

A STUDY ON PROBLEMS AND PROSPECTS OF PUMP EXPORTERS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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1.1ABSTRACT

This research delves into the hurdles and prospects confronting pump exporters in Coimbatore City, a significant industrial centre in India. Utilizing both qualitative and quantitative methodologies, the study seeks to pinpoint key barriers impeding the expansion of pump export enterprises while also exploring potential avenues for improvement. Factors under examination include market dynamics, technological advancements, governmental policies, and international trade regulations impacting pump exports. By assessing present conditions and future outlooks, the study endeavours to offer actionable insights to policymakers, industry players, and entrepreneurs, facilitating sustainable growth within the pump export industry in Coimbatore City and its broader sphere.

KEYWORDS; Export, Coimbatore city , pump, technological advancement, government policies ,International trade regulation , policy makers

1.2INTRODUCTION

The global economy relies heavily on the pump manufacturing industry, catering to various sectors such as agriculture, manufacturing, construction, and utilities. Coimbatore, often dubbed the "Manchester of South India," boasts a thriving pump manufacturing sector that significantly contributes to India's exports. This study intends to explore the challenges and opportunities confronted by pump exporters in Coimbatore, shedding light on the factors that impact their operations and growth potential. Coimbatore's emergence as a pivotal hub for pump manufacturing and export underscores its significance in the global market. With a rich industrial heritage and a skilled workforce, the city has attracted investments from both domestic and international players in the pump industry. However, amidst the promising landscape, pump exporters face a multitude of challenges that impede their growth trajectory. One of the primary challenges for pump exporters in Coimbatore stems from market dynamics and competition. The global pump market is fiercely competitive, marked by continuous technological advancements, evolving consumer preferences, and stringent quality standards. Furthermore, fluctuations in raw material prices and currency exchange rates pose additional obstacles for exporters, impacting their cost competitiveness and profit margins. Moreover, regulatory compliance and trade barriers pose significant hurdles for pump exporters in Coimbatore. Manoeuvring through complex trade regulations, obtaining certifications, and adhering to international quality standards demand substantial resources and expertise, especially for small and medium-sized enterprises (SMEs) in the industry. Despite these challenges, the pump manufacturing sector in Coimbatore offers promising prospects for exporters. Rapid urbanization, infrastructure development, and increasing agricultural mechanization in emerging economies fuel the demand for pumps, presenting lucrative opportunities for exporters to expand their market presence. Furthermore, technological advancements such as digitalization, automation, and smart pumping solutions empower pump exporters in Coimbatore to enhance their product offerings and boost operational efficiency. By embracing innovation and adopting sustainable practices, exporters can carve a niche in the global market and achieve long-term growth and competitiveness. In light of these factors, this study aims to comprehensively analyse the challenges and opportunities of pump exporters in Coimbatore. Through empirical research and data analysis, it seeks to provide valuable insights and recommendations to policymakers, industry stakeholders, and businesses, facilitating informed decision-making and fostering the sustainable growth of the pump manufacturing sector in the region.

1.3 OBJECTIVES OF THE STUDY

- To study about the problems faced by pump exporters.
- To identify the government policies to motivate the future pump exporters.

1.4 SCOPE OF THE STUDY

This study seeks to provide a thorough understanding of the obstacles and potentials encountered by pump exporters in Coimbatore city. Its aim is to furnish stakeholders, policymakers, industry members, and exporters with the requisite information for making well-informed decisions. Ultimately, the objective is to bolster the competitive edge of the pump export industry in the region.

1.5 RESEARCH METHODS

- ❖ Type of Research: Descriptive
- ❖ Sample Design : Simple Random Sampling
- ❖ Sample size : 120
- ❖ Area of the Study: Coimbatore
- ❖ Statistic Tools : Simple Frequency Analysis, Anova & Ranking
- ❖ Types of Data : Primary Data and Secondary Data

1.6 REVIEW OF LITRETURE

R. Sathya & N. D. Sree Devi Andral (2022) Pump sets come under the essential commodities category, having huge market in India and across globe. The Pump industry is the oldest growing industry in the city of Coimbatore, which contributes substantially to Coimbatore's GDP. Tamil Nadu and Gujarat are the major pump manufacturing states in India. Coimbatore of Tamil Nadu is called the 'Pump City of India' and it is home to all the leading pump brands like Aqua Pumps, Yathi Pumps, C R I Pumps, Texmo Pumps, KSB Pumps, Deccan Pumps and so on. Covid-19 has created significant impact on the industry; however, the pump industry is gradually regaining its demand. This study gives focus on the study of problems faced by the pump industry, the prospects and future of the industry.

T. S. Kavitha* & Dr. B. Thayumanavar(2017) The SSI is an important pillar of Indian economy as it contributes greatly to growth of Indian economy. The Coimbatore city has more than 2000 registered and 10000 unregistered Small Scale industries functioning in and around Coimbatore, employing more than one lakh workers. an attempt has been made to study the issues and challenges in small scale pump manufacturers in Coimbatore. It is found that the Pump manufacturers are faced many Challenges on Various aspects. Study reveals that their market is very seasonal and followed by Low margin due to high cost of production, Lack of managerial skill and technology up gradation etc.,

Rajasekaran, R and Esther Krupa, M (2013) Coimbatore houses the largest number of pump manufacturers. Coimbatore exports pumps to United Arab Emirates, Europe, Egypt, USA, Italy, Greece and southern parts of African countries. By keeping this in mind, the researcher framed the objective to identify the global marketing strategies adopted by the Coimbatore Pump Industry. For this study, a systematic research methodology has been adopted and the required data has been collected from various available sources. This study reveals that the pump manufacturing units of the city has adopted a systematic global marketing strategy and follows uninterrupted logistic and supply chain system. This study also highlights certain marketing issues which are related to pump manufacturing units.

DEVAKUMAR.G In order to cater to the customers' needs and satisfy them, various strategies, viz., customer service cell with highly trained personnel, emergency services and quick after-sales service and support, etc., have been identified. This study aims to identify the level of customer satisfaction rendered through the quality of service by the dealers, sub-dealers and retailers of the mini pump purchasers in Coimbatore city. This analysis was carried out using the input data collected from 250 respondents at various POP. The outcome of the study revealed that the commitment by the sellers, quick after-sales service, extended warranty terms and attitude of the sales personnel play a significant role in rendering customer satisfaction.

2.0 DATA ANALYSIS & INTERPRETATION

SIMPLE PERCENTAGE

2.1 Business profile of the respondents

SI NO	PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
GENDER OF THE RESPONDENTS			
1	MALE	74	63.2
2	FEMALE	43	36.8
YEARS OF EXPERIENCE			
4	LESS THAN 3 YEARS	20	17.1
5	3-5 YEARS	38	32.5
6	6-10 YEARS	40	34.2
7	MORE THAN 10 YEARS	19	16.2
MARKET FOR PUMP EXPORTERS			
8	ASIA- PACIFIC REGION	30	25.6
9	MIDDLE- EAST	23	19.7
10	EUROPE	32	27.4
11	NORTH AMERICA	20	17.1
12	AFRICA	12	10.3
PUMP PRODUCTION IN HIGHLY COMPETITIVE MARKET			
13	INNOVATIVE DESIGN FUTURE	21	17.9
14	ADVANCED TECHNOLOGY INTEGRATION	47	40.2
15	CUSTOMIZATION CAPABILITIES	33	28.2
16	ENERGY EFFICIENCY	16	13.7
TECHNOLOGY IMPACTING PUMP EXPORTERS IN COIMBATORE			
17	IMPROVING PRODUCT INNOVATION	15	12.8
18	FACILITATING EFFICIENCY & AUTOMATION 1	37	31.6
19	QUALITY CONTROL ASSURANCE	43	36.8
20	FACING CHALLENGES 2IN TECHNOLOGY ADOPTION	22	18.8

INTERPRETATION

From the above table (2.1) indicates that 63.2% of the respondents are male, 34.2% of the respondents have the 6-10 years of experience, 27.4% of the respondents have Europe as market, 40.2% of the respondents have using advanced technology integration, 36.8% of the respondents are quality control assurance.

ANOVA

HYPOTHESIS:

H0: There is no difference between trade tariff import duty affect & government policies towards pump exporters.

H1: There is difference between trade tariff import duty affect & government policies towards pump exporters.

2.2 ANOVA

SATISFICATIONLEVEL					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	236.433	3	78.811	1.975	.122
Within Groups	4508.046	113	39.894		
Total	4744.479	116			

The above table(2.2) depicts that the table value is greater than 0.05. Hence, we accept the null hypothesis

It is interpreted that there is no significant difference between trade tariff import duty affect & government policies towards pump exporters.

HYPOTHESIS:

H0: There is no difference between challenges faced by the pump exporters & logistical challenges faced by the exporter.

H1: There is difference between challenges faced by the pump exporters & logistical challenges faced by the exporter.

2.3 ANOVA

CHALLENGES					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	46.683	3	15.561	1.603	.193
Within Groups	1097.009	113	9.708		
Total	1143.692	116			

INTERPRETATION

The above table (2.3) depicts that the table value is greater than 0.05. Hence, we accept the null hypothesis.

It is interpreted that there is no significant difference between challenges faced by the pump exporters and logistical challenges faced by the exporter.

2.4 Ranks

	Mean Rank	
Customs and Export Regulations	2.98	VI
Logistics and Supply Chain Issue	3.45	V
Market Entry Barriers	3.46	IV
Trade Tariff and Duties	3.70	II
Political Instability In Target Market	3.77	I
Government Policies And Trade Barriers	3.63	III

INTERPRETATION

The above table (2.4) exhibits the rank scoring of challenges faced by pump exporter. Political Instability In Target Market will ranked first and is the mostly agreed barrier which is being faced by most of the pump exporters and Customs and Export Regulations facility is ranked sixth.

3.0 FINDINGS OF THE STUDY

3.1 SIMPLE FREQUENCY

- ❖ The majority of respondents were male, comprising 63.2% of the total, while females constituted 36.8%
- ❖ Respondents' experience varied, with the largest group having 6-10 years of experience (34.2%), followed closely by those with 3-5 years of experience (32.5%). Relatively smaller proportions had less than 3 years (17.1%) or more than 10 years (16.2%) of experience.
- ❖ The largest market for pump exporters among respondents was Europe, with 27.4%, followed by the Asia-Pacific region (25.6%), Middle East (19.7%), and North America (17.1%). Africa represented the smallest market, with 10.3%.
- ❖ The most commonly cited factors contributing to pump production in highly competitive markets were advanced technology integration (40.2%) and customization capabilities (28.2%). Innovative design future and energy efficiency were also identified as significant factors, albeit with smaller percentages (17.9% and 13.7% respectively).
- ❖ Respondents highlighted various technological impacts, with the majority emphasizing quality control assurance (36.8%) and facilitating efficiency and automation (31.6%). Other significant factors included improving product innovation (12.8%) and facing challenges in technology adoption (18.8%).

3.2 ANOVA

- ❖ Maximum 0.122 significant value is more than p value.so we accept null hypothesis, hence there is difference between trade tariff import duty affect & government policies towards pump exporters.
- ❖ Maximum 0.193 significant value is more than p value.so we accept null hypothesis, hence there is difference between difference between challenges faced by the pump exporters & logistical challenges faced by the exporter.

3.4 RANKING

It is interpreted that Political Instability In Target Market will ranked first , which implies that is the major challenge faced by many companies and the Customs and Export Regulations facility being the least effective in pump exporter.

4.0 SUGGESTION

Provide recommendations and strategies for overcoming challenges and capitalizing on opportunities for pump exporters in Coimbatore. Identify emerging trends, untapped markets, and potential areas for innovation and growth. Assess financial challenges encountered by pump exporters in Coimbatore, including access to credit, working capital management, and currency fluctuations. Explore avenues for funding and financial support available to pump manufacturers. Investigate challenges related to supply chain management and logistics faced by pump exporters in Coimbatore. Assess issues such as sourcing raw materials, transportation, warehousing, and distribution.

5.0 CONCLUSION

In this study they examine the challenges and opportunities faced by pump exporters in Coimbatore city illuminates critical findings. It reveals a spectrum of hurdles encompassing infrastructure limitations, regulatory complexities, and shifts in global market dynamics. Nevertheless, the study also underscores the significant potential and openings accessible to pump exporters in Coimbatore. Capitalizing on their technological prowess and manufacturing acumen, exporters can penetrate burgeoning markets and broaden their product portfolio to maintain competitiveness and foster growth. Furthermore, fostering collaboration among key stakeholders' government entities, industry associations, and exporters is paramount in addressing identified obstacles and unlocking the full potential of pump exports from Coimbatore. By employing strategic initiatives, fostering innovation, and embracing market-driven strategies, pump exporters in Coimbatore can surmount challenges and position themselves for enduring success in the global arena.

6.0 REFERENCE

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