

# ANALYSIS OF EXPORT PROBLEMS IN INTERNATIONAL MARKET FOR INDIAN ELECTRICAL EQUIPMENT INDUSTRY AT POWER DISTRIBUTION SECTOR

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## Abstract

*Export of engineering products is one of major income of the nation. This research article focused on the export problems of Indian Electrical Equipment at power distribution sector. This study has analyzed the different dimensions of export problems perceived by the exporters at power distribution sector of Electrical Equipment industry. The exporter category namely contractors, retailers, traders are selected and their perspectives are obtained. The members of Indian Electrical & Electronics Manufacturing Association (IEEMA) were considered as population and the primary data were collected from 500 organization's executives in an exhibition conducted by IEEMA and a well-designed pre-tested questionnaire was used to collect the primary data regarding their export problems. The different dimensions of export problems were categorized into procedural problems, informational problems, international marketing problems, export oriented production problems, financial problems, environmental problems, HR problems. The result of the study shows that financial and environmental problems are the major issues in the export of Indian electrical equipments. This research study suggests that exporters should frequently visit foreign countries to have contact with buyer which will improve the performance of export with respect to product quality, technology, brand image, packaging and transportation, adequate attention and resource commitment. And also recommends to export promotion body should open branch offices or tie-up with marketing agencies of different countries to collect the latest information relating to business practices, competitive environment, cultural and social environment, political, economic and other market related information. The present study pointed out the scope for further research like, managerial characteristics and its influence on exports may be studied, conducting further studies in the similar area, pricing, inflation, currency exchange problems to be concentrated and study of marketing behavior from view of importers or buyers to understand their needs and expectations*

**Key Words:** Indian Electrical Equipment industry, Export problems, International market.