

## The Preferences Of a Rival Conception, To Conform Marketing Tactics and Export Responsibilities on the Base of Exportation Activities

Khabat khedri<sup>1</sup>, Mehdi Farzpourmachiani<sup>2</sup>, Amir Khodadadi Parashkouh<sup>4</sup>, Mahmoud Daneshfar<sup>3</sup>, Ali Farzpourmachiani<sup>3</sup>, Mohammadali Rajabi Torbehba<sup>3</sup>, Jalal Izadi Jorshari<sup>4</sup>, Akbar Shirzadi Motlagh<sup>4</sup>, Seyedmohammad Seyedmosavi Tiseh<sup>5</sup>, Salar Basiri<sup>6</sup>, Ahmad Rahmanzad Masouleh<sup>7</sup>, Mehrdad fojlaley<sup>8</sup>, Seyedsalaman seyedein<sup>9</sup>

<sup>1</sup>PhD in entrepreneurship, department of entrepreneurship, Technofest Institute of Technology University (TITU). Erquelinnes, Belgium

<sup>2</sup>Assistant professor in entrepreneurship, department of entrepreneurship, Technofest Institute of Technology University (TITU). Erquelinnes, Belgium

<sup>3</sup>PhD in entrepreneurship, Brussels Capital University, Istanbul Branch, Istanbul, Turkey

<sup>4</sup>PhD in entrepreneurship, department of entrepreneurship, Technofest Institute of Technology University (TITU). Erquelinnes, Belgium

<sup>5</sup>Master in entrepreneurship, department of entrepreneurship, Technofest Institute of Technology University (TITU). Erquelinnes, Belgium

<sup>6</sup>M.Sc. Mechanical Engineer, CEO at Idea Land Smart Solution Co. Ltd, Tehran, Iran

<sup>7</sup>B.Sc. Architecture Engineer, International Inventors Institute of A.F.Z, Anzali Free Zone, Gilan, Iran

<sup>8</sup>Professor at Technofest Institute of Technology University (TITU). Erquelinnes, Belgium

<sup>9</sup>Lecturer of Imamreza International University, Mashhad, Iran

### Abstract

The last decade is distinct because of globalization and challenge in most of the jobs. Consumer, industrial, and service markets or source markets like capital, material, and technology perfectly became homogenized in the global level. The goal of exportation is to achieve benefits, continuous incomings, and increasing in rival ability in long-length. There is an organized attempt to prove the conditions of exportation operations and it is started by the State and the industries recently, which must be assessed from a regional point of view.

The goal of this study is to fill an important split in the ground of international marketing issues, through which and by studies on the behavior of company in external markets (to conformation marketing tactics and export responsibilities) would be occur on the preference of rival or challenging conception and exportation. This study by using 30 cases of Iranian exporter companies would reveal from this fact that those companies who have more responsibilities toward external markets, have more attitude toward the conformation of marketing elements. These companies also act better in external markets. By the researches it is shown that as well conformation marketing tactics have a positive effect to grasp the preferences of rival conception that have in turn a positive effect to export to the external markets, also it has a direct effect on exportation.

**KeyWords:** Rival preferences, Marketing, exportation responsibility, exportation operation.

### 1. Introduction

In nowadays trading space with its most important trait, that is, the extension of the globalization of markets and mutual economic relationships, it is a requirement more and more necessary to use the international marketing strategies. Even companies who choose just their own internal market, would have the challenges of the rivalry by international markets. Exporting as a basic strategy today operate to secure and to safe growth of companies, and to have rival traits in external markets could cause a positive effect on the current and the future status of a company. Though, in the field of international marketing, information and recognition is not adequate to determine the rival state of the company in the international market. Most studies on the topic exportation are focused on a series of various and

heterogenous variables. One of the main goals of this study is to pass this lack of study, which is possible through a theoretical model for analysis the result of the preferences of manager's rival conception whose influence are observed in the external markets. Moreover, strategic decisions that for the needs of the country correspond to conformation marketing tactics, would cause to reach these rival preferences and thus, the orientation of a company in the international domain would cause to effects on the level of rival preferences and the exportation operation.

In researcher's point of view, to recognize the preferences of rival conception for the purpose of conforming marketing tactics and to prove the exportation of the country, is the most important factor to equal the economy of a county to the global economy.

## **2. A Revision of the Last Literature**

In the 2004 a research in South Korea by Lee and Griffith shown that the conformation of product to the external customers' desire and increasing in trading in relation to external distributor had an effect in exportation.

A research in Greece has been done in 1996 by Katsikeas, Piersy, and Ionainnids, and its result showed that manager's responsibility to exportation and its provocations, would cease to exportation's operation.

In 1989 a research that has done by Abbey and Slater and offered some factors like place, company's traits, and marketing strategy as the determining factors in the exportation operation.

Another research in 1994 that Styles and Ambler worked on it, recognized the factors company's traits, relationships, strategy, and place as the determining factors in exportation operation.

## **3. Theoretical Bases of the Study**

### **3-1- Exportation**

The simplest way to enter the external market is the exportation. When passive exportation could occur that one company once upon a time by the reason of having a product in excess of its internal use, sell it to another country's customers. Active exportation is when a company decides to export its products to another country. In both cases it is possible for a company to make the products in its own country and change the product for the end market or keep it as the same shape as used in its internal market (Sarmadi& Others, 2005).

### **3-2- exporting marketing**

Exporting marketing in fact is a homogenous marketing of commodities and services that is offered to customers internationally. Exporting marketing:

- 1) The Conception of the place of the end market
- 2) Recognition of potential capacities of the market through marketing researches
- 3) Decisions about the offering of the product, its pricing, distributing and its channels, advertisement and communication and mixed marketing (Keegn& Green, 2000)
- 4) Exporting marketing consists of all the activities that the company does, to offer its products beyond internal markets (Jean-Pierre & Hennessy, 1998).

According to Mersen's comment, exportation operation is considered as one of the basic traits for decision making about the international trading. Kavsgill and so defined exportation operation to the degree that when a company would be successful that exports a product to an external market.

Though most of the researchers had accepted that exportation operation is particularly a multidimensional concept and must be considered from various perspectives, but in many cases it could take subjective or practical nature. Exporting operation should be satisfying for the managing, because provides a measure for assessing accord to organizational exceptions.

### **3-4- Determining Factors of exporting operation**

To organize the recoveries of last studies that includes the studies of Beamish and Craig and Mclellan, and also Dominquez and Sequeira in 1993, study of Dominquez and Sequeira in 1993, study of Holzmuller and Kasper in 1991, and finally the study of Katsikeas, Piersy, and Ionainnids in 1996, in the area of exporting operation and exportation marketing strategy, the following figure is shown in which determining factors of operator classified in two dimensions.

1. Interior against exterior
2. Controllable against uncontrollable

Theoretically, it is authentic to classify the determining factors of exportation operation to interior and exterior. Because interior determining factors based on the theory of authentic resources; and exterior determining factor are based on the theory industry structure. The theory of authentic resources considers company as a distinct pack that is untouchable and impalpable (poverties, properties, processes, managing traits, information and recognition) that are controllable by the company and make it able to improve its strategies for accede and succession (Barney, 1991). This theory, designates interior resources of the organization as the determining factors of the operator and the strategy of exportation. In the contrary, the structure theory believes in that exterior factors determine the strategy and the operation of the company. This theory explains that the exterior space applies some pressures to the company against which to be stable and to be successful the company must correspond properly. According to the industry structure theory, exterior factors and exporting strategy of the company are the determining factors of exporting operator (Collis & Montgomery, 1997).

Studies that focus extensively on the controllable factors as the determining factors of exporting operator, are on this presumption that managers can determine the direction of the operator of exporting. On the contrary, studies that focus particularly on uncontrollable factors essentially describe an algebraic perspective from the exportation (Zou & Stan, 1998).

Controllable	<u>Exporting marketing strategy</u> <u>Total exportation strategy</u> Using market researches Product conformation Price conformation Increasing intensities Distributing channel kinds Manager's conceptions and attitudes <u>Support and responsibility toward Exporting</u> Recognized barrier and preferences of exportation	
Uncontrollable	<u>Managing traits</u> <u>International experience of managing</u> Experience and education of managing  <u>Traits and abilities of the company</u> Company's extension International ability of the	Industry traits The intensity of technology used in industry The level of industry dynamism  <u>External market traits</u> Exporting market's interesting Exporting market's rivalry Barriers against exporting

	company Lifetime of the company Technology of the company Capacities and abilities the of company	market <u>Internal market traits</u> Internal market
	Internal	External

Figure 1: exporting operator's determining factors

**3-5- Scales for measure exporting operator**

There is no general acceptance about how to measure exporting operator in the researchers (Cavusgil&Zou, 1994).

"Sale" is measured by some measures like the quantity of total sales or the intensity of exportation (Kaynak&Kuan, 1993). "Benefit" with total benefits of exportations, and relative measures of benefit would be equal to the division of the total benefit to the internal market benefit (Louter& all, 1991).

When the measures of "benefit" or "sale" would be stable, then the measure of the "growth" which returns to changes of sales or benefits of exportation in a duration, could be measured (Madsen, 1989).

"Success" has some measures like the believe of the managing team about the part of export in all the benefits of the company, and about that how is the credit of the company and so on (Singer &Czinkota, 1994).

"Satisfaction" comes back to the managing team satisfy from the exporting operator of company (Patterson & et.al, 1997). "Access to the goal" relates to the management assessing operation according to the ends (Katsikeas, 1996).

And finally, "synthetic measures" consists of measures that are based on total scores on various measures operation (Holzmuller& Kasper, 1991).

Export sales, export benefits, and synthetic measures are the main measures of the operation that are used (Zou & Stan, 1998).

**4. Research Model**

Katsikeas, Piersy, and Ionainnids and also Lee and Griffith in some researches in 1996 and 2004 offered some models that the mix of both of them could help to extend the conceptual model of the study.

**4-1 Objective traits of company**

**4-1-1- Company's extension:** organizational resources, being provided to the measure, and to use of existent risks, are three factors of extension that make a positive effect relate to exporting operator. These extensions oriented preferences, not only make it easy to recognize the external market's traits, but also increase the ability to correspond to the requirements of external customers and thus potentially cause to increase the level of the exporting operation.

**4-1-2 Exportation experience:** experimental knowledge in the field of external markets and operations is a leading force in the globalization of companies. Increasing of experience in export has some privileges like: 1- increase the assure about exportation activities, 2- better conception of the mechanism of the external market, 3- to make a vast channel of communication with customers.

Hence the planning and performance of the external marketing sketches would be more fruitful. And thus experience exporters would act better than others.

**4-2 Conception variables related to the export**

**4-2-1- exportation provocation:** in focus on the attempts of companies in recognizing and using the opportunities of the external markets, the exportation marketing researchers distinguished between passive and active exportation provocations. Active provocations relate to the perky behavior of companies and their responsibility to research about the exportation provocations (drawing factors). Passive provocations relate to the reactions of companies to the changes and reflect the passive attitudes toward exportation opportunities (withdrawing factors). Since these two kind are representatives of various models of exportation behavior and attitude, which would effect exporting operator in various directions, so the export decision making is at the same time passive and active.

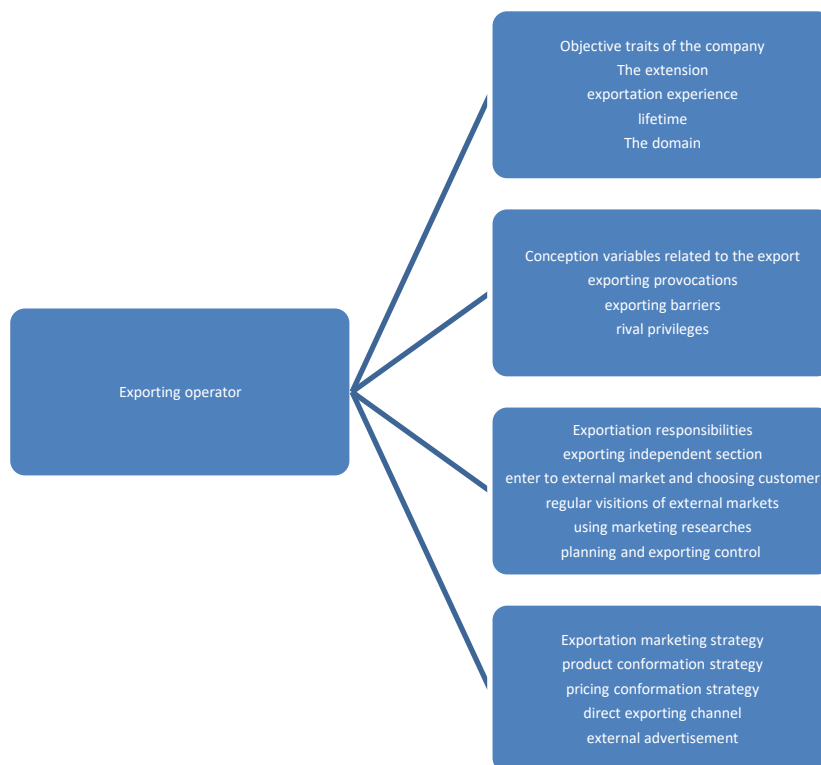


Figure 2: conceptual model of the research

**4-2-2- problems and barriers against exportation:** problems reduce the limits for browsing, determining and using the opportunities of exporting market which in its turn would reduce the exporting operation.

**4-2-3- rivalry preferences:** the desire and the capacity of the company to associate and continuous presence in export activity, depends on its rivalry statue in the end markets. Companies might designate some various ways to rivalry in the end market. The end market's trait is an effective factor in taking a rival statue and keep safe and successful in the exporting market. Regarding to these topics there is a direct relation between rival preferences and exporting operation.

**4-3 Exporting responsibilities**

Management responsibility to export has a powerful effect on the exporting successfulness of producers. To be assure about hold and keep the regular operation of exporting, conception of the viewpoints of the external customers and advanced marketing businesses is necessary, for which reason the managing responsibility has an important role. Managing responsibility reflexes in the activities like: independent export section, exportation control and planning, exporting marketing researches, and regular visits of the exporting market (Beamish & et.al, 1993).

## **4-4 Export marketing strategy**

**4-4-1 Product conformation strategy:** it is related to the degree that a company makes its products homogenous or make them conform to the end market. For the exporters that offer products to various customers with all the world, homogeneity of products would be a kind of indifference to the external customers. But the companies who conform their products to the end market would access to the acceptance of customers and in the end they increase the total operation.

**4-4-2 Price conformation strategy:** in this study it relates to the international pricing policies. Those Companies who applied price conformation strategies are able to correspond strongly to changes of the conditions of the market, of the rivalry situations, and regional forces. Research's results show that pricing conformation would equalize the conditions of rivalry in the end market and also increase the ability of exporter to operate rival status in the market and thus would improve the exportation operation.

**4-4-3 Direct exporting channel:** two main privileges of direct exporting are:

- 1- Better knowledge of the exporting markets
- 2- Increasing exportation benefits through the absorb of a part of the impure benefits

Researches show that direct exporters are more successful than indirect exporters (Stump & et.al, 1998). Those exporters who apply the direct channel strategy can achieve much information from the market and are more sensitive to changes of the exporting market. Thus the exporters who use the direct exporting channel would have a more exportation operation.

**4-4-4 External advertisement:** the advertisement's positive effect on the exportation operation follows by this logical reason that an exporter can increase the export by the proper advertisement procedures. Exporters who have more responsibility toward their exporting markets, would cost more expensive levels of advertisement and achieve more exportation operation. Thus the cost of external advertisement positively influences on the exportation operation.

## **4-5 The preferences of the rival conception**

When a company has the rival privilege that it has some creditable resources and a unique ability, and it has the capacity to offer new presents to the market that are more valuable for customers from the rival ones. The main question here is that has the rival status of the company any important role in its exportation operation?! Rival preference is a value through which a product offers to customers in the end market of exportation and the cost of offering this value is real. Cost preference consists of resources that are in process in the production, the marketing, and in the final affections of price in the exporting market. Product preference consists of the quality, the design, and other traits of the product that make distinct the real value of the company of the other ones. And finally the service preference consists of the services relate to the real value like the speed of delivery and credit and after sale's service quality.

Moreover, assessing rival preference of the company requires gathering information about the customer's conceptions of products and services of the company and also information about the company's status in the market. We define the rival conception preference of a company relate to other companies in the export market. In fact, rival preferences are some introduction to the exportation operation.

## **4-6 Conformation of export marketing tactics**

Lowitshows that to globalize the rival strategies of export is as well possible and useful because through this way the company in long-length could be able to achieve economic benefits in production, marketing, managing, and researches and extension, as well as it is a cause to make a coherent image of the brand of the company in all the countries that the company sales its products in them. Since, when the end markets of the company act in the same form, various researchers prescribe to use the standards. To make standard the marketing plans requires to offer homogenous production

lines with similar prices through similar distributing channels which applies through marketing plans in various countries.

It is possible to achieve many privileges for the company through conforming export marketing tactics: 1. It makes the company able to regulate its product offering to the needs of the end market customers. 2. It improves the relationships between local mediators. 3. The company can achieve more benefits as well as conforming product-market could improve the level of satisfaction of the customer. So, conforming export marketing tactics would improve the exportation. Thus, it could be said that the conforming of the price, communication, product, distribution for the needs and expectations of the external customers has a positive effect to the operation in the international markets.

## 5. Research's Method

Present research regarding to the goal is of the kind of applying studies, and regarding to the gathering of the data is of the kind of undescriptive from the type of cohesive and particularly from the type of the structural modeling equivalents. An entire structural modeling is a mixing of a directional figure and an affirmative factor analysis (Kalantari, 2003). In researches that the goal is to examine a certain model of relationship between variables, the structural equivalent model is used (Sarmad& Others, 2004).

Statistic society of the research is Iranian companies that are uncountable, thus it's done through accidental circularize inquiries to 30 export companies in Tehran. The used inquiry shaped in the form of the six major effective terms on the exportation operation. This inquiry is one of the creditable scientific inquiries that the Kronbach's Alpha's test is used to measure its static. The results of this test show that the multiple of the Kronbach's alpha is equal to 0/877. Thus, the static of the inquiry is affirmed.

## 6. Research's Assumptions

On the basis of the recognized effective thematic in the research literature and also on the basis of the used inquiry, the following assumptions are issued:

- 1- Rival conception preferences have a positive effect on the exportation operation.
- 2- Conforming marketing tactics have a positive effect on the exportation operation.
- 3- Marketing strategy has a positive effect on the exportation operation.
- 4- Objective traits of the company have a positive effect on the exportation operation.
- 5- The company's responsibility toward export have a positive effect on the exportation operation.
- 6- Conception variables relating to the exportation have a positive effect on the exportation operation.

## 7. Assessing the Data

To examine the assumptions of the research, we use direction analysis method. It is possible to use direction figure as a means to show that what variable causes to what effects on other variables. If the offered figure model affirmed by proper indexes, it could be used to examine assumptions about the relation between existent variables in the direction figure. So the first step is to determine the propriety of the model (Azar, 2002). The figure 3 is the designated direction figure to examine the assumptions of the research. According to countings, the propriety indexes for this model are as follows:

Chi-Square = 870/20 , GFI = 0/90 , NFI = 0/95 , GFI = 0/92 , NGFI = 0/90 , RMSEA = 0/004

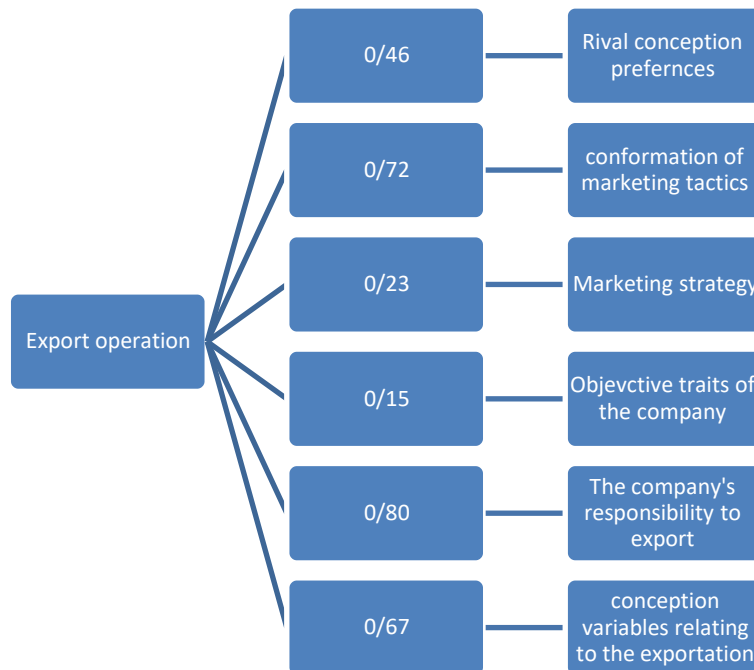


Figure 3. Direction figure constituted by research's assumptions

Since above indexes shows the high level of propriety of the model, so theoretical model is affirmed and because it's affirmed by the indexes of propriety, we can use it to examine research's assumptions and show the achieved results in table 1.

Independent variable	Dependent variable	Direction multiple	Assumption's number	Affirmation condition
Exportation operation	Rival conception preferences	0/46	1	Accepted
	Conforming marketing tactics	0/72	2	Accepted
	Marketing strategy	0/23	3	Accepted
	Objective trait of the company	0/15	4	Accepted
	The company's responsibility to export	0/80	5	Accepted
	Conception variables relating to the exportation	0/67	6	Accepted

Table 1: the results of examination of the assumptions

**8. Discuss and Offers**

In this research, determining factors of exportation operation in the activity domains of Iranian companies had studied. The recognition of determining factors was based on a model on the base of which the factors of variables were rival conception preferences, conforming marketing tactics, marketing strategy, objective traits of the company, the company's responsibility to export, conception



variables relating to the exportation, which explained in detail. The results of this study determined the extent of the influence of each one of these factors. Regarding to the recoveries and the results of research, the following offers are issued:

1. Exporting companies can choose a proper number of markets according to their abilities and capacities, and can influence to these markets by information of the rival companies, mixed marketing, related laws and policies and so on.
2. Exporting companies can take more attention to communicative factors like personal relations and communication with external distributors and keep hold those customers.
3. The planning of the export marketing must be done with the guidance of the internal importer of the end market, and with regular visits of the end exporting markets for the purpose of gathering valuable information and to make close relationships with key components of the distributing channel.
4. Attention to the request and desire of the customer in the end market and apply it in the quality of the products would increase exportations.
5. And finally referred to that scientific planing could be an important part of the exportation politics of the State, it is better for organizations that supporting exportation to determine a privilege for providing information about exportation markets.

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