

A Study of Impacts of Merchants on Import and Export Practices by International Trade

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I. Introduction

International business refers to growth of international connectivity, incorporation and interdependence of monetary, communal, technological, cultural, political and ecological spheres. Globalization is a conception or ordinary expression which most excellent explains the processes of monetary interdependence the emergent persuade of civilization, immense advantages of in sequence technology and new geopolitical changes that show the way to bringing people simultaneously in a global structure. Concerning globalization it preserve note so as to it represents an internationalization concerning diverse countries. Economical globalization can be considered in diverse etiquette; nonetheless individuals' measurements intention four monetary trends that it forecasting:

- transfer of merchandise and services and enlarge of the nationwide earnings for each capita;
- enlarged employ - transfer of the inhabitants might outcome in enhanced employment, if not into person's residence nation it could be realize in other country;
- forward of resources as straight investments;
- Technology expansion as a outcome of the surge of intercontinental investigate and progress and investment.

The international trade market of each one country is diverse. differentiation are set from the civilization and standard of living, differences in inhabitants demographic characteristics, the demands and purchasing practice, differences in manufacture and expenses to trade the merchandise and services, currencies, political authority and convention, the volume of trade markets and the intensity of competition. Different nations all over the world are experiencing an essential change in the way they deliver and market various items, products and services.

II. Scope of the study

This study is limited to the Import and Export practices by the traders. These practices provide by the traders. This confined only to the traders of Import and Export procedures. It focuses of Importing and Exporting on the expansion of international trade.

III. Objectives of the study

- i. To examines the types of exporters and importers the patterns of organizations.
- ii. This study explicit the current trend of marketing position.
- iii. To measuring the level of satisfaction derived by the traders.

IV. Hypotheses

Based on the study, the following hypotheses were framed.

There is no significant relationship between the level of traders satisfaction and the independent variables such as;

- i. Age of the traders
- ii. Sex of the traders
- iii. Annual turnover of the traders

V. Research Methodology

The researcher has been collected both primary and secondary data

i. Primary Data

It is first-hand information. This study based on primary data and the necessary data required for the study was collected through the structured questionnaires.

ii. Secondary Data

It is second-hand information. The secondary data is collected from the website, magazine, books, newspapers,

journals, traders and referring the internet.

VI. Sampling Design

This study is limited to the Import and Export procedures by the traders. It has been collected totally 30 respondents (traders) are selected for this study purpose of Import and Export procedures. Proportionate stratified random sampling method is used to select samples.

VII. Tools for analysis

After the completion of this survey, the researcher has thoroughly verified the collected data. Afterwards the data were edited and coded. After the process is completed, the data have been entered in master tables. To analyze the data, the researcher has used the manual process with the help of calculator. The collected data have been organized and presented in the form of tables. Chi-square test adopted for the analysis.

VIII. Factors influencing the level of satisfaction of the traders

The satisfaction of the traders has been analyzed on the basis of the following three factors,

- iv. Age of the traders
- v. Sex of the traders
- vi. Annual turnover of the traders

Table 1: Chi-square test for the Age of the Traders and their level satisfaction

| S.no. | O | E | O-E | (O-E) ² | (O-E) ² /E |
|--------------|---|------|-------|--------------------|-----------------------|
| 1. | 3 | 4.5 | -1.5 | 2.25 | 0.5 |
| 2. | 4 | 3 | 1 | 1 | 0.33 |
| 3. | 2 | 15 | 3 | 9 | 6 |
| 4. | 2 | 3 | -1 | 1 | 0.33 |
| 5. | 3 | 2 | 1 | 1 | 0.5 |
| 6. | 1 | 1 | 0 | 0 | 0 |
| 7. | 4 | 4 | 0 | 0 | 0 |
| 8. | 2 | 2.66 | 0.66 | 0.43 | 0.16 |
| 9. | 2 | 1.33 | 0.67 | 0.44 | 0.33 |
| 10. | 3 | 2 | 1 | 1 | 0.5 |
| 11. | 1 | 1.33 | -0.33 | 0.10 | 0.07 |
| 12. | 0 | 0.4 | 0.4 | 0.16 | 0.4 |
| 13. | 3 | 1.5 | 1.5 | 2.25 | 1.5 |
| 14. | 0 | 1 | -1 | 1 | 1 |
| 15. | 0 | 0.5 | -0.5 | 0.25 | 0.5 |
| TOTAL | | | | | 12.12 |

HO: There is no significant relationship between the age of the traders and their level of satisfaction

The calculated value (12.12) is less than the table value (15.5) at 5 per cent level. Therefore, the null hypothesis is accepted. It reveals that there is no significant relationship between the age of the respondents and their level of satisfaction.

Table 2: Chi-square test for the Sex of the Traders and their level satisfaction

| S.no. | O | E | O-E | (O-E) ² | (O-E) ² /E |
|--------------|---|------|-------|--------------------|-----------------------|
| 1. | 8 | 4.76 | 3.24 | 10.49 | 2.20 |
| 2. | 3 | 6.23 | -3.23 | 10.43 | 1.67 |
| 3. | 2 | 3.46 | -1.46 | 2.13 | 0.61 |
| 4. | 6 | 4.53 | 1.47 | 2.16 | 0.47 |
| 5. | 3 | 3.46 | -0.46 | 0.21 | 0.06 |
| 6. | 5 | 4.53 | 0.47 | 0.22 | 0.04 |
| 7. | 0 | 0.86 | -0.86 | 0.73 | 0.84 |
| 8. | 2 | 1.13 | 0.87 | 0.75 | 0.66 |
| 9. | 0 | 0.43 | -0.43 | 0.18 | 0.41 |
| 10. | 1 | 0.56 | 0.44 | 0.19 | 0.33 |
| TOTAL | | | | | 7.29 |

HO: There is no significant relationship between the sex of the traders and their level of satisfaction

The calculated value (7.29) is less than the table value (9.4) at 5 per cent level. Therefore, the null hypothesis is accepted. It reveals that there is no significant relationship between the age of the respondents and their level of satisfaction.

Table 3: Chi-square test for the Annual turnover of the Traders and their level satisfaction

| S.no. | O | E | O-E | (O-E) ² | (O-E) ² /E |
|--------------|---|------|-------|--------------------|-----------------------|
| 1. | 3 | 4 | -1 | 1 | 0.25 |
| 2. | 7 | 6.8 | 0.2 | 0.04 | 0.005 |
| 3. | 2 | 1.2 | 0.8 | 0.64 | 0.53 |
| 4. | 4 | 2.66 | 1.34 | 1.79 | 0.67 |
| 5. | 3 | 4.53 | -1.53 | 2.34 | 0.51 |
| 6. | 1 | 0.8 | 0.2 | 0.04 | 0.05 |
| 7. | 2 | 0.66 | 1.34 | 1.79 | 2.71 |
| 8. | 3 | 2.83 | 0.17 | 0.02 | 0.007 |
| 9. | 0 | 0.5 | -0.5 | 0.25 | 0.5 |
| 10. | 0 | 0.33 | 0.33 | 0.10 | 0.30 |
| 11. | 1 | 0.56 | 0.44 | 0.19 | 0.33 |
| 12. | 0 | 0.1 | -0.1 | 0.01 | 0.1 |
| 13. | 1 | 1 | 0 | 0 | 0 |
| 14. | 2 | 1.7 | 0.3 | 0.09 | 0.05 |
| 15. | 0 | 0.3 | -0.3 | 0.09 | 0.3 |
| TOTAL | | | | | 6.312 |

HO: There is no significant relationship between the Annual turnover of the traders and their level of satisfaction

The calculated value (6.312) is less than the table value (15.5) at 5 per cent level. Therefore, the null hypothesis is accepted. It reveals that there is no significant relationship between the age of the respondents and their level of satisfaction.

Findings about the merchant traders

1. Most of the traders (80%) involved in trade activities in international business are male.
2. The majority of the traders that is 40% are between the age group 30-40.
3. The most of the traders (53%) are formed by international business.
4. The majority of the traders (50%) are earning annual turnover below 50 lakhs.
5. The majority types of exporter (43%) are manufacturer exporter.
6. The majority types of importer (60%) are intermediate goods and services.
7. Most of the trends of marketing channel (40%) are through buying agents.
8. The majority of the traders (33%) supply of raw materials with in the country.

IX. Conclusion

Trade promotes economic development, effectiveness, technological development, and what eventually matters the generally, consumer wellbeing. By lowering prices and growing product diversity obtainable to consumers, trade particularly benefits middle- and lower- income households. It is significant to continue these essential specifics in psyche throughout debates more than precise trade agreements. International business is a much wider term and includes import and export, trade and production of goods and services across frontiers.