



A Study on Factors Affecting Export Performance

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ABSTRACT

This study titled "FACTORS AFFECTING EXPORT PERFORMANCE" The objective of the study is export problem faced by the to analyse the factor affecting the garments export and to analyse the challenges in garments export. This study was descriptive in nature. After the collection of data, it has been analysed using techniques such as simple percentage analysis, chi-square analysis. Fluctuations in exchange rates can have a significant impact on export performance, affecting pricing and profitability. Managing currency risk is essential for mitigating potential negative effects.

Key words: exchange rates, performance, challenges, affecting price, profitability.

INTRODUCTION OF THE STUDY

Export performance is a critical aspect of a country's economic health, influencing growth, employment, and balance of trade. Several factors can significantly affect the performance of exports, and understanding these factors is essential for businesses and policymakers to optimize and strategize effectively. Here are key factors affecting export performance.

OBJECTIVES OF THE STUDY

- To study the export problem faced by the Clifton export.
- To analyse the factor affecting the garments export.
- To analyse the challenges in garments export.
- To determine the opportunities for garments export.

STATEMENT OF THE PROBLEM

The Export is faced by environment problem, production problem, financial problem, government policies and quality control Understanding these factors is crucial for enhancing the company's competitiveness in the global market. Therefore, this study aims to investigate the multifaceted aspects that Impact of export performance in Export, thereby providing valuable insights for strategic decision-making and sustainable growth in the international trade Improve products quality and marketing.

REVIEWS FROM ARTICLES

- (Sumiyati, E. E) This study aims to determine the factors that influence manufacturing exports in Indonesia. This study uses time-series data with 40 data observations starting from the 1st quarter of 2010 to the 4th quarter of 2019. This study's analysis method is the vector error correction model (VECM), which can dynamically describe the short- term and long-term effects. Export determinants to be examined are inflation, the rupiah exchange rate, Gross Domestic Product (GDP), and Foreign Direct Investment (FDI). This study indicates that inflation at lag 1 harms manufactured exports both in the short and long term. Furthermore, GDP has a positive effect on manufacturing exports in the short run at lag 1 and lag 2, while in the long run, GDP has a positive effect only on lag 1. Meanwhile, the exchange rate and FDI factors did not affect manufactured exports, both in the short and long term. This study implies that inflation and GDP are essential factors in designing policies to increase exports in Indonesia, including exports of manufactured products.

- (Yogananden, G) The study was conducted with an objective of finding out the exporters' perception on the influence of external factors on their export performance. The apparel export industry in Tirupur is affected by many uncontrollable factors. In this study, the researcher has identified 48 variables that were reduced into 11 factors through factor reduction technique. The study found that the factor logistics as the most important factor that influences the export performance of apparel exporters. It is also found that global recession is one of the factors affecting export performance of apparel exporters in Tirupur. It is suggested to research institution to conduct researches in the area of effluent treatment in order to help apparel exporters especially the dyeing units to achieve zero- discharge, water (industrial and drinking water), and power supply, and communication infrastructure

DATA ANALYSIS

Census method is used in this study as total the population of the study is 122. The collection tool used here is questionnaire and survey method is adopted for data collection.

TOOLS USED FOR ANALYSIS

- Simple Percentage Analysis
- Chi-Square Test

ANALYSIS AND RESULT

SIMPLE PERCENTAGE ANALYZE

TO ANALYZE THE DEMOGRAPHIC PROFILE OF RESPONDENTS ON GENDER

S.NO	GENDER	NO. OF RESPONDENTS	PERCENTAGE
1	Male	42	34.4%
2	Female	80	65.6%
	TOTAL	122	100%

SOURCE: Primary data

INTERPRETATION

From the table 4.1.1 shows that 42(34.4%) of the respondents are male, 80(65.6%) of the respondents are female. Hence the majority of the respondents come under female (65.6%) 80.

CHI-SQUARE TEST

TABLE.NO.4.2.1 RELATIONSHIP BETWEEN WORK EXPERIENCE AND PRODUCT DESIGN

Ho: There is no significant association between work experience and product design

H1: There is significant association between work experience and product design

Variables: work experience and product design

S.No	Work experience / Product design	Strongly Agree	Agree	Neutral	Disagree	Total
1	less than 5 years	0	25	7	0	38
2	5-15 years	4	28	38	0	70
3	16-25 years	0	6	4	0	10
4	above 25 years	0	3	1	0	4
	Total	4	62	50	0	122

PARTICULARS	CHI-SQUARE VALUE	DEGREE OF FREEDOM	P-VALUE
Chi-Square	28.143	9	.001

SOURCE: primary data

INTERPRETATION

From the above table the p-value 0.001 is lesser than the level of significance 0.050. The null hypothesis is rejected. Therefore, there is significant association between work experience and product design.

CONCLUSION

In the analysis of Exports in this project highlights the company's strengths, challenges, and opportunities in the global export market. Through a thorough examination of various factors such as market trends, competition, supply chain efficiency, and regulatory environments, it is evident that Exports possesses a solid foundation for continued success. Our findings underscore the imperative for Clifton to embrace a proactive stance, leveraging strengths and mitigating vulnerabilities in a competitive global landscape. By harnessing this comprehensive insight, Exports is empowered to craft agile strategies, cultivate strategic partnerships, and innovate resiliently to optimize export performance and chart a trajectory of sustainable growth. This project not only enriches academic discourse but also offers actionable insights poised to drive real-world impact and propel Clifton Exports towards enduring success in international markets.

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