Chapter-VII

RESEARCH METHODOLOGY

Objective:

The main thrust of this study is to understand and bring out the present practices in International Marketing followed by the exporters and the variables influencing the market orientation. Keeping this in view, the following specific objectives have been framed:

1) To study the impact of International Marketing on seafood exporters
2) To study the impact of International Marketing to increase Sales of on seafood exporters
3) To study the impact of Int. Marketing vis-à-vis Product Quality of seafood exporters
4) To study the impact of International Marketing vis-à-vis Packing of seafood exporters
5) To study the impact of International Marketing vis-à-vis Logistic of seafood exporters
6) To study the impact of International Marketing vis-à-vis Branding of seafood exporters
7) To study the impact of Int. Marketing on Customer Credit Facility of seafood exporters
8) To study the impact of Int. Marketing on Advertising & Promotion of seafood exporters
9) To study the impact of Int. Marketing on Competitive Advantages of seafood exporters
10) To study the impact of International Marketing on Pricing of seafood exporters
11) To study the impact of International Marketing on New Markets for seafood exporters

Hypotheses:

In view of above objectives stated above following Hypotheses were formulated and tested

HOI: There is no impact of International Marketing on seafood exporters

HII: There is positive impact of International Marketing on seafood exporters

HO2: There is no impact of International Marketing to increase Sales of on seafood exporters

HO22: There is huge impact of International Marketing to increase Sales of
seafood Exporters

HO3: There is no impact of International Marketing w.r.t Product Quality of seafood Exporters

HO33: There is positive impact of Int. Marketing w.r.t Product Quality of seafood exporters

HO4: There is no impact of International Marketing vis-à-vis Packing of seafood exporters

HO44: There is a positive impact of Int. Marketing vis-à-vis Packing of seafood Exporters

HO5: There is no impact of International Marketing on Logistic of seafood exporters

HO55: There is a positive impact of International Marketing on Logistic of seafood exporters

HO6: There is no impact of International Marketing concerning to Branding of seafood exporters

HO66: There is a huge impact of Int. Marketing concerning to Branding of seafood exporters

HO7: There is no impact of Int. Marketing on Customer Credit Facility of seafood exporters
HO77: There is a huge impact of International Marketing on Customer Credit Facility of seafood exporters

HO8: There is no impact of International Marketing on Advertising & Promotion of seafood Exporters

HO88: There is positive impact of International Marketing on Advertising & Promotion of seafood exporters

HO9: There is no impact of International Marketing on Competitive Advantages of seafood Exporters

HO99: There is huge impact of International Marketing on Competitive Advantages of seafood exporters

HO10: There is no impact of International Marketing on Pricing of seafood exporters

HO100: There is positive impact of International Marketing on Pricing of seafood exporters

HO11: There is no impact of International Marketing on New Markets for seafood exporters

HO111: There is huge impact of International Marketing on New Markets for seafood exporters
**Limitation of the Study:**

1) The study suffers from certain limitations. Since it is mostly based on the primary data collected through questionnaire, which consist of qualitative questions on most of the issues the answers in some cases may not reflect the true situation. In addition, most of the questions are to be answered in perceived nature, and the quality of answers depends up on the background and the experience of the executive and the amount of interest he takes in answering the related questions. However, all efforts have been maximized by the researcher to collect the required data. The perspective of the question was also been clarified to interviewee to get the potentially correct data.

   Since the data is largely qualitative in nature and measured in ordinal scale, mostly simple non-parametric techniques are used. The application of the results of this is limited in the sense that it studies the international marketing activities of seafood exporters. However since each exporter’s the product mix differs to different countries, this limitation is not very severe.

2) The study is confined to a limited sample of seafood exports houses & Institutions in Maharashtra therein Thane, Raigad District and Mumbai area.

3) This sample region is selected on the basis of judgment sampling method. The major reason is that inclination towards the export of seafood as much as 70 per cent of total export of seafood products accounted by this region.

4) Only 11 independent variables have been engaged based on objectives of the study.

5) The effectiveness of the research has been measured by a self-made questionnaire with a limited validity.
**RESEARCH METHODOLOGY:**

One of the fragmented industry of Maharashtra is the seafood industry, not a single company is listed therefore the reliability of the figures in absence of trustworthy figures is a constraint of the study. Majority of the information has been collected from export promotion council’s, journals, published literature, seafood industry papers, strategic information from media and government as the secondary data as the study is mainly base on exploratory and descriptive basis. Evaluation criteria, methods of analysing the data selection is a key issue, therefore various criteria were applied after identification for the strategies for growth. A study of several research papers/books and other reports were identified and studied. The aim of present study makes an attempt to analyse the international marketing system adopted by seafood exporters in Maharashtra and find the gaps in various areas influencing international market reach and suggest the suitable contemporary marketing methods and suitable majors. This chapter provides a detail account of the methodology which is required for the analysis and the procedures used for sampling and to develop the research instrument. The statistical tools which are required to be used in the analysis and the definitions of the terms used are also discussed.

∴ **SECONDARY STUDY**

At the outset, all the accessible published literature related to export of seafood and seafood products was collected. All these were reviewed and the gap of export marketing behavior of seafood products at the seafood export companies will be identified. As for the study of marketing behavior the secondary sources could support only minimally of the seafood product manufacturing exporters the primary data collection of from individual exporters became essential. Structured questionnaires will be prepared and administered on the selected exporters in Mumbai Thane area to elicit the information required for the present study.

∴ **PRIMARY STUDY**
A primary study will be confining to discussions with various exporters of Mumbai and Thane districts.

❖ SAMPLING PROCEDURE:

The export of seafood products are mainly affected through two types of exporters, viz., manufacturer exporters and merchant exporters. Though in Maharashtra there are 268 exporters registered with the Marine Product Development Authority (MPEDA) as on 2013, around 20% are contributing to 80% export business hence they are considered as the most important sample firms for this study.

The exporter is a term for the purpose of the study refers to a company who is involved in the processing seafood as well as fresh seafood and value added products exporters. This study is limited to exporters because of the reasons stated below.

1. This is the group of exporters who are responsible for almost 80% of seafood exports from Maharashtra.

2. These seafood product manufacturing companies have infrastructural facilities to produce the product as per international standards to meets its in product quality, by using desired technology.

3. Any generalization arrived at from this study with regard to the companies management of export marketing effort would be representative of as well as relevant for, the seafood exports.

Export is normally viewed complex process due to its procedure and documentation requirements along with it’s capital intensive and specialized activity requiring marketing skills and a long- term perspective. Therefore, in choosing the sample firms for this study, it is considered appropriate to select only those firms who are engaged in exports for more than 10 years.

Hence the stratified random sampling method is not possible to follow for reasons mentionned above.

Only the from the state of Maharashtra the Mumbai Thane and Raigad districts which are the main hubs are taken as a sample for this very purpose of current study. Maharashtra as a region
has been selected on the basis of judgement sampling method. The major reason is that inclination towards the export of seafood as much as 70 per cent of total export of seafood products accounted by this region.

- **Questionnaire:**

The questionnaire is the main research tool used in study, which will be prepared after reviewing almost relevant and related literature of all the elements of International marketing.

Questionnaires used in earlier studies have been of great use for framing most parts of this questionnaire. The objective of this study, required information, nature and practices of seafood product exporters have been considered while framing the questionnaire. The utmost importance was given while collecting the information from exporters without much difficulty to both respondent and researcher.

- **Questionnaire Construction:**

The questionnaire incorporates the perceptions of marketing variables in international operations. Perception of marketing variables considered to be one of the most important determinants for international business so, the success on Quality, Packing, Logistic, Credit facilities, Brand, Advertising, Distribution network handling documentation, overseas office, pricing etc.

Use of background literature and guidance, advices from professionals, people's expertise in business practices and in international business, a list of marketing variables important on the firm's export offering has been developed. This listing was made in line with objective and included in personal interviews with exporters.

Extent of Improvement required to be made as per international standards in the Product is the most crucial factors affecting the success of export marketing.