

## APPENDIX

### QUESTIONNAIRE

CONFIDENTIAL QUESTIONNAIRE TO SURVEY EXPORT MARKETING  
BEHAVIOUR OF INDIAN LEATHER PRODUCTS MANUFACTURING FIRMS.

#### PART - I

##### ORGANIZATIONAL AND MANAGERIAL CHARACTERISTICS

"There is increasing evidence that variables internal to the firm have a definite impact on firm's export activity".

In this part, you are requested to give free and frank information relating to your organization and decision-maker.

- |    |  |     |                   |           |
|----|--|-----|-------------------|-----------|
| 1. | Size of the firm   | (a) | Medium sized Firm | - - -     |
|    |  | (b) | Small sized Firm  | - - -     |
| 2. | Value of exports made in<br>the last year                    |     |                   | - - - - - |
| 3. | Number of Products manu-<br>factured and exported            |     |                   | - - - - - |
| 4. | Number of countries<br>exported                              |     |                   | - - - - - |
| 5. | Number of years in the<br>export business                    |     |                   | - - - - - |
| 6. | Number of foreign<br>business visit made by<br>the executive |     |                   | - - - - - |
| 7. | Age of the Executive   |     |                   | - - - - - |

## PART II

### PERCEPTION OF MARKETING VARIABLES

"Perception of Marketing Variables by the management appears to be one of the most important firm determinants for export success".

In this part, your's perception of marketing variables with respect to its importance, problem area and competitive advantage in export operation is solicited.

You are requested to tick the relevant number
---

I. Perceived Importance of Marketing Variables (Tick a Mark)

1. Product Quality	1	2	3	4	5
2. Product Technology	1	2	3	4	5
3. <del>Product Management &amp; Development</del>	<del>1</del>	<del>2</del>	<del>3</del>	<del>4</del>	<del>5</del>
4. Product Design and Style	1	2	3	4	5
5. Collection of Marketing Information	1	2	3	4	5
6. Pricing the Product	1	2	3	4	5
7. Advertising and Sales Promotion	1	2	3	4	5
8. Brand Image	1	2	3	4	5
9. Packaging	1	2	3	4	5
10. Distribution Co-ordination	1	2	3	4	5
11. Transportation Facilities	1	2	3	4	5
12. Communication Facilities	1	2	3	4	5
13. Customer Credit Facilities	1	2	3	4	5
14. Establishment of Overseas Branch	1	2	3	4	5
15. Handling Documentation	1	2	3	4	5
16. <del>Management &amp; Development</del>	<del>1</del>	<del>2</del>	<del>3</del>	<del>4</del>	<del>5</del>

1. Not Important      2. Little Importance      3. Some Importance  
 4. Considerable Importance      5. Great Importance

## II. Perceived Problem Area of Marketing Variables (Tick a Mark)

1. Product Quality	1	2	3	4	5
2. Product Technology	1	2	3	4	5
3. <del>Product Design &amp; Style</del>	<del>1</del>	<del>2</del>	<del>3</del>	<del>4</del>	<del>5</del>
4. Product Design and Style	1	2	3	4	5
5. Collection of Marketing Information	1	2	3	4	5
6. Pricing the Product	1	2	3	4	5
7. Advertising and Sales Promotion	1	2	3	4	5
8. Brand Image	1	2	3	4	5
9. Packaging	1	2	3	4	5
10. Distribution Co-ordination	1	2	3	4	5
11. Transportation Facilities	1	2	3	4	5
12. Communication Facilities	1	2	3	4	5
13. Customer Credit Facilities	1	2	3	4	5
14. Establishment of Overseas Branch	1	2	3	4	5
15. Handling Documentation	1	2	3	4	5
16. <del>Product Design &amp; Style</del>	<del>1</del>	<del>2</del>	<del>3</del>	<del>4</del>	<del>5</del>

1. Not at all                      2. Little extent                      3. Some extent

4. Considerable extent      5. Great extent of problem.

### III. Competitive Advantage of Marketing Variables (Tick a Mark)

1. Product Quality	1	2	3
2. Product Technology	1	2	3
3. <del>Product Price</del>			
4. Product Design and Style	1	2	3
5. Marketing Information Collection	1	2	3
6. Pricing the Products	1	2	3
7. Advertising and Sales Promotion	1	2	3
8. Brand Image	1	2	3
9. Packaging	1	2	3
10. Distribution Co-ordination	1	2	3
11. Transportation Facilities	1	2	3
12. Communication Facilities	1	2	3
13. Customer Credit Facilities	1	2	3

1. Not as good as competitors      2. As good as competitors  
 3. Better than competitors.

### PART III

#### EXPORT MARKETING ORIENTATION

"Marketing orientation is a key factor of success in export".

In this part, you are requested to give free and frank information relating to extent of information collection, extent of planning activities, extent of product improvement, pricing policy adopted, promotional media used and method of conducting overseas business.

You are requested to tick the relevant number
---

I. Extent of Information Collection (Tick a Mark)

1. Barriers to Trade	1	2	3	4	5
2. Business Practices	1	2	3	4	5
3. Competitive Environment	1	2	3	4	5
4. Cultural and Social Environment	1	2	3	4	5
5. Customer Needs	1	2	3	4	5
6. Distribution Channels	1	2	3	4	5
7. Economic Situation	1	2	3	4	5
8. Market Share	1	2	3	4	5
9. Political Environment	1	2	3	4	5
10. Prevailing Price Levels	1	2	3	4	5
11. Size of Target Markets	1	2	3	4	5

1. No data gathered      2. Little data gathered  
 3. Some data gathered    4. Considerable data gathered  
 5. Great deal of data gathered



II      Extent of Planning Activities      (Tick a Mark)

1.	Research and Development for Export Markets	1	2	3	4	5
2.	Development of competitive Export Strategies	1	2	3	4	5
3.	Existence of Product Policy	1	2	3	4	5
4.	Existence of Pricing Policy	1	2	3	4	5
5.	Existence of Promotion Policy	1	2	3	4	5
6.	Existence of Distribution Policy	1	2	3	4	5
7.	Export Markets to be Sourced	1	2	3	4	5
8.	Export Production Policy	1	2	3	4	5
9.	Export Financing Plans	1	2	3	4	5

1. Not at all      2. Little extent      3. Some extent  
 4. Considerable extent      5. Great extent of planning.

III. Extent of Improvement made in Existing Products in  
Recent Years with Regard to (Tick a Mark)

1. Quality of the Products	1	2	3	4	5
2. Design and Style of the Products	1	2	3	4	5
3. Packaging of the Products	1	2	3	4	5
4. Performance of the Products	1	2	3	4	5

1. Not at all    2. Little extent    3. Some extent  
4. Considerable extent    5. Great extent of improvement

IV. Pricing Approach in Relation to Market (Tick a Mark)

1. Different Prices for Different Buyers in the same  
Market (Including Gifts & Discounts) ☐
2. Different Prices for Different Products ☐
3. Common Price Irrespective of the Product & Buyers ☐

V. Extent of Promotional Media Used (Tick a Mark)

1. Advertising in print media	1	2	3	4
2. Display/showrooms	1	2	3	4
3. Direct Mail Advertising	1	2	3	4
4. Fair Participation in Abroad and Inland	1	2	3	4
1. Not at all    2. Occasionally    3. Sometimes    4. Always using				

VI. Method of Conducting Overseas Business (Tick a Mark)

1. <i>Directly with foreign customers</i> Through Overseas Branch Office	1	2	3	4
2. Directly with Foreign Dealers/Agents	1	2	3	4
3. Directly with Indian Dealers/Agents	1	2	3	4
1. Not at all    2. Occasionally    3. Sometimes    4. Always using				

