

## ABSTRACT

Factors relating to export performance to the United States:

A study of the Vietnam fishery industry

This study is focused on the investigation of the relationship between export performance factors and the export performance of Vietnam fishery industry for the United States export. The research objectives encompass: Examine the relationship between the export performance factors, that are trade barriers, standardization, product differentiation, export information, and managers' perceived barriers, and export performance of Vietnam fishery industry for the United States export and also examine to what extent the export performance is related to export performance factors.

Seafood has been the spearhead industry that is one of the largest earning exports behind only crude oil and garments of Vietnam. Fishery has been considered as a key sector of Vietnam's economics. Like other important industries, fishery has been oriented to serve industrialization and modernization strategies of the Vietnam government. As a result, the export of Vietnam's fishery has penetrated more than 50 markets and the United States is the largest import market. However, the United States is one of the most fastidious markets in every aspect in terms of trading. Therefore, to find out the relationship between the export performance factors and export performance of Vietnam fishery industry for the United States export is very important. It will benefit the exporters to develop better strategies for exporting fishery products to the United States market and also help the Vietnam fishery exporters to understand better the prospects of exporting to the United States market.

There are six chapters in this research. Chapter one deals with the industrial features about fishery products. Chapter two explains the references of all relevant variables being formed in the conceptual model. Chapter three elaborates the conceptual framework. Research methodology is discussed in chapter four which encompasses the sampling survey and the research technique. Chapter five shows the result of the hypothesis testing of the research. The last chapter is the researcher's recommendation basing on the findings.

Data collection in this study is done by sending questionnaire to 40 fishery export companies in Ho Chi Minh city, Vietnam. The directors and export-import managers of the companies represent as the respondents.

Results from the test of 5 hypotheses in which independent variables consist of trade barriers, standardization, product differentiation, export information, and managers' perceived barriers and one dependent variable is the export performance, confirm that all of them show the statistical significance, which means there is relationship between pair of independent and dependent variables.