FACTORS AFFECTING TO THE SUCCESS OF SPARE PART IMPORTING BUSINESSES IN GAMPAHA DISTRICT OF SRI LANKA

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ABSTRACT

Spare parts are required for every vehicle. Because vehicles are depreciating from the very first day of it use. Automobile spare part businesses are needed when vehicles need to replace its parts if any damage caused. Other than that modifying parts are also required. Spare part importing and retail businesses are the one who fill this requirement. Starting and doing an auto part business is not a simple thing. Knowledge and experience is the key success an auto part importing business. There for the aim of this study is to provide adequate information for the parties who are looking forward to start an auto part importing business. The factors affecting to the success of spare part importing businesses is discussed through this research paper. And analyze what is the relationship between each variables and the relation between those factors and the level of business success.

This research is based on the quantitative approach. 148 Spare part importing businesses were selected from Gampaha district as the sample of the study. Random sampling method is used as the sampling method by the researcher. The data were analyzed using descriptive statistics, correlation and multiple regression analysis.

As on the descriptive statistics variables that considering the research is high level with the success of the business at the initial stage. All variables have positive correlation with the success of auto part importing businesses. And all factors are significant with the dependent variable expect awareness of paper works is not significant with the success of auto part importing business at the start up.

Keywords: Suitable location (FCL), Steady supplier (FSS), Planning and capital investment (DBP), Market analysis (MA), Awareness of paper work (ANP), Advertise business to the public(AGB).

TABLE OF CONTENTS

ACKNOWLEDGEMENT i

ABSTRACT ii

TABLE OF CONTENTS iii

ABBREVIATIONS xviii

Chapter-1 1

INTRODUCTION 1

1.1 Background of the Study 1

1.2 Problem Statement 3

1.3 Research Questions 4

1.4 Research Objectives 5

1.5 Significance of the Study 5

1.6 Scope of the Study 5

1.7 Chapter Outline 6

Chapter-2 7

LITERATURE REVIEW 7

2.1 Introduction 7

2.2 Introduction to Spare Part Businesses 7

2.3 Sri Lanka Auto Mobile Spare Part Industry 8

2.4 Factors for the Success of Spare Part Importing Businesses 9

2.4.1 Success of Auto Spare Part Importing Businesses Measures 10

2.4.2 Awareness of Necessary Paper Works 11

2.4.3 Find Steady Supply of Auto Mobile Spare Parts 12

2.4.4 Find Suitable Location 12

2.4.5 Develop Better Plan and Investing Capital 13

2.4.6 Market Analysis 15

2.4.7 Advertise the Business to the General Public 16

2.5 Hypothesis 16

2.5.1 Find Suitable Location 16

2.5.2 Awareness of Necessary Paper Works 17

2.5.3 Find Steady Supply of Auto Mobile Spare Parts 17

2.5.4 Develop Better Plan and Investing Capital 17

2.5.5 Market Analysis 18

2.5.6 Advertise the Business to the General Public 18

2.6 Chapter Summary 19

Chapter- 3 20

CONCEPTUALIZATION AND OPERATIONALIZATION 20

3.1 Introduction 20

3.2 Conceptualization 20

3.2.1 Conceptualization Framework 21

3.2.3 Factors Affecting to the Success of Auto Mobile Spare Part Importing Businesses Performance Measures (SAB) 23

3.3 Operationalization 23

3.4 Chapter Summary 26

RESEARCH METHODOLOGY 27

4.1 Introduction 27

4.2 Research Philosophy 27

4.3 Research Approach 28

4.4 Research Strategy 28

4.5 Methodological Choice 29

4.6 Time Horizon 29

4.7 Research Area 29

4.8 Population of the Study 29

4.9 Sampling Technique Method 30

4.10 Sampling Framework and Sample Size 30

4.10.1 Sample Size 30

4.10.2 Sampling Framework 30

4.11 Method of Data Collection 30

4.12 Research Instrument 31

4.13 Method of Data Measurements 31

4.13.1 Method of Measured of Business Information 31

4.13.2 Method of Measuring the Research Information 32

4.14 Data Analysis 33

4.15 Validity and Reliability of Instruments 33

4.16 The Pilot Study 34

4.17 Unit of the Analysis 35

4.18 Method of Data Evaluation 35

4.18.1 Method of Data Analysis of First Objective 35

4.18.2 Method of Data Analysis of Second Objective 36

4.18.3 Method of Data Analysis of Third Objective 37

4.18.5 Method of Hypothesis Testing 39

4.19 Data Presentation 40

4.20 Ethical Consideration 40

4.21 Chapter Summary 40

Chapter -5 41

DATA PRESENTATION AND ANALYSIS 41

5.1 Introduction 41

5.2 Respondents 42

5.3 Analysis of Reliability 42

5.3.1 Reliability of Finding a Suitable Location for Your Business (FCL) 42

5.3.2 Reliability of Finding a Steady Supply of Auto Spare Parts (FSS) 42

5.3.3 Reliability of Develop Better Plan and Investing Initial Capital (DBP).....43

5.3.4 Reliability of Market Analysis (MA).....43

5.3.5 Reliability of Awareness of Necessary Paperwork (ANP).....43

5.3.6 Reliability of Advertise Business to the General Public (ABG).....44

5.3.7 Success of Automobile Spare Part Importing Business (SAB).....44

5.4 Data Presentation.....44

5.4.1 Data Presentation for Information about Business.....45

5.5 Univariate Analysis.....51

5.5.1 The First Objective of the Study.....51

5.6 Bivariate Analysis.....61

5.6.1 The second objective of the study.....61

5.7 Simple Regression Analysis.....66

5.7.1 The Third Objective of the Study.....66

5.8 Multiple Regression Analysis (MRA).....78

5.9 Hypotheses Testing.....81

5.9.1 Testing Hypotheses 1.....81

5.9.2 Testing Hypotheses 2.....82

5.9.3 Testing Hypotheses 3.....82

5.9.4 Testing Hypotheses 4.....83

5.9.5 Testing Hypotheses 5.....84

5.9.6 Testing Hypotheses 6 84

5.10 Chapter Summary 85

Chapter-6 86

FINDINGS AND DISCUSSION 86

6.1 Introduction 86

6.2.1 Sample Distribution of Spare Part Importing Businesses 86

6.2.2 Age of the Business 86

6.2.3 Type of Auto Mobile Spare Parts Currently Selling 87

6.2.4 Vehicle Brand Names that Has Higher Movement of Vehicle Parts. 87

6.2.5 Highly Requested Spare Parts Respect To Vehicle Type 87

6.2.6 Countries that Mainly Import Spare Parts. 87

6.3 Research Information 88

6.3.1 Discussion for Objective One 88

6.3.2 Discussion for Objective Two 89

6.3.4 Discussion for Objective Three 92

6.4 Multiple Regression 96

6.4 Discussion of Hypotheses Testing 97

6.4.1 Testing Hypotheses 1 97

6.4.2 Testing Hypotheses 2 98

6.4.3 Testing Hypotheses 3 98

6.4.4 Testing Hypotheses 4 99

6.4.5 Testing Hypotheses 5 99

6.4.6 Testing Hypotheses 6 99

6.5 Chapter Summary 100

Chapter -7 101

CONCLUSION AND RECOMMENDATION 101

7.1 Introduction 101

7.2 Conclusion 101

7.2.1 First Objective 101

7.2.2 Second Objective 102

7.2.3 Third Objective 103

7.3 Contributions of the study 104

7.4 Recommendations 104

7.5 Limitations of the Study 105

7.6 Directions for Future Study 106

LIST OF REFERENCES 107

APPENDIX- 1 1

APPENDIX- 2 6

Table 3.1 Operationalization.....24

Table 4.1 Indicators and Attributes of Business Information Scale 31

Table 4.3: Likert Scale of the Research 33

Table 4.4: Objective vice Method of Analysis 33

Table 4.5: Decision rule of Thumb-Reliability Analysis.....34

Table 4.6: Reliability Test Results of the Pilot Test 34

Table 4.7: Decision Attribution of Univariate Analysis and Evaluation 36

Table 4.8: Correlation Scale 37

Table 5.1 Reliability of Finding a Suitable Location for Your Business.....42

Table 5.2 Reliability of Finding a Steady Supply of Auto Spare Parts 43

Table 5.3 Reliability of Develop Better Plan and Investing Initial Capital 43

Table 5.4 Reliability of Market Analysis.....43

Table 5.5 Reliability of Awareness of Necessary Paperwork.....44

Table 5.6 Reliability of Advertise Business to the General Public.....44

Table 5.7 Success of Automobile Spare Part Importing Business 44

Table 5.8 Age of the Business 45

Table 5.9 Located Area of the Business 46

Table 5.10 Type of Auto Mobile Spare Parts Currently Selling.....47

Table 5.11 Vehicle Brand Names That Has Higher Movement of Vehicle Parts 48

Table 5.12 Highly Requested Spare Parts Respect to the Vehicle Type 49

Table 5.13 Countries that Mainly Import Spare Parts by the Business. 50

Table 5.14 Mean/Stand Deviation of Finding a Suitable Location for the Business and Its Indictors of the Respondents.....52

Table 5.15 Decision Criteria and Frequency Distribution for Finding a Suitable Location for the Business.....52

Table 5.16 Mean/Stand Deviation of Finding a Steady Supply of Auto Spare Parts for the Business and Its Indictors of the Respondents.....53

Table 5.17 Decision Criteria and Frequency Distribution for Steady Supply of Auto Spare Parts 54

Table 5.18 Mean/Stand Deviations of Finding a Better Plan and Investing Initial for The Business And Its Indictors Of The Respondents 55

Table 5.19 Decision Criteria and Frequency Distribution for Better Plan and Investing Initial Capital for the Business.....55

Table 5.20 Mean/Stand Deviation of Market Analysis for the Business and Its Indictors of the Respondents.....56

Table 5.21 Decision Criteria and Frequency Distribution for Market Analysis for the Business 56

Table 5.22 Mean/Stand Deviation of Awareness of Necessary Paperwork for the Business and Its Indictors of the Respondents.....57

Table 5.23 Decision Criteria and Frequency Distribution for Awareness of Necessary Paperwork for the Business 58

Table 5.24 Mean/Stand Deviation Of Advertise Business to the General Public for the Business and Its Indictors of the Respondents.....59

Table 5.25 Decision Criteria and Frequency Advertise Business to the General Public for the Business.....59

Table 5.26 Mean/Stand Deviation of Success Variables for the Business and Its Indictors of the Respondents.....60

Table 5.27 Decision Criteria and Frequency Distribution for Success Variables for the Business and Its Indictors of the Respondents.....61

Table 5.28 Correlation Among In the Factors That Effect on the Success of Vehicle Spare Parts Importing Businesses and Its' Level of Business Success 62

Table5.29 Correlation between Success of the Business (SAB) and the Suitable Location (FCL) 63

Table 5.30 Correlation between Success of the Business (SAB) and the Steady Supply of Auto Parts (FSS).....64

Table 5.31 Correlation between Success of the Business (SAB) and the Better Plan and Initial Capital Investment (DBP) 64

Table 5.32 Correlation between Success of the Business (SAB) and the Market Analysis (MA) 65

Table 5.33 Correlation between Success of the Business (SAB) and the Awareness of Necessary Paperwork (ANP) 65

Table 5.34 Correlation between Success of the Business (SAB) and the Advertise Business to General Public (ABG) 65

Table 5.35 Model Summery of Simple Regression between Finding a Suitable Location for Your Business (FCL) and Success of the Business (SAB).....66

Table 5.36 ANOVA of Simple Regression between Finding a Suitable Location for Your Business (FCL) and success of the business (SAB) 67

Table 5.37 Coefficient of Simple Regression between Finding a Suitable Location for Your Business (FCL) and success of the business (SAB) 67

Table 5.38 Model Summery of Simple Regression between Steady Supply of Auto Spare Parts (FSS) and Success of the Business (SAB)) 68

Table 5.39 ANOVA of Simple Regression between Steady Supply of Auto Spare Parts (FSS) and Success of the Business (SAB) 69

Table 5.40 Coefficient of Simple Regression between Steady Supply of Auto Spare Parts (FSS) and Success of the Business (SAB) 69

Table 5.41 Model Summery of Simple Regression between Develop Better Plan and Investing Initial Capital (DBP) and Success of the Business (SAB) 70

Table 5.42 ANOVA of Simple Regression between Develop Better Plan and Investing Initial Capital (DBP) and Success of the Business (SAB) 71

Table 5.43 Coefficient of Simple Regression between Develop Better Plan and Investing Initial Capital (DBP) and Success of the Business (SAB) 71

Table 5.44 Model Summery of Simple Regression between Market Analysis(MA) and Success of The Business (SAB) 72

Table 5.45 ANOVA of Simple Regression between Market Analysis (MA) And Success of the Business (SAB) 73

Table 5.46 Coefficient of Simple Regression between Market Analysis (MA) and Success of the Business (SAB) 73

Table 5.47 Model Summery of Simple Regression between Awareness of Necessary Paperwork (ANP) and Success of the Business (SAB) 74

Table 5.48 ANOVA of Simple Regression between Awareness of Necessary Paperwork (ANP) and Success of the Business (SAB) 75

Table 5.49 Coefficient of Simple Regression between Awareness of Necessary Paperwork (ANP) and Success of the Business (SAB) 75

Table 5.50 Model Summery of Simple Regression between Advertise Business to the General Public (ABG) and Success of the Business (SAB) 76

Table 5.51 ANOVA of Simple Regression between Advertise Business to the General Public (ABG) and Success of the Business (SAB) 77

Table 5.52 Coefficient of Simple Regression between Advertise Business to the General Public (ABG) and Success of the Business (SAB) 77

Table 5.53 Model Summery of Multiple Regressions between Success of Business and the Identified Factors (FCL/FSS/DBP/MA/ANP/ABG/SAB). 78

Table 5.54 ANOVA of Multiple Regression between Success of Business and the Identified Factors (FCL/FSS/DBP/MA/ANP/ABG/SAB) 79

Table 5.55 Coefficient of Multiple Regressions between Success of Business and the Identified Factors (FCL/FSS/DBP/MA/ANP/ABG/SAB). 79

Table 5.56 Testing Hypotheses 1 81

Table 5.57 Testing Hypotheses 2 82

Table 5.58 Testing Hypotheses 3 83

Table 5.59 Testing Hypotheses 4 83

Table 5.60 Testing Hypotheses 5 84

Table 5.61 Testing Hypotheses 6 84

Table 6.1 Testing Hypotheses 1 97

Table 6.2 Testing Hypotheses 2 98

Table 6.3 Testing Hypotheses 3 98

Table 6.4 Testing Hypotheses 4 99

Table 6.5 Testing Hypotheses 5 99

Table 6.5 Testing Hypotheses 6 99

Table 7.1 Level of Variables 102

Table 7.2: Correlation of Variables 102

Table: 7.3 Impacts of Variables 103