

# “AWARENESS, PERCEPTION & SATISFACTION ON EXPORT PROMOTION SCHEMES TOWARDS TEXTILE EXPORTERS WITH SPECIAL REFERENCE TOTIRUPPUR CITY”

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## 1.1 ABSTRACT

Export promotion programs are essential for promoting economic growth and enabling international trade, especially in the textile industry, which is very important in the world market. With an emphasis on Tiruppur City, a well-known textile hub in India, this study attempts to ascertain the levels of awareness, perception, and satisfaction among textile exporters regarding export promotion initiatives. A survey method was used to gather data from 168 textile exporters, and government websites provided additional significant data. Important tools like ANOVA, Chi-Square, Ranking, and basic percentage are used for the analysis portion. The results shed light on how well-known different export promotion programs are utilized by the exporters. Examining the variables that affect awareness, perception, and satisfaction helps identify possible areas where policy creation and execution could be strengthened.

**Key Words:** Export Promotion Schemes, Perception among textile exporters, Textile hub.

## 1.2 Introduction:

The apparel industry stands as a fundamental component of the worldwide economy, typifying a different cluster of businesses included within the plan, fabricating, conveyance, and retailing of clothing and embellishments. Crossing from haute mould houses to mass-market retailers, the industry caters to the assorted needs and inclinations of shoppers around the world. Eminent for its dynamism and trend-driven nature, the attire segment ceaselessly advances in reaction to moving customer tastes, innovative headways, and socio-economic patterns.

With roots following back centuries, the cutting-edge attire industry has experienced significant changes, driven by globalization, mechanical development, and changing customer behaviors. From conventional craftsmanship to mechanized generation lines and presently to computerized stages, the industry has seen exceptional shifts in fabricating forms, supply chain administration, and showcasing procedures.

Past its financial noteworthiness, the attire industry plays an urgent part in forming social characters, reflecting societal values, and cultivating imaginative expression. Originators, influencers, and trendsetters use significant impact, directing fashion patterns and setting the tone for regular collections. The garment sector has been under more and more pressure to address concerns about labour methods, ethical sourcing, and sustainability in recent years. Companies are under increasing pressure to implement open and ethical supply chain management processes as customers are increasingly more conscious of the effects their purchases have on the environment and society.

Export promotion schemes are vital tools governments employ worldwide to stimulate and support the export activities of domestic businesses. These initiatives enhance competitiveness, facilitate market access, and boost international trade, contributing to economic growth, job creation, and overall prosperity. In today's interconnected global economy, countries recognize the importance of promoting exports to drive economic development and enhance their competitiveness on the international stage. Export promotion schemes encompass a diverse array of policies, incentives, and support mechanisms aimed at overcoming barriers, incentivizing exports, and maximizing the potential of domestic industries in foreign markets. Export promotion schemes aim to address various challenges and barriers that exporters may face, including trade barriers, regulatory complexities, lack of market information, and financial constraints. By providing targeted assistance and incentives, governments seek to empower businesses to expand their presence in international markets and capitalize on emerging trade opportunities.

These schemes can take various forms, ranging from financial incentives such as export subsidies, tax rebates, and low-interest loans to non-financial support such as trade missions, market research, and export training programs. Additionally, governments may negotiate preferential trade agreements, tariff reductions, and other trade facilitation measures to improve market access and create a conducive environment for exporters.

The effectiveness of export promotion schemes depends on a range of factors, including the regulatory environment, infrastructure, institutional capacity, and the strategic alignment of policies with the needs of exporters. Successful implementation requires close collaboration between government agencies, industry stakeholders, and other relevant actors to ensure that resources are allocated efficiently and effectively.

### 1.3 Objectives:

- ☒ To study the awareness and perception of export promotion schemes towards exports.
- ☒ To examine the benefits of the export promotion scheme among the exporters.
- ☒ To study about the satisfaction level among the exporters.

### 1.4 Research Methodology:

Research methodology is the methodical, scientific process of carrying out investigations, looking into problems, and gathering data and information for a certain objective. It addresses the techniques and approaches for identifying, obtaining, assessing, and interpreting data to address research questions and provide solutions.

**Research design:** Descriptive Research

**Area of the study:** Tiruppur District

**Sampling technique:** Simple Random Sampling **Data collection:** Primary & Secondary Data **Sample size:** 168

**Tools used for analysis:** Simple Percentage analysis, Chi-Square, ANOVA, and Ranking analysis.

### 1.5 REVIEW OF LITERATURE

**1. Dr. G. Yoganandan (2015)** An essential component of human civilization is textiles. The human race acknowledged the significance of clothing by listing it alongside food and shelter as essential needs for survival. The fibers are the basic component or building block of the yarn in textiles. Any material that may be woven or otherwise transformed into a fabric is called a fiber. The Indian government has implemented numerous export promotion initiatives in the past and is now pursuing numerous programs to increase the country's exports of textiles. The Indian government unveiled the New Textile Policy 2000 in November 2000 intending to enable the textile sector to achieve and maintain a leading position in the world apparel manufacturing and export market.

**2. Gitanjali Jindal and Kamlesh Gakhar (2017)** The study made an effort to find out how well-known the Indian government's export support initiatives are. Both in-person interviews with the exporting companies and mailed questionnaires were used to gather data for the study.

India offers a plethora of export promotion schemes to assist businesses entering foreign markets. But before businesses can take advantage of these promotion initiatives, they need to know that they are available.

**3. Gaurav Bhambri and Dr. Kavita Rani (2021)** The current state of economic growth poses a threat to our GDP, which is now declining by 23.67%. The ability of an economy to generate products and services increases with time, and this is known as economic growth. Conversely, there is a clear link between a nation's economic expansion and export of goods. The Indian government's current strategies and programs are mostly focused on boosting the export of textiles and fabrics, but their effects are not heading in the right way. As everyone knows, exports from our nation are declining while imports are rising, resulting in a trade deficit in the Indian economy.

**4. Dr. Sameer Shekhar (2019)** India is one of the major economic powers in the globe with the ability to affect international trade. Nevertheless, after gaining independence, its economic growth has fluctuated constantly as it worked to resolve the internal socioeconomic instability brought on by the colonial onslaught. The government has made further efforts through economic policies and planning to heal the wounds of the economy. Given that India is one of the world's fastest developing economies, it was thought that it should join the global market to establish itself and take market share. The two main ways for a country to become an active participant in international trade are export and import. In such situations, it is imperative to market and promote domestic enterprises, as many are unwilling to engage in cross-border commerce due to resource constraints and their susceptibility to various market and economic crisis scenarios. In light of this, Indian administrations continued to work to promote and grow the export industry through various laws and initiatives. The study article addresses numerous financial incentive programs included under EXIM Policies and Foreign Trade Policies, as well as other export-import policies in general.

## 1.6 ANALYSIS AND INTERPRETATION:

### 1.6.1 SIMPLE PERCENTAGE:

S.No	Particulars	No of Respondents	Percentage
<b>Business Structure</b>			
1	Sole proprietorship	67	39.88
2	Partnership	58	34.53
3	Joint-Stock Company	43	25.59
<b>Age of the respondents</b>			
1	20-30 years	14	8.3
2	31-40 years	60	35.7
3	41-50 years	52	31
4	Above 50 years	48	28.57
<b>Size of the Business</b>			
1	Small	36	21.42
2	Medium	93	55.35
3	Large	39	23.24
<b>Experience in Textile Industry</b>			
1	Less than 5 years	12	7.14
2	5-10 years	58	34.52
3	10-15 years	67	39.88
4	More than 15 years	31	18.45
<b>Annual Turnover</b>			
1	Less than 30 Lakhs	19	11.30
2	30-50 Lakhs	52	30.95
3	50 Lakhs-1 Crore	41	24
4	More than 1 crore	31	18.45
<b>Type of Textile Product</b>			
1	Garments	74	44.04
2	Home Textiles	35	20.83
3	Automotive & Technical Textile	59	35.11
<b>Exporting Countries</b>			
1	American Countries	49	29.16
2	European Countries	49	29.16
3	Middle East Countries	29	17.26
4	Asian Countries	41	24.4
<b>Aware of the Scheme</b>			
1	Government Website	34	20.33
2	Industry Association	42	25
3	Media/Publication	62	36.9
4	Trade Fairs & Exhibition	30	17.85
<b>Most Benefited Scheme</b>			
1	Handloom Scheme	44	26.19
2	Technology Upgradation Fund Scheme	50	29.76
3	MEIS	48	28.57
4	Duty-Drawback Scheme	26	15.47
<b>Accessibility of information about the scheme</b>			
1	Very Accessible	54	32.14
2	Accessible	82	48.8
3	Not Accessible	32	19.04
	Total	168	100

**INTERPRETATION:**

From the above table out of 168 respondents, 39.88 percent are sole proprietorship; 35.7 percent are between the ages of 31-40 years; 55.35 percent are medium-sized businesses; 39.88 percent are 10-15 years of experience in the textile industry; 30.95 percent has an annual turnover of 30-50 lakhs; 44.04 percent of garments as their textile product; 29.16 percent of exporting for American & European countries; 36.9 percent aware of schemes through media and publications; 29.76 percent are benefited of Technology Upgradation Fund Scheme and 48.8 percent are accessible of schemes.

**1.6.1 CHI-SQUARE:**

**HYPOTHESIS**

**H0:** There is no association between experience in the industry and awareness about the textile export promotion scheme

**H1:** There is an association between experience in the industry and awareness about the textile export promotion scheme

**TABLE SHOWS EXPERIENCE IN THE INDUSTRY AND AWARENESS OF TEXTILE EXPORT PROMOTION SCHEMES**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	149.031 <sup>a</sup>	27	.000
Likelihood Ratio	158.35	27	.000
Linear-by-Linear Association	11.272	1	0.001
N of Valid Cases	168		

**INTERPRETATION:**

From the above table, the table value 0.000 is lesser than the significant value  $p=0.05$  so we reject the null hypothesis. Hence, there is an association between experience in the industry and awareness of the textile export promotion scheme.

**1.6.2 ANOVA HYPOTHESIS:**

**H0:** There is no difference between age and perception toward export promotion scheme **H1:** There is a difference between age and perception towards the export promotion scheme

**TABLE SHOWS THE AGE AND PERCEPTION TOWARDS THE EXPORT PROMOTION SCHEME**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.497	3	2.166	5.639	0.001
Within Groups	62.986	164	0.384		
<b>Total</b>	<b>69.483</b>	<b>167</b>			

**INTERPRETATION:**

From the above table, the table value 0.001 is lesser than the significant value  $p=0.05$  so we reject the null hypothesis. Hence, there is a significant difference between age and perception towards export promotion scheme

### 1.6.3 RANKING ANALYSIS

SATISFACTION LEVEL	MEAN VALUE	RANK
Government websites	5.57	IV
Industry seminars/webinars	4.13	X
Participation in trade fairs and exhibitions	6.03	III
Diversification of markets using the scheme	5.29	VII
Awareness of available financial incentives	5.03	VIII
Impact of export promotion schemes on fostering innovation within the textile industry	6.22	II
Technical assistance is offered to textile exporters through schemes	6.91	I
Effectiveness of marketing support provided by export promotion schemes	5.53	V
Transparency and fairness in the distribution of benefits under export promotion schemes	4.76	IX
Impact of export promotion schemes on the growth and profitability of textile export businesses	5.52	VI

#### INTERPRETATION:

From the above table, the rank shows the satisfaction level of the export promotion schemes. Technical assistance is offered to textile exporters ranked first and the satisfaction level of Industry seminars/webinars for textile exporters ranked tenth.

### 1.7 FINDINGS

#### SIMPLE PERCENTAGE:

- ☐ Majority business structures are sole proprietorship 39.8 %.
- ☐ Most of the 35.7 percent of respondents come under the 31-40 age group.
- ☐ A greater number of respondents have 10 to 15 years of experience in their field.
- ☐ Maximum annual turnover of the business is more than 1 crore.
- ☐ Most of the textile products used in the industry are garments.
- ☐ Maximum exports are done to American and European countries.

#### CHI-SQUARE:

- ☐ There is an association between experience in the industry and awareness of the textile export promotion scheme.

#### ANOVA:

- ☐ There is a significant difference between age and perception towards the export promotion scheme.

#### RANKING ANALYSIS:

- ☐ Technical assistance is offered to textile exporters ranked first and the satisfaction level of Industry seminars/webinars for textile exporters ranked tenth.

**SUGGESTION:**

- ❑ The government should conduct proper trade shows and industry events that help the exporters enrich their knowledge
- ❑ Government websites all prominently present information regarding schemes which will be easily accessible to all the exporters.
- ❑ To inform textile producers about the many export promotion schemes that are available, and schedule frequent workshops and seminars.

**CONCLUSION:**

The study's conclusion is about the awareness, perception, and satisfaction regarding export promotion schemes among textile exporters in Tiruppur city underscores the importance of comprehensive understanding and effective implementation of such schemes. Addressing these disparities requires tailored strategies, including targeted awareness campaigns, enhanced communication channels, and streamlined processes. Ultimately, bridging these gaps can fortify the textile export sector in Tiruppur, fostering greater participation, competitiveness, and overall economic growth. There is potential for improvement since the degree of satisfaction among textile exporters with export promotion programs seems to be moderate. Improving the efficacy, lucidity, and promptness of governmental entities tasked with overseeing these programs can make a substantial impact on raising exporter satisfaction ratings. Schemes can also be made more successful and impactful by being customized to better meet the changing demands and obstacles that textile exporters confront, such as market diversification, technical innovation, and sustainability.

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