the Republic of Serbia with the methodology that the researchers have applied here. The tri-variate model (export, economic growth, exchange rate) with quarterly data sets has revealed that variables were co-integrated during the time period from 2004 to 2015. The empirical results indicate that there is a unidirectional causality from export to economic growth in both short and long run. The results obtained confirm the export-led growth hypothesis. Serbia may enhance economic growth by enhancing exports. In order to do so, it is necessary to improve the environment for exporters and to harmonize the structure of exports with the EU imports. The empirical results obtained in this study have certain practical implications for economic policy makers. The Government should support export activities and processes in order to enhance growth performances.

3. STATEMENT OF THE PROBLEM

Export management Practices is actively being perused and practiced in large organizations, there is not much literature that supports its usage in small and medium enterprises. To take up the successes of SMEs might further be improved if its Export management practices are placed on a sound foot hold. This expectation may lead to grow and maintain a sustainable competitive lead for the exporters to Improvise their Export management Practices for the Prosperity of SMEs. Export management Practices is one of the renowned topic in the Industrialization area of research, especially for the MSMEs literature it has been a prominent role and has its origin in studies for the manufacturing Industry, without thorough validation of interest for the present topic, the results of the work have been applied indiscriminately so as to understand how the patterns of Export management Practices have been shaped within the context of MSMEs Industry.

4. SCOPE OF THE STUDY

The scope of the study is confined to understand the Export Management Practices towards Micro, small and medium enterprises in Tamil Nadu. In view of this the study has been made to understand about the Export Management Practices for the small and medium enterprises leaving out the Micro type firms as well as the researcher has further analyze the attitudinal factors towards Export Practices made by small and medium enterprises only. Perhaps, the Scope of the research encompasses a much wider spectrum but the present study is an attempt

for the Export Management practices for the selected small and medium sized industries in Tamil Nadu.

5. RESEARCH OBJECTIVES

The objectives of the study are set as follows

- To Analyze the Problems of Export Management Practices towards Small and Medium Enterprises in the study area.
- To offer Suggestions, Conclusion and further studies going to be study in future has been done based upon findings of the study.

6. RESEARCH DESIGN

The study is designed as descriptive based research. The descriptive research study is used for the defining and analyzing the research problem effectively. A descriptive study may help the researcher to describe various characteristics associated with the subject population. The study has attempted to explain the reality prevailing among SMEs in terms of their Export practices. With such a focus on the here and now situation, it may be stated that the researcher has adopted a descriptive research design for the study.

7. SAMPLING FRAMEWORK

The Random Method adopted is made representative of the whole range of SMEs in Tamilnadu and the possibility of any bias towards sample selection has also been eliminated. Based on the return of filled-in questionnaires, which were subsequently checked for completeness, 205 SMEs and 35, Employees, totally 240 respondents were selected.

8. LIMITATIONS OF THE STUDY

There are very stringent rules and regulations imposed by government on this industry. Hence, exporters may not have revealed the actual exports and expenses. This may have diluted the inputs from exporters. Since this industry has a wide spectrum, and it involves Products like precious and semi-precious metals and stones, existence of a parallel unofficial ecosystem might be there and operating in exports which are not on the radar of government agencies like DGCIS, SME chamber of commerce, etc. This may have diluted the data on exports. However, it is imperative from the research point of view to focus on only authentic and legal exports.

9. ANALYSIS AND DISCUSSIONS

The following Problems are analysed with data collected from the respondents.

The total number of respondents is 240 in which small enterprises has the large respondents of 152 and micro enterprises has 88 respondents that reveals about 55 respondents showing 23Percentgave their opinion as strongly agree with attitudinal factors for the problem with the High costs. In which, Chennai zone constitutes the highly distributed with 12 respondents of 43Percentgave their accent for strongly disagree. The Highest distribution of 12 respondents with 43 percent from Chennai zone which opines highly distributed with strongly disagree while analyzing problems on high costs.

Table 1 Problems on High Costs for the Export Management Practices

ZONES	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Overall Total		
	S.E	M.E	S.E	M.E	S.E	M.E	S.E	M.E	S.E	M.E	S.E	M.E	TOTAL
Chennai	9 (20)	5 (18)	8 (18)	3 (11)	2 (5)	1 (4)	13 (30)	7 (25)	12 (27)	12 (43)	44	28	72
Madurai	3 (10)	3 (10)	7 (23)	8 (28)	5 (16)	4 (14)	10 (32)	8 (28)	6 (19)	6 (21)			
Coimbatore	2 (8)	2 (8)	9 (36)	3 (12)	6 (24)	8 (31)	3 (12)	3 (12)	5 (20)	10 (38)	25	26	51
Thanjavur	3 (3)	5 (25)	8 (22)	3 (15)	6 (16)	5 (25)	11 (30)	3 (15)	12 (32)	4 (20)			
Sub Total	49	16	33	17	27	13	26	22	19	18			
Net Total	55		50		40		48		37		154	86	240
Percent	(23)		(21)		(17)		(20)		(15)				

Sources: Primary Data

Note: Figures in Parentheses represents percent to total

Table 2 Problems on Unreliability for the export Products

ZONES	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Overall Total		
	S.E	M.E	S.E	M.E	S.E	M.E	S.E	M.E	S.E	M.E	S.E	M.E	TOTAL
Chennai	12 (29)	3 (12)	11 (26)	3 (12)	5 (12)	6 (24)	5 (12)	8 (19)	9 (21)	5 (20)	42	25	72
Madurai	13 (28)	6 (32)	6 (13)	3 (16)	15 (32)	0 (0)	4 (9)	6 (13)	9 (19)	4 (21)			
Coimbatore	5 (22)	5 (23)	7 (30)	3 (14)	4 (17)	5 (23)	7 (30)	6 (26)	0 (0)	3 (14)	23	22	51
Thanjavur	19 (45)	2 (10)	9 (21)	8 (40)	3 (7)	2 (10)	10 (24)	2 (5)	1 (2)	6 (30)			
Sub total	49	16	33	17	34	13	22	22	19	18			
Net Total	55		50		47		44		37		154	86	240
Percent	(23)		(21)		(18)		(16)		(15)				

Sources: Primary Data

Note: Figures in Parentheses represents percent to total

The total number of respondents is 240 in which small enterprises has the large respondents of 154 and micro enterprises has 86 respondents that reveals about 55 respondents showing 23Percentgave their opinion as strongly agree with attitudinal factors for the problem with the High cost. In which, Chennai zone constitutes the highly distributed with 12 respondents of 43Percentgave their accent for strongly disagree. The Highest distribution of 19 respondents with 45 percent from Thanjavur zone which opines highly distributed with strongly agrees while analyzing problems on unreliability.

Table 3 Problems on Paperless Transaction for the Export Products

ZONES	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Overall Total		
	S.E	M.E	S.E	M.E	S.E	M.E	S.E	M.E	S.E	M.E	S.E	M.E	TOTAL
Chennai	11	6	9	10	8	9	3	2	7	7	38	34	72
	(29)	(18)	(24)	(29)	(21)	(26)	(8)	(5)	(18)	(21)			
Madurai	13	8	11	7	1	5	4	4	4	3	33	27	60
	(39)	(30)	(33)	(26)	(3)	(19)	(12)	(12)	(12)	(11)			
Coimbatore	5	5	3	2	1	6	10	11	4	4	23	28	51
	(22)	(18)	(13)	(7)	(4)	(21)	(43)	(48)	(17)	(14)			
Thanjavur	10	11	9	9	5	5	2	2	2	2	28	29	57
	(36)	(38)	(32)	(31)	(18)	(17)	(7)	(7)	(7)	(7)			
Total	39	30	32	28	15	25	19	19	17	16	122	118	240
Net total	69		60		40		38		33				
Percent	(28)		(25)		(17)		(16)		(13)				

Sources: Primary Data

Note: Figures in Parentheses represents percent to total

The total number of respondents is 240 in which small enterprises has the large respondents of 138 and micro enterprises has 102 respondents that reveals about 60 respondents showing 25 percent gave their opinion as strongly disagree with attitudinal factors for the problem with the supply of exported product. Thus, it indicates about the respondents verdict towards Problem of supplying export products has negative effect and gave their opinion as strongly disagree about attitudinal factors for the problem of supplying export products with 25 percent.

Table 4 Problems on Uncertain Policies over the Export Products

ZONES	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Overall Total		
	S.E	M.E	S.E	M.E	S.E	M.E	S.E	M.E	S.E	M.E	S.E	M.E	TOTAL
Chennai	9	9	8	6	5	6	6	6	8	9	36	36	72
	(25)	(25)	(22)	(17)	(14)	(17)	(17)	(17)	(22)	(25)			
Madurai	15	6	12	4	3	4	3	3	5	5	38	22	60
	(39)	(27)	(32)	(18)	(8)	(18)	(8)	(8)	(13)	(23)			
Coimbatore	13	3	2	1	3	3	5	8	7	6	30	21	51
	(43)	(14)	(7)	(5)	(10)	(14)	(17)	(27)	(23)	(29)			
Thanjavur	5	5	8	7	3	7	3	3	12	4	31	26	57
	(16)	(19)	(26)	(27)	(10)	(27)	(10)	(10)	(39)	(15)			
Total	42	23	30	18	14	20	17	20	32	24	135	105	240
Net total	65		48		34		37		56				
Percent	(27)		(20)		(14)		(15)		(23)				

Sources: Primary Data

Note: Figures in Parentheses represents percent to total

The total number of respondents is 240 in which small enterprises has the large respondents of 138 and micro enterprises has 102 respondents that reveals about 60 respondents showing 25 percent gave their opinion as strongly disagree with attitudinal factors for the problem with the supply of exported product. Thus, it indicates about the respondents verdict towards Problem of supplying export products has negative effect and gave their opinion as strongly disagree about attitudinal factors for the problem of supplying export products with 25 percent.

Table 5 Problems on Procedural Complexities and Rigidities over Exports Products

ZONES	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Overall Total		
	S.E	M.E	S.E	M.E	S.E	M.E	S.E	M.E	S.E	M.E	S.E	M.E	TOTAL
Chennai	1	2	3	5	3	5	14	11	15	13	36	36	72
	(3)	(6)	(8)	(14)	(8)	(14)	(39)	(31)	(42)	(36)			
Madurai	5	4	3	2	2	3	12	5	12	12	34	26	60
	(15)	(15)	(9)	(8)	(6)	(12)	(35)	(15)	(35)	(46)			
Coimbatore	8	5	11	2	8	2	3	3	5	4	35	16	51
	(23)	(31)	(31)	(13)	(23)	(13)	(9)	(9)	(14)	(25)			
Thanjavur	11	7	5	5	4	4	3	4	11	3	34	23	57
	(32)	(30)	(15)	(22)	(12)	(17)	(9)	(12)	(32)	(13)			
Total	25	18	22	14	17	14	32	23	43	32	139	101	240
Net total	43		36		31		55		75				
Percent	(18)		(15)		(12)		(23)		(31)				

Sources: Primary Data

Note: Figures in Parentheses represents percent to total

The total number of respondents is 240 in which small enterprises has the large respondents of 138 and micro enterprises has 102 respondents that reveals about 60 respondents showing 25 percent gave their opinion as strongly disagree with attitudinal factors for the problem with the supply of exported product. Thus, it indicates about the respondents verdict towards Problem of supplying export products has negative effect and gave their opinion as strongly disagree about attitudinal factors for the problem of supplying export products with 25 percent.

Table 6 Problems over dumping of export products

ZONES	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Overall Total		
	S.E	M.E	S.E	M.E	S.E	M.E	S.E	M.E	S.E	M.E	S.E	M.E	TOTAL
Chennai	15	11	5	3	8	5	4	8	6	7	38	34	72
	(39)	(32)	(13)	(9)	(21)	(15)	(11)	(21)	(16)	(21)			
Madurai	4	4	3	3	10	6	10	6	9	5	36	24	60
	(11)	(17)	(8)	(13)	(28)	(25)	(28)	(17)	(25)	(21)			
Coimbatore	12	7	5	3	3	4	5	6	3	3	28	23	51
	(43)	(30)	(18)	(13)	(11)	(17)	(18)	(21)	(11)	(13)			
Thanjavur	11	7	11	6	5	3	3	6	3	2	33	24	57
	(33)	(29)	(33)	(25)	(15)	(13)	(9)	(18)	(9)	(8)			
Total	42	29	24	15	26	18	22	26	21	17	135	105	240
Net total	71		39		44		48		39				
Percent	(29)		(16)		(18)		(20)		(16)				

Sources: Primary Data

Note: Figures in Parentheses represents percent to total

The total number of respondents is 240 in which small enterprises has the large respondents of 138 and micro enterprises has 102 respondents that reveals about 60 respondents showing 25 percent gave their opinion as strongly disagree with attitudinal factors for the problem with the supply of exported product. Thus, it indicates about the respondents verdict towards Problem of supplying export products has negative effect and gave their opinion as strongly disagree about attitudinal factors for the problem of supplying export products with 25 percent.

Table 7 Problems of never verifying the reputation and legitimacy of a supplier of export products

ZONES	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Overall Total		
	S.E	M.E	S.E	M.E	S.E	M.E	S.E	M.E	S.E	M.E	S.E	M.E	TOTAL
Chennai	8 (19)	5 (17)	5 (12)	4 (13)	6 (14)	7 (23)	12 (29)	3 (10)	11 (26)	11 (37)	42	30	72
Madurai	13 (33)	7 (33)	4 (10)	3 (14)	4 (10)	5 (24)	10 (26)	3 (14)	8 (21)	3 (14)	39	21	60
Coimbatore	9 (31)	7 (32)	8 (28)	4 (18)	4 (14)	5 (23)	4 (14)	2 (9)	4 (14)	4 (18)	29	22	51
Thanjavur	8 (26)	5 (19)	8 (26)	4 (15)	3 (10)	3 (12)	5 (16)	4 (15)	7 (23)	10 (38)	31	26	57
Total	38	24	25	15	17	20	31	12	30	28	141	99	240
Net total	62		40		37		43		58				
Percent	(26)		(16)		(15)		(17)		(24)				

Sources: Primary Data

Note: Figures in Parentheses represents percent to total

The total number of respondents is 240 in which small enterprises has the large respondents of 138 and micro enterprises has 102 respondents that reveals about 60 respondents showing 25 percent gave their opinion as strongly disagree with attitudinal factors for the problem with the supply of exported product. Thus, it indicates about the respondents verdict towards Problem of supplying export products has negative effect and gave their opinion as strongly disagree about attitudinal factors for the problem of supplying export products with 25 percent.

Table 8 Problems over Lack of Knowledge on Exchange Rate for the exported Products

ZONES	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Overall Total		
	S.E	M.E	S.E	M.E	S.E	M.E	S.E	M.E	S.E	M.E	S.E	M.E	TOTAL
Chennai	10 (27)	7 (20)	6 (16)	5 (14)	5 (14)	3 (9)	8 (22)	5 (14)	8 (22)	15 (43)	37	35	72
Madurai	11 (39)	8 (25)	5 (18)	4 (13)	2 (7)	3 (9)	5 (18)	8 (25)	5 (18)	9 (28)	28	32	60
Coimbatore	5 (17)	3 (14)	6 (21)	3 (14)	3 (10)	3 (14)	7 (24)	8 (36)	8 (28)	5 (23)	29	22	51
Thanjavur	7 (23)	3 (11)	6 (20)	5 (19)	8 (27)	8 (30)	6 (20)	3 (11)	3 (10)	8 (30)	30	27	57
Total	33	21	23	17	18	17	26	24	24	37	124	116	240
Net total	54		40		35		50		61				
Percent	(21)		(16)		(13)		(20)		(26)				

Sources: Primary Data

Note: Figures in Parentheses represents percent to total

The total number of respondents is 240 in which small enterprises has the large respondents of 138 and micro enterprises has 102 respondents that reveals about 60 respondents showing 25 percent gave their opinion as strongly disagree with attitudinal factors for the problem with the supply of exported product. Thus, it indicates about the respondents verdict towards Problem of supplying export products has negative effect and gave their opinion as strongly disagree about attitudinal factors for the problem of supplying export products with 25 percent.

10. RESULTS OF HYPOTHESIS

Hypothesis 1

H₀=There is no significant difference between assessing and selecting the product with factors of exporters attitude towards quality image.

Result

The value of Pearson χ^2 (12.038) is lesser than the level of significance at 5 Percent(21.026) for 12 degree of freedom, hence the result of the experiment shows there is a no significant difference between assessing and selecting the product and overall opinion about Quality image thus it is concluded not to reject the Null Hypothesis.

Hypothesis 2

H₀=There is no significant difference between international market assessment with Factors of exporters attitude towards quality image.

Result

The value of Pearson χ^2 (9.0943) is lesser than the level of significance at 5 Percent(21.026) for 12 degree of freedom, hence the result of the experiment shows there is a no significant difference between International market assessment and overall opinion thus it is conclude not to reject the Null Hypothesis.

Hypothesis 3

H₀=There is no significant difference between Export management practices and factors of exporters attitude.

Result

Demonstrates that the “F” values are lesser than 5Percentlevel of significance for overseas nation (F=1.043,P>0.05), financing techniques (F=1.077,P>0.05), Export counselling (F=1.265,P>0.05), logistics management (F=1.160,P>0.05), International practices (F=1.099,P>0.05), channel of distribution (F=1.863,P>0.05), Target pricing (F=1.976,P>0.05), Terms of trade (F=1.281,P>0.05), monthly income (F=1.103,P>0.05) variable's, so the mean difference for all variables exists between export practices and attitude factor is not significant. Hence, it is concluded that not to reject the Null hypothesis.

11. SUGGESTIONS

The following suggestions are given with above analyses

- Export council authorities by doing this they could retain more exporters as well as the SME's industry will grow beyond an unimaginable level.
- The small and medium companies may capitalize this sort of attitude to strengthen the market share and to expand their market.
- Their Exporters since they are concerned about health, hygiene and fitness thus the research work discloses that the exporters give more importance on environment friendly products

12. CONCLUSION

The estimation of the theoretical model enables me to make inferences on the significance, size and direction of all the effects found in literature. The detection of these influential factors helps

SMEs managers to become aware of possibilities to improve their export performance. To whole up, this theory endeavours to bears the Exporters with a spotless photograph of the descent of their Practices gave, anyway furthermore encourages the Small and medium exporters to discover the desires, tastes, decisions and anticipations of the consumers. Thus, the Research work uncover about the Exporters practices as a favourable towards SME's products which express that the consumers are eager to consume Quality and Natural made Products.

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