The Impact of Auto Component Manufacturing Firms Internal Factors on Standardization of Export Marketing Strategies in South India

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Abstract:

Purpose – *The purpose of this paper is to study the influence of firm's internal factors on Standardization of export marketing strategies of south Indian auto component manufacturers.*
Design/methodology/approach – *This is a survey approach for studying south Indian component manufacturing firms with respect to Standardization of marketing mix which suites operating in overseas market.*
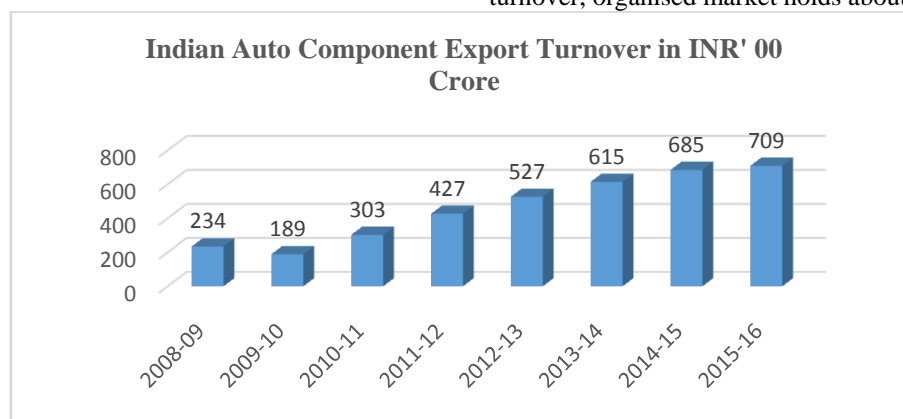*Findings* – *The findings show that, there is a significant impact of firm's internal factors on product Standardizationand price Standardizationpromotion and distributionstandardisation.*
Practical implications – *Firms can understand factors that need to be consider while standardising their marketing strategy to find better export path and to have economies of scale while operating globally. this article may help the auto component firms and managers to learn internationalising of their business operations through Standardizationapproach.*

Key Words: *Firm Characteristics, Managerial Characteristics, Product Characteristics, Standardisation, Marketing Strategies.*

I. INTRODUCTION

Indian Auto Component Industry is transforming itself from a low-volume, highly fragmented one into a competitive industry backed by strengths like technology, efficiency and evolving value chain. The industry mainly caters to 2 segments – (1) Original Equipment manufacturers (OEM) and (2) Replacement market (Aftermarket). OEM dominates the auto component market contributing around 80 per cent while the replacement market share is around 20 per cent. The auto component sector is largely unorganised with about 10,000 players operating in the unorganised market. There are about 700 players in the organised market as of 2015. The demand from replacement market is low, owing to the high cost of genuine component parts. Unorganised players mainly dominated the replacement market, which were mostly Tier 3/4 component manufacturers. However, in terms of turnover, organised market holds about 85% share.

Indian Auto Component Export Turnover in INR' 00 Crore

Year	Value
2008-09	234
2009-10	189
2010-11	303
2011-12	427
2012-13	527
2013-14	615
2014-15	685
2015-16	709

Source: ACMA 2016

II. CONCEPTUAL FRAME WORK

The characteristics of a firm's internal factorshave been identified as having a significant influence on export marketing strategies. The product's attributes are argued to affect the positional (marketplace) competitive advantage of a firm.The question addressed in this paper relates to how internal firms factors are linked to firms' Standardizationstrategy. The paper aims to identify factors that are behind strategy formulation by auto component manufacturing firms in south India. In this paper we examine seven factors that may affect firms' export marketing strategy standardisation, including firm's internationalisation capabilities,

firm's innovation capabilities, firm's export marketing capabilities, manager's export commitment, manager's export knowledge, manager's export motivation and product characteristics (Ivan-Damir. 2009).

The term "internationalisation" has been used in the literature rather broadly to cover a number of issues, and so needs to be clarified. It has been frequently used to describe the outward growth in a firm's international operations.

These studies considered internationalisation to be a gradual, sequential process through different stages, with the firm increasing its commitment to international operations as it proceeded through the stages. The factors of internationalisationsuch asgathering export market information, capable of using export market information, role of export mode, relationships &networks, strive to be the pioneer and firm's flexibilitytomodify firm resource base(Sylvie K. Chetty 1999).

The ability of a business or nation to generate export earnings is often seen as a key indicator of competitiveness and the ability to generate wealth. R&D and innovation, involving the introduction of new products or the improvement of a firm's existing product range, play a key part in helping a firm to sustain or improve its export market position. The relationship between innovation – usually interpreted as an indicator of the non-price competitiveness of a nation's products (e.g. Buxton et al., 1991) – and marketing strategy has therefore attracted attention as a potential explanation for nations' contrasting world trade performances. the innovation in this context various factors such as collaborationwith suppliers, associate with research institutions, new product development, developing new service, protecting intellectual property rights, technological Up-gradation, in-house product designs, In-house testing capabilities, ability to re-align manufacturing System, improvement in the existing products etc (Stephen Roper 2002). marketingcapabilities are firm-specific and could provide superior market sensing, customer linking, and channel bonding capabilities in global markets. These capabilities can lead to global market success. marketingcapabilities enable exporting firms to implement new export marketing strategies to reflect changing global market conditions through transforming and combining available resources in new and different ways. For exporting firms, it is important to understand the role of marketing capabilities within the global marketing context. Many research studies call for additional research to better understand the differing impact of various marketing capabilities on export performance. Although the concept of marketing capabilities has received increased attention in marketing and

strategy literature, little research has been devoted to exploring the differential influence of marketing capabilities on export performance such as firm's ability to identify international market opportunities, customer segmentation, unique Brand image, identify early adopters, after-sales services, sales promotion &advertising, delivery management system and capable of price maker.(A. Al-Aali, J-S. Lim 2013).

Management commitment is very important for export success because when the manager has commitments to export, they will plan carefully programs to enter the export markets and allocate financial and managerial resources sufficiently. The commitment towardsundertakeStrategic planning, strong financial resources, competent human resource, export market research, exclusive export department and export marketing visits. The export commitment allows a company to acquire opportunities in foreign markets and pursue the efficient export marketing strategy to improve performance of firm's exporting. Management support has a direct impact on export performance and positive managerial attitudes and the level of management support have stronger positive impact while, the negative attitudes had negative influence on export performance. Many scholars have proven that management commitment and support helps the export success to have a positive impact on export performance. in their survey mentioned that management commitments positively contribute to export marketing performance. Therefore, companies have much to gain if they hire or train qualified personnel (JoséeBloemer 2013).

Better educated managers are more successful in exporting and have better export performance. Export success in foreign markets is linked to export knowledge of managers. The possible effect posed by export knowledge was due to managers' knowledge that can help companies to utilise and leverage on the international opportunities and preventing international threats. In fact, educated managers will become more experienced and thus, are able to apply their knowledge better in deciding and planning the export market. Hence, this will increase the performance of exporting. In many instances, it is most proved that educated managers are more successful in export markets. the better-educated managers are able to have better success in exporting. literatureemphasised that export knowledge of managers had positive effect on total export sales, growth, profits and compound evaluation of export performance. It is advocated that for better export performance, high level export knowledge would be useful and essential. Therefore, high level export knowledge is essential factors in export markets that could influence export performance. the knowledgeconsisting of international marketing knowledge, international

management experience, global knowledge of international markets, knowledge of international financial management, international legislation knowledge and knowledge of ICT etc. (FarshidMovaghar 2012).

Studying export motivation consists of analysing the motivation of the managers to committing to exporting activities. This research field has attracted the interest of researchers in international marketing for a long but a few studies were interested in studying export motivation of a developingcountry. Export motivation refer to all the factors that favor the firm's decision to initiate and develop exporting activities. These motives are numerous and diversified. Most authors agree on the fact that the reception of an unsolicited foreign order is the triggering factor. These triggeringmotivation factors such as better opportunity for marketing, spontaneous orders, proximity to export market, reduced tariff rates, stimuli by competitors, government export incentives and positive attitude toward export marketsetc.Product characteristics that have been argued to influence marketing strategy(Wafa, BattikhBoubakri 2003), such as technical complexities, requirement of uniqueness in the product, requirement of patent protection, product age determines profitability, product according to customer specifications, requirement for service/maintenance, training for the sales force etc,(AronO'Cass2003).

III. OBJECTIVES OF STUDY

Keeping the above concept in the mind the following research objectives are developed

1. To understand how firm's international capabilities and innovation capabilities influenceStandardization of export marketing strategies of south Indian auto component manufacturing forms.
2. To understand how firm's export marketing capabilities and managers export commitment are influence Standardization of export marketing strategies
3. To understand how firm's managers export knowledge, managers export motivation and productcharacteristics are influence Standardization of export marketing strategies.

IV. REVIEW OF LITERATURE

(Tatiana M. C. Monteiro 2012) suggests that, the larger the firm is the greater the capability and the volume to sell abroad. He further added that, when firm size was measured by number of employees, negative relationship was found with export behaviour, but a significant relationship was found when firm size was measured by annual sales. (Adamantios 1999). It is found that firms which derive more profits from export ''place greater

emphasis on international marketing research, engage in foreign market analysis more frequently, and tend to view foreign marketing research to be more complex rather than simple. (Nanda K 2007) in his research article, firms network ability and dynamic learning can result in homogenisation of response to the marketing mix due to the development of customer networks that share a similar understanding of the product, causing in reinforcement of this understanding by the suppliers, which in turn serves to further increase the base of customers who respond similarly to the marketing mix offered by the exporters. (MariosTheodosiou 2003), suggested that, Technology orientation was repeatedly found to have a serious impact on standardising marketing strategy, especially on product, due to the need to allocate the vast research and development costs over long production runs. (Bee Yan Aw 2007), a firm's productivity evolves over time in a way that depends on initial productivity, current investments in R&D and worker training, and experience gained in the export market. Each firm makes decisions to remain in operation, invest in R&D and participate in the export market. (Janet Y 2011), in his study, instead of examining the direct link between market orientation and performance, he investigated the mediating role of marketing capabilities (i.e., pricing, new product development, and marketing communication capabilities) on the market orientation–performance relationship. By taking strategic actions (i.e., market capabilities development) to capitalise on market orientation, firms create competitive advantages, which consequently enhance export performance. (Angela M 2013), opines that, International expansion has also been considered as a means of acquiring resources and knowledge and enhancing capabilities. Previous research has highlighted the positive effect that acquiring and processing foreign market information has on the international performance of firms. According to the study conducted by (S Tamer Cavuzgil 1994), Management international experience, competence, and commitment to the venture also contribute to export performance, companies have much to gain if they hire or train qualified personal, accumulate international experience in a programmatic manner, and allocate sufficient resources in this context of cultivate international competence. The study conducted by (Adamantios 1999), It would also be expected that firms which are more dependent on export sales would be apprehensive to produce sound export sales forecasts on which they can base their planning activities. This, in turn, is likely to be reflected in greater resource commitment and a more sophisticated forecasting process. Therefore; export dependence would be expected to be positively related to export sales forecast accuracy. (Chin Hee 2009), International knowledge spillovers might arise not only through direct contact with foreign buyers in advanced countries but also through indirect contact

with foreign competitors in the markets of less advanced countries. (Mehdi Saribaf 2008), stated that, Export managers should be qualified and brilliant mind knowing the corporate strategy and acting different roles in different markets. But they should consider the element of pricing strategies to respond the customer's needs and to take the company profits in to account for the long term. (Osman Mohamad 2011) stated that, the unsolicited order appears to be the prime export stimulant. One of the major challenges facing exporters from developing nations is to produce quality products and differentiate the products on other aspects rather than low price. Once this is achieved, the next crucial link to the export market by formulating distribution strategy. (RitamGarg 2012), in his article he opines that, the managers who perceive the export market environment unfavorably tend to avoid any involvement in exporting and in developing proactive internationalisation strategies. Those who perceive the export environment favorably tend to acquire information to make proactive internationalisation strategies and logical market entry decisions. Moreover, researchers suggested that managers' positive perceptions of the relative advantages of exporting are important for making theinternationalisation strategy. The study conducted by (S Tamer Cavuzgil 1994) and the results says that, the specific marketing strategy in an export venture is influenced by product characteristics. Product attributes can affect the positional competitive advantage, which influence export marketing strategy include cultural- specificity, strength of patent, unit value, uniqueness, age, and service/ maintenance requirements of product. (Luis Filipe Lages 1999) in his study, with regard to product patent and brand, some asserts that there is no correlation with export performance, some studies reveal that 'own brand names' have a poorer performance than 'not own brand names.

V. EXPORT MARKETING STRATEGY FOR SOUTH INIDAN AUTO COMPONENT FIRMS

A. Product Standardisation

It refers to a uniform representation of all aspects of the product such as the quality, the materials that had been used, product name and packaging for all markets, regardless of the location around the world. It is the changes and special modifications are made in order to adjust to each market. Adaptation is a marketing strategy where new products or services are modified based on existing products and services for example. (Same brand name, label as per company product policy, standard products with similar design,standardised services, international quality standards, similar kind of product lines, similar packaging design, standardised warranties etc)

B. Price Standardization:

Price strategy for international markets based on setting a price for the product as it leaves de factory. At its simplest it involves setting a fixed world price at the headquarters of the firm. This fixed world price is then applied in all markets after taking account of factors such as foreign exchanges rates and variance in the regularity context. (for example, export price same as domestic market, uniform export prices, consider corporate office pricing, based on credit policy, price in terms of home currency, pricing through standard costing method, profit margin decided by corporate office etc.)

C. Distribution Standardisation

Companies ability to deliver its products in a uniform manner to its export markets. anorganised network of agencies and institutions, which in combination, perform all the activities required to link procedures with users to accomplish the marketing task. (For example,own logistic facilities, own subsidiary/ sales office in foreign markets, export managers to handle all international customers,centralised manufacturing plantuniform support to distribution channel, standardised budget for distribution etc.)

D. Pomotion Satandardiastion

Uniform means of communication method is followed by south Indian auto component manufacturers for promoting and selling of product in overseas market. It means create advertisements that work in different countries or create a different advertisement in each country. company decides to standardise the promotion; marketers create an advertising message which is effective all around the world. The Standardization of the promotion means that same promotion is use in all countries in the world without any changes. (for example, same media channels to communicate, standardised sales promotion approach, selected international trade shows/exhibition, promotional initiative by domestic corporate office business relationship, predetermined amount of promotional budget, uniform advertising theme and message etc).

VI. RESEARCH METHODOLOGY

A. Design and Methods

Keeping research objectives in the mind, the auto component firms which are members of belong to Auto Component Manufacturers Association (ACMA) are selected for the study in south India. The methodology adapted for this study is, an exploratory cum descriptive research design, non-experimental and survey method using personal interaction is used. Personal interaction is limited to administration of questionnaires to collect required data.

B. Hypothesis

1) **Ho:** There is a no significant influence of Firm's internationalisation capabilities on export marketing Standardization of marketing strategy (Standardization of 4Ps).
   H1: There is a significant influence of Firm's internationalization capabilities on export marketing Standardization of marketing strategy (Standardization of 4Ps).

2) **Ho**: There is a no significant influence of Firms Innovation Capabilities on export marketing Standardization of marketing strategy (Standardization of 4Ps).
   H1: There is a significant influence of Firms Innovation Capabilities on export marketing Standardization of marketing strategy (Standardization of 4Ps).

3) **Ho:** There is a no significant influence of Export Marketing Capabilities on export marketing Standardization of marketing strategy (Standardization of 4Ps).
   H1: There is a significant influence of Export Marketing Capabilities on export marketing Standardization of marketing strategy (Standardization of 4Ps).

4) **Ho:** There is a no significant influence of Managers Export Commitment on export marketing Standardization of marketing strategy (Standardization of 4Ps).
   H1: There is a significant influence of Managers Export Commitment on export marketing Standardization of marketing strategy (Standardization of 4Ps).

5) **Ho:** There is a no significant influence of Managers Export Knowledge on export marketing Standardization of marketing strategy (Standardization of 4Ps).
   H1: There is a significant influence of Managers Export Knowledge on export marketing Standardization of marketing strategy (Standardization of 4Ps).

6) **Ho:** There is a no significant influence of Managers Export Motivation on export marketing standardization of marketing strategy (Standardization of 4Ps).
   H1: There is a no significant influence of Managers Export Motivation on export marketing Standardization of marketing strategy (Standardization of 4Ps).

7) **Ho:** There is a no significant influence of Product Characteristics on export marketing standardization of marketing strategy (Standardization of 4Ps).
   H1: There is a significant influence of Product Characteristics on export marketing standardization of marketing strategy (Standardization of 4Ps).

C. Survey Method

Basic outline of the approaches used in various research articles is used to develop questions for studying export behavior of south Indian auto component manufacturers. Structured questionnaire is developed according to the respondent's familiarity, awareness, or understanding of something which is related to their industry, such as facts, information, descriptions, or strategies or techniques etc. For example, firm's internationalisation, innovation, marketing capabilities, manager'scommitment, manager's knowledge, manager's motivation, product characteristics, export market characteristics, competition, marketing strategies and export performance.

D. Data Source

Basically there are two types of information available to researcher in marketing research primary data and secondary data. As far as primary data are concerned the data is collected specially for the study at hand for the first time by the researcher. It is collected through issuing of questionnaires, in-depth interview with managers and throuhg direct observation.

E. Secondary Data

Secondary data as the name implies, is that information which has already been collected for some other purpose and now it is being used for a secondary purpose. It is second hand information which includes Books, internet, Databases from subscribed CD ROMs, for the present study the information is collect form ACMA, firms annual report and the Journals.

F. Respondents

Export Marketing Professionals like export managers and the person in charge for export business have been interviewed to collect the required data.

G. Samplingand Population

The population of the study: companies operating in India is 647, out of which 308 companies are in south India out of which 124 companies are actively involved in export business along with domestic business all those companies were approached to collect the data but response has been collected only from 88 companies across south India.

H. Sampling Technique

Convenient sampling method was employed for data collection. Primary data has been collected from the export managers to understand export marketing strategies adapted by their companies.

Following table shows the number of respondent 's chosen from the 3 states.

Table Number 1: State wise Distribution of Sample

SL No.	Samples Selected in South India	Sample sise
1	Andhra Pradesh	3
2	Karnataka	30
3	Tamil Nadu	55
Total		**88**

Source: Primary Data

For the present study the questions that are used in various articles related to the present topic has been streamlined. The fundamental aspects of questionnaire design along with detailed understanding of required information is thoroughly done before beginning final survey. Theories contributing to question/questionnaire design and Intensive Literature Review have been studied to understand the basic and general questionnaire design.

I. Statistical Tools Used:

For the present study linear multivariate regression analysis was used to get adequate results.

VII. ANALYSIS AND INTERPRETATION

A. Firm's Internal Factors Influencing Product Standardization
(An Aggregate analysis)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics						Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change		
1	.984[a]	.968	.965	.18358	.968	347.800	7	80	.000		1.919

a. Predictors: (Constant), Product Characteristics, Managers Export Knowledge, Firms International Capabilities, Managers Export Motivation, Firms Innovation Capabilities, Export Marketing Capabilities, Managers Export Commitment

b. Dependent Variable: Product Standardization

In the above table The value of R is very high, indicating internal factors and product standardization having high degree of correlation (.984). R Square is also high (.968) indicating the Internal Factors variables are considered as important and supports for the model fit. The significant of F change is less than 0.05 which indicate that internal factors are significantly influence the price standardization.

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	82.050	7	11.721	347.800	.000[a]
	Residual	2.696	80	.034		
	Total	84.746	87			

a. Predictors: (Constant), Product Characteristics, Managers Export Knowledge, Firms International Capabilities, Managers Export Motivation, Firms Innovation Capabilities, Export Marketing Capabilities, Managers Export Commitment

b. Dependent Variable: Product Standartdisation

Coefficients[a]

Model		Unstandardised Coefficients		Standardised Coefficients			
		B	Std. Error	Beta		t	Sig.
1	(Constant)	-.275	.074			-3.706	.000
	Firms International Capabilities	.123	.075	.104		1.628	.107
	Firms Innovation Capabilities	-.053	.089	-.056		-.592	.555
	Export Marketing Capabilities	*.264*	*.097*	*.269*		*2.724*	*.008*
	Managers Export Commitment	*.504*	*.107*	*.497*		*4.707*	*.000*
	Managers Export Knowledge	.099	.058	.101		1.729	.088
	Managers Export Motivation	-.159	.087	-.167		-1.830	.071
	Product Characteristics	*.268*	*.082*	*.255*		*3.285*	*.002*
a. Dependent Variable: Product Standartdisation							

Interpretation: Firm internal factors were used to predict product standardisation. All the seven variables were considered (under enter method). In this case Export Marketing Capabilities Managers Export Commitment (.000**) and Product Characteristics (.002**) are the factors that significantly influence product Standardization(evident by their p value being less than 0.05 and high beta coefficients. A high r square (> 0.9) is indicating the model explains the variability well. And the other variables unstandardised beta value is very low so that those factors are not significantly influencing product standardisation.

The regression model is:

Product Standardization= -.275(.123*Firms International Capabilities) +(.053*Firms Innovation Capabilities) +(.264*Export Marketing Capabilities) +(.504*Managers Export Commitment) +(.099*Managers Export Knowledge) +(.159*Managers Export Motivation) +(.268*Product Characteristics).

Since the Export Marketing Capabilities, Managers Export Commitment, Product Characteristics significant value is < than p value 0.05 therefore alternative hypothesis number 3, 4 and 7 are accepted with Product Standardisation.

B. Firm's Internal Factors Influncing Price Standardisation

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.983[a]	.967	.964	.21466	.967	332.021	7	80	.000	1.904
a. Predictors: (Constant), Product Characteristics, Managers Export Knowledge, Firms International Capabilities, Managers Export Motivation, Firms Innovation Capabilities, Export Marketing Capabilities, Managers Export Commitment										
b. Dependent Variable: Price Standardisation										

In the above table the value of R is very highindicates correlation co-efficient between the firm characteristics and price Standardization(.983) is highly correlated. R Square measure the variation explained by the regression model is (.967) being high which indicate that the model fit the data well. The significant of F change is less than 0.05 which indicate that internal factors are significantly influence the price standardisation.

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	107.089	7	15.298	332.021	.000[a]
	Residual	3.686	80	.046		
	Total	110.776	87			
a. Predictors: (Constant), Product Characteristics, Managers Export Knowledge, Firms International Capabilities, Managers Export Motivation, Firms Innovation Capabilities, Export Marketing Capabilities, Managers Export Commitment						

ANOVA[b]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	107.089	7	15.298	332.021	.000[a]
	Residual	3.686	80	.046		
	Total	110.776	87			
a. Predictors: (Constant), Product Characteristics, Managers Export Knowledge, Firms International Capabilities, Managers Export Motivation, Firms Innovation Capabilities, Export Marketing Capabilities, Managers Export Commitment						
b. Dependent Variable: Price Standardisation						

Coefficients[a]										
		Unstandardised Coefficients		Standardised Coefficients			Correlations			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Sero-order	Partial	Part	Tolerance	VIF
1	(Constant)	-.557	.087		-6.421	.000					
	Firms International Capabilities	.107	.088	.080	1.219	.226	.932	.135	.025	.097	10.284
	Firms Innovation Capabilities	-.029	.104	-.027	-.282	.779	.952	-.031	-.006	.045	22.417
	Export Marketing Capabilities	.433	.113	.387	3.821	.000	.968	.393	.078	.041	24.596
	Managers Export Commitment	.745	.125	.642	5.954	.000	.978	.554	.121	.036	27.984
	Managers Export Knowledge	.082	.067	.073	1.213	.229	.916	.134	.025	.115	8.667
	Managers Export Motivation	-.241	.101	-.222	-2.372	.020	.939	-.256	-.048	.048	20.974
	Product Characteristics	.074	.095	.061	.770	.443	.938	.086	.016	.066	15.146
a. Dependent Variable: Price Standardisation										

Interpretation: Firm internal factors were used to predict price standardisation. All the seven variables were considered (under enter method). In this case Export Marketing Capabilities (.000) Managers Export Commitment (.000), Managers Export Motivation (.020) are the factors that significantly influence price Standardization(evident by their p value being less than 0.05 and high beta coefficients. A high r square (> 0.9) is indicating the model explains the variability well. And the other variables unstandardised beta value is very low so that those factors are not significantly influencing product standardisation.

The regression model is

Price Standardization= -.557 (Firms International Capabilities*0.107) +(Firms Innovation Capabilities*-0.029) + (Export Marketing Capabilities*0.433) +(Managers Export Commitment*0.745) + (Managers Export Knowledge*0.082) +(Managers Export Motivation*-0.241) +(Product Characteristics*0.074)

Since the Export Marketing Capabilities,Managers Export Commitment,Managers Export Motivation the significant values are< than p value 0.05, therefore alternative hypothesis number 3, 4 and 6 are accepted with Price Standardisation.

C. *Firm'sinternal Factors Influence Distribution Standardisation*

Model Summary[b]					
Model	R	R	Adjusted R	Std. Error of	Change Statistics	Durbin-

		Square	Square	the Estimate	R Square Change	F Change	df1	df2	Sig. F Change	Watson
1	.975[a]	.951	.947	.20438	.951	224.198	7	80	.000	2.134

a. Predictors: (Constant), Product Characteristics, Managers Export Knowledge, Firms International Capabilities, Managers Export Motivation, Firms Innovation Capabilities, Export Marketing Capabilities, Managers Export Commitment

b. Dependent Variable: Distribution Standardiasation

In the above table The value of R is very high indicating correlation co-efficient between the firm characteristics and distribution Standardization(.975) is highly correlated. R Square measure the variation explained by the regression model is (.951) being high which indicate that the model fit the data well. The significant of F change is less than 0.05 which indicate that internal factors are significantly influence the distribution standardisation.

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.556	7	9.365	224.198	.000[a]
	Residual	3.342	80	.042		
	Total	68.898	87			

a. Predictors: (Constant), Product Characteristics, Managers Export Knowledge, Firms International Capabilities, Managers Export Motivation, Firms Innovation Capabilities, Export Marketing Capabilities, Managers Export Commitment

b. Dependent Variable: Distribution Standardiasation

Coefficients[a]

Model	Unstandardised Coefficients		Standardised Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Sero-order	Partial	Part	Tolerance	VIF
1 (Constant)	.429	.083		5.197	.000					
Firms International Capabilities	.063	.084	.060	.754	.453	.926	.084	.019	.097	10.284
Firms Innovation Capabilities	.002	.099	.002	.016	.987	.951	.002	.000	.045	22.417
Export Marketing Capabilities	.268	.108	.303	2.485	.015	.964	.268	.061	.041	24.596
Managers Export Commitment	.357	.119	.390	2.997	.004	.968	.318	.074	.036	27.984
Managers Export Knowledge	.068	.064	.077	1.056	.294	.911	.117	.026	.115	8.667
Managers Export Motivation	.021	.097	.025	.220	.826	.950	.025	.005	.048	20.974
Product Characteristics	.131	.091	.138	1.444	.153	.945	.159	.036	.066	15.146

a. Dependent Variable: Distribution Standardiasation

Interpretation: Firm internal factors were used to predict distribution standardisation. All the seven variables were considered (under enter method). In this case Export Marketing Capabilities (0.150) Managers Export Commitment (.004) are the factor that significantly influence price Standardizationand the beta value is high compared to other variables. (evident by their p value being less than 0.05 and high beta coefficients. A high r square (> 0.9) is indicating the model explains the variability well. And the other variables unstandardised beta value is

very low so that those factors are not significantly influencing distribution standardisation.
 The regression model is
 Distribution Standardisation=
 .429(Firms International Capabilities*.063)+
 (Firms Innovation Capabilities*.002)+
 (Export Marketing Capabilities*.268)+
 (Managers Export Commitment*.357)+
 (Managers Export Knowledge*.068)+

(Managers Export Motivation*.021)+
(Product Characteristics*.131)

Since the Export Marketing Capabilities, Managers Export Commitment, significant value are< than p value 0.05, therefore alternative hypothesis number 3 and 4 are accepted with Distribution Standardisation

D. Firm'sinternal Factors Influence Promotion Standardisation

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.977[a]	.955	.951	.20785	.955	243.208	7	80	.000	2.027

a. Predictors: (Constant), Product Characteristics, Managers Export Knowledge, Firms International Capabilities, Managers Export Motivation, Firms Innovation Capabilities, Export Marketing Capabilities, Managers Export Commitment

b. Dependent Variable: Promotion Standardisation

In the above table The value of R is very highindicatingthe correlation co-efficient between the firms internal and promotion StandardizationStandardization(.977) is highly correlated. R Square measure the variation explained by the regression model is (.955) being high which indicate that the model fit the data well. The significant of F change is less than 0.05 which indicate that internal factors are significantly influence the distribution standardisation.

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	73.549	7	10.507	243.208	.000[a]
	Residual	3.456	80	.043		
	Total	77.006	87			

a. Predictors: (Constant), Product Characteristics, Managers Export Knowledge, Firms International Capabilities, Managers Export Motivation, Firms Innovation Capabilities, Export Marketing Capabilities, Managers Export Commitment

b. Dependent Variable: Promotion Standardisation

Coefficients[a]

Model	Unstandardised Coefficients		Standardised Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Sero-order	Partial	Part	Tolerance	VIF
1 (Constant)	.036	.084		.430	.668					
Firms International Capabilities	.230	.085	.205	2.701	.008	.937	.289	.064	.097	10.284
Firms Innovation Capabilities	-.022	.101	-.025	-.220	.826	.949	-.025	-.005	.045	22.417
Export Marketing Capabilities	-.070	.110	-.075	-.640	.524	.950	-.071	-.015	.041	24.596

Managers Export Commitment	.416	.121	.430	3.431	.001	.969	.358	.081	.036	27.984
Managers Export Knowledge	.159	.065	.170	2.442	.017	.915	.263	.058	.115	8.667
Managers Export Motivation	.071	.098	.078	.721	.473	.950	.080	.017	.048	20.974
Product Characteristics	.222	.092	.222	2.408	.018	.951	.260	.057	.066	15.146
a. Dependent Variable: Promotion Standardisation										

Interpretation: Firm internal factors were used to predict promotion standardisation. All the seven variables were considered (under enter method). In this case Firms International Capabilities (.008) Managers Export Commitment (.001) and Managers Export Knowledge (.017) are the factor that significantly influence price Standardizationand Product Characteristics (.018) compared to other variables. (evident by their p value being less than 0.05 and high beta coefficients. A high r square (> 0.9) is indicating the model explains the variability well. And the other variables unstandardised beta value is very low so that those factors are not significantly influencing distribution standardisation.

Regression model for promotion Standardizationis

Promotion standardisation= (Firms International Capabilities*.230)+
(Firms Innovation Capabilities*-.022)+
(Export Marketing Capabilities*-.070)+
(Managers Export Commitment*.416)+
(Managers Export Knowledge*.159)+
(Managers Export Motivation*.071)+
(Product Characteristics*.222)

Since the Firms International Capabilities, Managers Export Commitment, Managers Export Knowledge and Product Characteristics significantvalues are< than p value 0.05, therefore alternative hypothesis number 1, 4, 5 and 7are accepted with Promotion standardisation.

VIII.   RESEARCH FINDING

A. *Firm's Internal Factors Impact On Standardizationstrategy*
1. Export Marketing Capabilities, Managers Export Commitment, Product Characteristics are having significant impact on Product Standardisation.

2. Export Marketing Capabilities, Managers Export Commitment, Managers Export Motivation having significant impact on Price Standardisation.

3. Export Marketing Capabilities, Managers Export Commitment are having significant impact on Distribution Standardization

4. Firms International Capabilities, Managers Export Commitment, Managers Export Knowledge Product Characteristics are having significant impact on DistributionStandardisation.

IX. DIRECTIONS FOR THE FUTURE RESEARCH

This article has given the authors a wider understanding of why auto component manufacturers in south India would choose to standardise their marketing strategies across global market. Far from complete nonetheless, this study has only embarked on one confident step towards a better comprehension of the complex interrelationship of fundamentals entwined in the descriptive understanding of a company's export marketing strategies. However, in order for the findings from this research to be applied to all auto component manufacturers in India, the authors suggest few recommendations for future research regarding the topic such as expandingthe study by considering more case studies in order to be able to generalise the research findings and Investigate the actual factors influence (both internal and external to the company) of some other industry that may lead to company decisions in choosing a suitable marketing strategy.comparative analysis can also be done between the industries to know the effect of standardization of marketing strategies.

X. CONCLUSIONS

The research results prove that the Standardizationapproach varies across international marketing behaviour and that Standardizationis not necessary for all the market situation. Overall, south Indian auto component exporters mostly use moderately and highly Standardization of international marketing strategies. Standardizationcan provide significant savings for company on global scale. The expertsopine that the preferable degreeofStandardizationisdiffers from one market condition to the other.

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