

An Analysis of Challenges Confronting Export Entrepreneurs in Tirupur District

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Abstract—Businesses that sell their goods and services to customers in other countries are exporting them; they are producing them in one country and shipping them to another. Exporting is one way that businesses can rapidly expand their potential market. An entrepreneur is a person who creates and operates a new business, taking on various risks in the hope of profit. Entrepreneurs are innovators, willing to take on challenges and drive change by identifying opportunities, creating solutions, and shaping market trends. In export business, the entrepreneurs have faced lot of problems in running their business successfully. Hence, this study has aimed to analyze the problems faced by export entrepreneurs in Tirupur district. The nature of this study is descriptive research design. The population of this study are entrepreneurs who involved in export in Tirupur district and the sample size has included of 75 export entrepreneurs by approaching random sampling method. The required sample data are collected by developing and distributed a structured questionnaire among population and 5 points Likert scale method has been utilized for understanding the problems of selected export entrepreneurs. The researchers have utilized the MS-Excel software to enter the collected sample data and performed the statistical methods namely percentage analysis, mean score and ANOVA. Thus, this study framed the null hypotheses to examine the significant difference in mean problems faced by export entrepreneurs with regard to selected variables. From the analysis, it could be mentioned that high level of problems is faced by export entrepreneurs belong to female, upto 30 years of age category, educated diploma, first generation, have upto 25 employees in their business and have 6-10 years of experience in export.

Index Terms—Export entrepreneurs, garment, marketing problem, infrastructural problem, problem in communication and lack of information, intense competition, etc.

I. INTRODUCTION

Entrepreneurship plays a major role in business development. From the beginning of time, man has been engaged in industry. Innovations in science and technology have accelerated entrepreneurial activity. The study's entrepreneurs represent a sizable segment of the population that has strayed from the beaten path and is considering novel approaches to achieve fulfilment and economic engagement. This study aims to evaluate entrepreneurs who operate profitably in the trading and manufacturing of textiles. A person must have certain personality qualities to become an entrepreneur. Modernism and innovation, drive, and accomplishment, taking risks, talent, personal efficiency, and ambition were all seen to be important factors in determining success in the home textile company. Being an entrepreneur is much more than simply starting one or two companies; it is about having the mindset and ability to succeed in the marketplace. All successful businesspeople have a common style of thinking and possess several important character traits that enable them to succeed in the marketplace. Individual motives, knowledge, sociocultural ethnicity, experience, pertinent skills and attitudes, loan accessibility, commercial buildings, national infrastructure, macroeconomic climate, and government stability all have a role in entrepreneurial activity. Social standards, family values, networks of friends, and the appreciation of entrepreneurship are sociocultural elements that are crucial in promoting the support of entrepreneurship.

Businesses that sell their goods and services to customers in other countries ie., called export. That

means people are producing products in one country and shipping the products to another country. Exporting is one way that businesses can rapidly expand their potential market. An entrepreneur is an individual who creates a new business, bearing most of the risks and enjoying most of the rewards. The entrepreneur is commonly seen as an innovator, a source of new ideas, goods, services, and business/or procedures. The problems faced by exporters are challenging and can delay the exporting process a lot. When Exporter start exporting goods or products, the main difficulties that exporters face when trading internationally are Geography and transportation, Payment methods, Different legal norms, Language barriers, Finding the right importer, Different customs and cultures, Currency risk, Transport Risks.

II. REVIEW OF LITERATURE

The result of Sahaj Tambi and Aashima Praveen (2013) displayed that the problems like personal, cultural, social problems, logistical and financial, managerial and marketing, technology and knowledge and government policies. The most pressing issues faced by the industry were lack of knowledge, poor communication skills, financial and marketing problems. According to Khushboo Shah and Peenal Sankhla (2020) revealed that major of the exporters found exporting activity highly difficult with the common factors like, Exchange rate, Middlemen and geography. Further, infrastructure, communication, tariff barriers created effect while exporting products as well as complex procedure were found was most affected problem while exporting products. In addition, exchange rate volatility, language barriers, lack of information, cultural difference, different legal policies intense competition did not create effect while exporting products. The authors Paramasivam and Venkatachalam (2016) pointed out that there was large number of factors affecting the textile entrepreneurs. Particularly, financial support from government agencies and banking support for finance were the major prospects in both domestic and export business. This study inferred that despite several odds and problems eroding the textile entrepreneur, the prospects of textile business safeguard them from the evils associated with the textile industry.

In view of Kiranpreet Kaur (2021) noticed that the major business-related issues faced by entrepreneurs due to COVID-19 included the radical effect on the working capital of the business and on future marketing campaigns to seek new orders. But, the majority of them were found to be digitally equipped to accept digital know-how instantly and grabbed opportunities by manufacturing N95 masks and personal protective equipment (PPE). The researcher Malla Reddy (2021) assumed that that low wages, lack of skills, lack of awareness about weavers' welfare schemes and inadequate amenities at work place were found to be the major issues and challenges of workers in Sircilla Textile Park. Further, the Central, State Govt., Authorities concerned should undertake suitable steps to establish modern training centre to provide quality training to improve skills of the workers and to address infrastructural issues besides ensuring to increase the wages of the labor in time as per the agreement. In case of Vetrivel (2021) determined that many textile industries were severally affected mainly because of the marketing. Also, some textile industrial entrepreneurs reported that the marketing was very low due to stiff competition and the pollution control board restricted the activities of textile industry due to degradation of water. Hence, the government must build the recycling plants for clearing textile industrial waste as well as should take action to increase the marketing.

III. STATEMENT OF THE PROBLEM

The mental inclination to take calculated risks with confidence to achieve pre-established economic or industrial goals is known as entrepreneurship. The development of entrepreneurship is crucial for raising national income, boosting production and productivity in the primary, secondary, and tertiary sectors, utilising human, and material resources, resolving the issue of underemployment and unemployment, achieving an equitable distribution of wealth and income, and enhancing the standard of living for entrepreneurs. The distribution of both non-financial and financial resources is intended to bolster their spirit of entrepreneurship. The university provides instruction, technology advice, and other programmes with or without government funding. It is strategically significant for every country's economy for a variety of reasons. Because garment units are privately

owned, have an entrepreneurial spirit, are elastic and adaptable, and can respond quickly to changing conditions and obstacles, they significantly contribute to the creation of jobs and sustainable development. Garment business entrepreneurs encounter several challenges while reaping numerous rewards from the industry. Thus, this research was carried out to evaluate the issues and future potential of garment businesses in this field.

IV. OBJECTIVES OF THE STUDY

- To study the demographic profile of the selected export entrepreneurs in Tirupur district.
- To examine the problems faced by export entrepreneurs in the study area.

V. HYPOTHESIS OF THE STUDY

- There is no significant difference in mean problems faced by export entrepreneurs with regard to their gender.
- There is no significant difference in mean problems faced by export entrepreneurs with regard to their age.
- There is no significant difference in mean problems by export entrepreneurs with regard to their educational qualification.

- There is no significant difference in mean problems by export entrepreneurs with regard to their type of the business.
- There is no significant difference in mean problems by export entrepreneurs with regard to their number of employees working at present.
- There is no significant difference in mean problems by export entrepreneurs with regard to their experience in export.

VI. RESEARCH METHODS

This study was adopted on descriptive research design and survey method. This study utilized both primary and secondary data sources. The self-structured questionnaire which included demographic profile of the selected export entrepreneurs and their problems faced in export business. The responses on problems in export have been computed by the way of approaching 5 points Likert's scale. The secondary data were gathered through published article, books, journals, internet sources, etc. The sample size has consisted of 75 entrepreneurs involved in export with the help of random sampling method. The collected sample data have been analyzed with the help of SPSS 22.0 software by applying the statistical techniques such as percentage analysis, mean score and ANOVA.

VII. RESULT AND DISCUSSION

7.1 Demographic Profile of the Export Entrepreneurs

In the following table, the details of demographic profile of the selected export entrepreneurs have been furnished.

Table 1 : Demographic Profile and Problems faced by Export Entrepreneurs

No.	Variables Name	Number of Respondents	%	Mean Score
1	Gender			
	• Male	48	64.0	3.30
	• Female	27	36.0	3.66
	Total	75	100.0	
2	Age			
	• Upto 30 years	14	18.7	3.52
	• 31-40 years	30	40.0	3.47
	• 41-50 years	22	29.3	3.45
	• Above 50 years	9	12.0	3.11
	Total	75	100.0	
3	Educational Qualification			

No.	Variables Name	Number of Respondents	%	Mean Score
	• School Level	9	12.0	3.37
	• Diploma	13	17.3	3.55
	• College level	32	42.7	3.11
	• Professional	21	28.0	3.43
	Total	75	100.0	
4	Type of the Business			
	• First Generation	17	22.7	3.53
	• Second generation	35	46.8	3.51
	• Above 2 nd Generation	23	30.5	3.15
	Total	75	100.0	
5	Number of employees working at present			
	• Upto 25	13	17.3	3.85
	• 26-50	18	24.0	3.22
	• 51-75	29	38.7	3.44
	• Above 75	15	20.0	3.30
	Total	75	100.0	
6	Experience in Export			
	• 1-5 years	6	8.0	3.46
	• 6-10 years	11	14.7	3.90
	• 11-15 years	31	41.3	3.47
	• More than 15 years	27	36.0	3.19
	Total	75	100.0	

- From the analysis, it is assumed that 64.0% of the entrepreneurs are male and 36.0% of the entrepreneurs are female.
- From the analysis, it is measured that 18.7% of the entrepreneurs are belong to upto 30 years of age group, 40.0% of the entrepreneurs are 31-40 years aged, 29.3% of the entrepreneurs are 41-50 years and 12.0% of the entrepreneurs are above 50 years aged.
- From the analysis, it is mentioned that 12.0% of the entrepreneurs are educated school education, 17.3% of the entrepreneurs are diploma holders, 42.7% of the entrepreneurs are qualified college level and 28.0% of the entrepreneurs are qualified professional degree.
- From the analysis, it is determined that 22.3% of the respondents are first generation entrepreneurs, 46.8% of the respondents are second generation entrepreneurs and 30.5% of the respondents are above 2nd generation entrepreneurs.
- From the analysis, it is confirmed that 17.3% of the entrepreneurs have upto 25 employees in their business, 24.0% of the entrepreneurs have 26-50

employees, 38.7% of the entrepreneurs as 51-75 employees and 20.0% of the entrepreneurs have above 75 employees.

- From the analysis, it is displayed that 8.0% of the entrepreneurs have 1-5 years of experience in export, 14.7% of the entrepreneurs have 6-10 years of experience, 41.3% of the entrepreneurs have 11-15 years and 36.0% of the entrepreneurs have more than 15 years of experience in export.

Problems faced by Export Entrepreneurs

This section has focused that the problems faced by the selected export entrepreneurs in Tirupur district. For this purpose, eight statements have been framed on problems faced by the export entrepreneurs by using 5 points Likert's scaling method and measured based on collected information into numeric values.

It is examined from the analysis that among eight categories of problems faced by the selected export entrepreneurs, the statement lack of information with the mean score and standard deviation of 4.09 and 1.04 respectively followed by intense competition with the

mean score and standard deviation of 3.84 and 1.03 respectively.

TESTING OF HYPOTHESIS (ANOVA)

7.2 Relationship between Demographic Profile and Problems faced by export entrepreneurs

This section has examined that the relationship between the demographic profile and problems faced by the selected export entrepreneurs. In order to

analyse the relationship between selected independent variables and problems faced by export entrepreneurs, a hypothesis has been developed and tested by using ANOVA.

Gender and Problems faced by Export Entrepreneurs

H₀: There is no significant difference in mean problems faced by export entrepreneurs with regard to their gender.

Table 2: Gender and Problems faced by Export Entrepreneurs

	Sum of Squares	Df	Mean Square	F	'p' value
Between Groups	2.239	1	2.239	9.550	0.003*
Within Groups	17.114	73	0.234		
Total	19.353	74			

Note: * – Significant at 1% level

From the study, it is illustrated that the 'p' value is lesser than 0.05 then the null hypothesis is rejected. Hence, there is a significant difference in mean problems faced by export entrepreneurs with regard to their gender.

Age and Problems faced by Export Entrepreneurs

H₀: There is no significant difference in mean problems faced by export entrepreneurs with regard to their age.

Table 3: Age and Problems faced by Export Entrepreneurs

	Sum of Squares	Df	Mean Square	F	'p' value
Between Groups	1.086	3	0.362	1.407	0.248 ^{NS}
Within Groups	18.267	71	0.257		
Total	19.353	74			

Note: NS – Not Significant

From the study, it is mentioned that the 'p' value is greater than 0.05 consequently the null hypothesis is accepted. So, there is no significant difference in mean problems faced by export entrepreneurs with regard to their age.

Educational Qualification and Problems faced by Export Entrepreneurs

H₀: There is no significant difference in mean problems by export entrepreneurs with regard to their educational qualification.

Table 4: Educational Qualification and Problems faced by Export Entrepreneurs

	Sum of Squares	Df	Mean Square	F	'p' value
Between Groups	1.407	3	0.469	1.855	0.145 ^{NS}
Within Groups	17.946	71	0.253		
Total	19.353	74			

Note: NS – Not Significant

From the study, it is assumed that the 'p' value is greater than 0.05 accordingly the null hypothesis is accepted. Therefore, there is no significant difference in mean problems faced by export entrepreneurs with regard to their educational qualification.

Type of the Business and Problems faced by Export Entrepreneurs

H₀: There is no significant difference in mean problems by export entrepreneurs with regard to their type of the business.

Table 5: Type of the Business and Problems faced by Export Entrepreneurs

	Sum of Squares	Df	Mean Square	F	'p' value
Between Groups	1.786	2	0.893	3.661	0.031**
Within Groups	17.567	72	0.244		
Total	19.353	74			

Note: ** – Significant at 5% level

From the study, it is evaluated that the 'p' value is lesser than 0.05 therefore the null hypothesis is rejected. So, there is a significant difference in mean problems faced by export entrepreneurs with regard to type of the business.

Number of Employees Working at Present and Problems faced by Export Entrepreneurs

H₀: There is no significant difference in mean problems by export entrepreneurs with regard to their number of employees working at present.

Table 6: Number of Employees Working at Present and Problems faced by Export Entrepreneurs

	Sum of Squares	Df	Mean Square	F	'p' value
Between Groups	3.287	3	1.096	4.843	0.004*
Within Groups	16.065	71	0.226		
Total	19.353	74			

Note: * – Significant at 1% level

From the study, it is assessed that the 'p' value is lesser than 0.05 then the null hypothesis is rejected. Hence, there is a significant difference in mean problems faced by export entrepreneurs with regard to number of employees working at present.

Experience in Export and Problems faced by Export Entrepreneurs

H₀: There is no significant difference in mean problems by export entrepreneurs with regard to their experience in export.

Table 7: Experience in Export and Problems faced by Export Entrepreneurs

	Sum of Squares	Df	Mean Square	F	'p' value
Between Groups	3.953	3	1.318	6.076	0.001*
Within Groups	15.400	71	0.217		
Total	19.353	74			

Note: * – Significant at 1% level

From the study, it is displayed that the 'p' value is lesser than 0.05 consequently the null hypothesis is rejected. Thus, there is a significant difference in mean problems faced by export entrepreneurs with regard to experience in export.

VIII. FINDINGS

- It is revealed that most (64.0%) of the entrepreneurs are male. This study indicated that high level of problems faced by female export entrepreneurs.
- It is showed that most (40.0%) of the entrepreneurs are belong to 31-40 years of age group. This study pointed out that high level of problems faced by export entrepreneurs of upto 30 years aged.
- It is explored that most (42.7%) of the entrepreneurs are qualified college level. This study inferred that high level of problems faced by export entrepreneurs educated diploma.
- It is found that most (46.8%) of the respondents are second generation entrepreneurs. This study noticed that high level of problems faced by export entrepreneurs who belong to first generation.
- It is asserted that most (38.7%) of the entrepreneurs have 51-75 employees in their export business. This study obtained that high level of problems faced by export entrepreneurs who have upto 25 employees in their business.
- It is identified that most (41.3%) of the entrepreneurs have 11-15 years of experience in export. This study proved that high level of problems faced by export entrepreneurs who have 6-10 years of experience in export.
- It is mentioned from the mean score analysis that the major problems faced by the selected export entrepreneurs are 'lack of information' with the mean score of 4.09 and 'intense competition' with the mean score of 3.84.
- The 'F' test indicated that there is a significant difference in mean problems faced by export entrepreneurs with regard to their gender.
- From the ANOVA, it is found that there is no significant difference in mean problems faced by export entrepreneurs with regard to their age.
- The result of 'F' test confirmed that there is no significant difference in mean problems faced by export entrepreneurs with regard to their educational qualification.
- The ANOVA illustrated that there is a significant difference in mean problems faced by export entrepreneurs with regard to type of the business.

- From the 'F' test, it is assumed that there is a significant difference in mean problems faced by export entrepreneurs with regard to number of employees working at present.
- The ANOVA proved that there is a significant difference in mean problems faced by export entrepreneurs with regard to experience in export.

IX. SUGGESTIONS

- It is mentioned from the study that high level of problems faced by female export entrepreneurs. Hence, government should conduct initiate programs for promoting awareness and education about export business among female entrepreneurs.
- This study confirmed that high level of problems faced by export entrepreneurs who belong to first generation. Therefore, there is an essential for creative and aggressive marketing practices on export, such as, targeted advertising, identifying potential new products and virtual meetings with the customers.
- From the study, it could be observed that high level of problems faced by the entrepreneurs who have 4-6 years of experience in export. So, a platform should be provided which facilitates the interaction of entrepreneurs from different dimension of export business to share their experiences and knowledge to reduce freshers' problems in export.
- It is noticed from the analysis that the problems like lack of information and intense competition are perceived by the selected export entrepreneurs. Hence, information related to manufacturing and marketing and regarding loans should be circulated frequently among all the entrepreneurs through entrepreneurs' association by this they can get professionalism, technical competence and entrepreneurial skills to run export without problems.

X. CONCLUSION

This study aimed to analyze the problems faced by export entrepreneurs in Tirupur district. The export business is the backbone of the Indian economy. In order to run export business, the government should

come forward to offer some relief package to this firms. This study pointed out that there is a significant difference in mean problems faced by export entrepreneurs with regard to their gender, type of the business, number of employees working at present and experience of the export entrepreneurs. As mentioned, government should conduct more initiate programs on export business which will help the entrepreneurs to communicate effectively with their clients and run business without problems.

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