Designing a Strategic Model for International Marketing of Iranian Handmade Carpets

Mojtaba Faizollahi [1]   **Mahmoud Ahmadi Sharif** [2]

Mehran Keshtkar Haranki [3]

Abstract   **The purpose of this study is to design a strategic model for international marketing of Iranian handmade carpets - a combined approach. The present study, in terms of its basic applied purpose, in terms of nature, survey research and in terms of paradigm, combined-exploratory research, sampling in the qualitative part of the research was done purposefully and in the quantitative part was done by simple random sampling. In the qualitative stage with 12 experts, who were mainly academic experts in the field of international marketing and senior managers of companies exporting Iranian handmade carpets, the interviews continued until theoretical saturation was achieved, and the sample of the quantitative section consisted of 196 people selected according to the Cochran's formula and the research tool in the qualitative section has been identified using the exploratory method of strategic components of international marketing of Iranian handmade carpets and the factors affecting it and in a small part it was evaluated through descriptive-survey research. The sampling method in the qualitative part was purposeful and in the quantitative part was simple random. The research tool in the qualitative part of exploratory interview was semi-structured and in a small part, for the strategic evaluation of international marketing of Iranian handmade carpets, a researcher-made questionnaire was**

used, which was designed based on the themes obtained in the qualitative stage. In the qualitative part, the analysis of the interviews was performed using the content analysis method. The validity and reliability of the components were examined and Cronbach's alpha of all the above components was 0.7 and during it; the most important basic, organizing and comprehensive themes on the components of the factors affecting the international marketing strategy of Iranian handmade carpets were assessed. Quantitatively, through structural equation methods, the accuracy of the research model was confirmed and it turned out that the selection of concepts, dimensions and indicators had a high accuracy in the handmade carpet industry and it can provide a suitable framework for compiling a vision document for the handmade carpet industry.

Introduction

International development strategy is one of the factors of export performance for different products, but there is no consensus on which strategy leads to the best result for a particular product and different conditions can be decisive (Shahabadi and Moghimi, 2018, p. 43). In these highly competitive markets, companies must pay attention to competitive advantages and choose the right strategy to enter international markets (Pashazadeh and Adel, 2019, p. 142). Markets of consumer goods, industrial goods and services, or resource markets such as capital of materials and technology are highly integrated globally. Simultaneously, the successful formation of various trade agreements and the establishment of open trade policies between countries has led to the removal of trade barriers. As a result, in practice almost all companies, regardless of national origin, size or type of industry, are now faced with this fact and they have realized that not participating in global markets will not be a long-term choice (Balabanis et al, 2014, p. 354). Different countries encourage their companies to enter foreign markets because this important activity develops employment inside Iran and increases the competitive situation and improves foreign exchange earnings. Due to competitive

pressure and interest in growth and development, companies are making great efforts to increase exports (Losada, 2010, p. 49). International strategy directly affects the three variables of experiences, structural resources and scale resources and also directly affects the export performance (Shahabadi and Moghimi, 2018, p. 44). The choice of foreign market entry strategy is crucial for companies that want to become international because it affects their future success (Sanchez-Peinado & Pla-Barber, 2006, p. 216). This decision is a function of different factors and their interactions (Decker & Zhao, 2004, p. 185). Each of the studies in the field of selecting foreign market entry strategies has examined different variables and usually achieved inconsistent results. So that some studies showed the effect of one variable on the choice of a positive strategy and some showed the effect of the same variable negative. Some found no correlation between that variable and strategy selection, and others obtained a nonlinear effect (Slangen & Hennart, 2007, p. 411). Handmade carpets are one of the non-oil exports through which Iran can have a better presence in world markets; because it has a comparative advantage in its production (Shahabadi and Moghimi, 2018, p. 42). Iranian handmade carpets are one of the important sources of foreign exchange earnings and one of the important export items of the country. Unfortunately, in the last decade, a fragile period of decline and stagnation has occurred in the export of Iranian handmade carpets (Mir Ahadi et al., 2016, p. 29). Existence of non-expert decisions in policies and different stages of production and export are among the deterrent and erosive factors that, in particular, whenever they will (Rezvani; Bayat; Rastegar and Ghanbari Nasab, 2013). In the last three decades, exports have been the most important engine of economic growth, which increases economic growth by increasing the productivity of factors of production. Due to the high dependence of handmade carpet production on domestic resources and their lower value than the production of other economic sectors and due to the significant share of value added in the whole economy, it has a special and key position in the process of economic growth and

114   **Journal of System Management (JSM)**   **Mojtaba**
Vol. 7, No. 3, (27) 2021, pp. 111-141   **Faizollahi**
DESIGNING A STRATEGIC MODEL FOR INTERNATIONAL MARKETING

development (Tavakoli Dastjerdi, 2018, p. 3). Meanwhile, the development of non-oil exports in recent decades in many developing countries, especially in Iran and in the context of international sanctions against this country has become a vital issue. According to many economic experts, the development of non-oil exports can be the best strategy for foreign exchange to enter the country by distancing itself from the economy based on the currency from oil sales (Omidi and Faramarzi, 2017, p. 102). Therefore, it can be said that the country's hand-woven carpet in order to improve its position in the market and consumers pay more attention to it needs to identify the factors that it can change the marketing matter about this work, which requires coordination among all aspects of marketing, taking into account the needs and desires of the customer, paying attention to changes in buyer groups and controlling the behavior of competitors and using new marketing methods. In this regard, the supportive role of the government as well as the existence of more efficient cooperatives can be very vital. Therefore, the main purpose of research is to advance the design and explain the model of international marketing strategy of handmade carpets.

Background

Khorramshad et al. (2019) studied the development of a strategic model for international marketing of cultural products of the Islamic Republic of Iran abroad. The purpose of this study is to achieve a strategic model for marketing cultural products of the Islamic Republic of Iran abroad and to identify the dimensions, components and indicators affecting it, they have been prioritized and validated and the relationships between dimensions, components and indicators have been determined. This research is a type of applied development research and the mixed method is used, which is a combination of quantitative and qualitative methods. For this purpose, by examining the theoretical foundations of upstream documents, etc., and by inductive method, indicators were calculated and then, in order to complete the indicators, 45 experts with

special characteristics were interviewed and after reaching the theoretical saturation, the set of indicators was divided into 12 components and 4 dimensions. Then, by examining the accuracy of the relationship between dimensions, components and indicators, as well as the importance and relationship between them, using 345 questionnaires obtained from stakeholders and exporters and those familiar with the export of cultural products, the current and desired status of indicators was obtained. Shevandi and Mazrouei (2019) studied the cooperation-competition model in the Iranian handmade carpet industry. The main purpose of this study was to identify the benefits of cooperation-competition and design its model using interpretive structural modeling in Iranian hand-woven carpet industry. Its statistical population consisted of Iranian handmade carpet producers in Qom province who were sampled using non-random (judgmental) method. This research has been exploratory in terms of purpose and qualitative-quantitative in terms of approach and for data analysis, three methods of content analysis, interactive management and interpretive structural modeling have been used. The findings showed that in the art-industry of handmade carpets, there are 5 main advantages in the cooperation-competition network, namely creativity, learning, productivity, power and development that identifying the relationships between them shows that the benefits of creativity and learning are the key factors. Shahabadi and Moghimi (2015) studied the effect of international marketing on the performance of Iranian carpet exports. The statistical population of the study included all managers of carpet exporting companies in the country and 190 people were selected as a sample. The purpose of the research was applied research and in terms of data collection was descriptive-survey research and the research tool was a questionnaire that distributed among sample members. The relationship between research variables was examined through path analysis in LISREL software. The result of the analysis showed that a total of three main hypotheses of the research were confirmed. International strategy, marketing compatibility and export orientation had a significant impact on

the performance of carpet exports in Iran. Shakib et al. (2015) in their research identified the factors affecting the selection of strategies to enter international markets. This article is the result of library studies that by examining various effective strategies and strategies to enter and participate in international markets, to describe and develop the most common strategies of presence and competition in the international arena, the importance of international marketing, factors affecting international marketing strategy, addresses international market entry strategies, factors in international markets, suggestions for increasing performance in foreign markets, international marketing benefits, global market entry benefits, and a variety of international marketing strategies. Ismaili and Habibi (2017) in their research designed a strategic marketing model of handicrafts based on data theory. Due to the importance of the subject and the need to create and increase demand for this type of products, in this study, using a qualitative research method and a practical approach, experimental factors affecting the marketing and sale of handicrafts are identified, categorized and modeled. Accordingly, by conducting interviews with some experts, manufacturers and sellers, out of a total of 28 interviews, 58 concepts were identified directly or indirectly in relation to handicraft marketing that in 20 main categories, based on the data paradigm model of the foundation, it is structured in the form of six dimensions of "causal", "central", "strategic", "contextual", "intervening" and "consequences". Feyz and Siahsarani (2016) in a study designed and presented a conceptual model of factors facilitating the export of Iranian handmade carpets based on a holistic marketing perspective using interpretive structural modeling. The purpose of this study is to identify barriers to the export of Iranian handmade carpets using a holistic marketing perspective and to provide related facilitators in the form of a conceptual model. Accordingly, the present study is heuristic in terms of exploratory purpose and applied in terms of result. In the first stage of the research, using a qualitative approach (content analysis), 57 codes were extracted as barriers to the export of Iranian handmade carpets and were

classified into 6 categories according to their semantic similarity and in order to remove these barriers, a concept was proposed for each class as a facilitator. In the second stage of the research, using a quantitative approach (interpretive structural modeling), a conceptual model of factors facilitating the export of Iranian handmade carpets was designed. Finally, using the influence-dependence power matrix and the conceptual model of the research, suggestions were made to facilitate the export of Iranian handmade carpets. Safarzadeh and Vahidi Nasab (2016) have studied the effect of modern marketing on the export of handmade carpets (case study of Tabriz). The main purpose of this study was to investigate the effect of marketing on the development of carpet exports among carpet exporters in East Azerbaijan province. To achieve this goal, a descriptive survey method has been used. The information required for this research has been collected randomly in 2014 by completing 40 research papers among carpet exporters in Tabriz. Data analysis was performed using SPSS software and According to the results of the analysis, it was observed that there is a significant relationship between the expression of quality in marketing and export development and also between the expression of geographical location in marketing and export development and also between the expression of position in marketing and export development. But the third hypothesis, namely the expression of price in marketing and export development, and also between the expression of geographical location in marketing and export development, there is a significant relationship. In addition, the third hypothesis is that price expression in marketing has no effect on the rate of export development. Irashad et al. (2020) studied the marketing determinants of export products in Pakistan. This cross-sectional study was performed on a wide range of Pakistani products. The results of the study showed that the cost and price of products are the determining factor in marketing for exports. Also, the domestic demand for the desired products also puts pressure on the export marketing of the products. Luong et al. (2019) studied the factors influencing the international marketing of Vietnam handicraft products.

This study was conducted using the gravity model and using panel data from 50 companies in Vietnam. The results of the study showed that GDP, number of trading partners, Vietnam inflation rate, economic distance between Vietnam and other countries and trade barriers to Vietnam exports were among the factors affecting the export of handicraft products. Garg and Anand (2019) studied the effect of goods and services taxes in India on the international marketing and export of carpets. This study actually compared the two time periods of VAT and services and goods tax on the international marketing and export of carpets in India. The results showed that by changing the tax procedure from VAT to services and goods tax, the trend of export of carpets and related industries has increased. Sampaothong (2017) in a study entitled Factors Affecting the Performance of Thai Rice Exports in the Market, considering the time series of 1995 and 2012, the Thai rice market and calculating and using a standard questionnaire among exporting experts in China stated that the factors: high labor costs, high transportation costs, high support costs of government incentive and incentive policies are the main indicators affecting the improvement and acceptance of Thai rice in China. HSU and Angook (2016) have examined the effect of handmade products on their purchase compared to products made by devices. They surveyed this issue by interviewing and distributing a questionnaire among 531 participants. According to this research, 'creativity, quality and environmental compatibility make handmade products attractive to buyers. In addition, it has been observed that social status and uniqueness cause that handmade products with high involvement c look more attractive than products with low involvement. Kumar and Rijal (2015) analyzed the product market: the potential of the Nepalese carpet market in Finland. This study was conducted in 30 carpet companies. According to research findings, companies interested in starting a carpet business with Finland, they need to invest more in marketing their products and get the information they need from potential customers. De Silver and Konda (2013) examined the factors influencing the decision of Swedish customers to buy handmade

products. Their research was based on the theory of planned behavior (TPB) and the theory of rational action (TRA). This research has been done quantitatively and with 320 responses from people of different genders, incomes, ages and occupations. Based on this research, product originality, artistic value, source of manufacture and income level have been identified as important factors. Also, the opinions of friends and family have had the greatest effect on the purchase decision. Product appearance and showing the social status of buyers were also in the next ranks in terms of importance. Waqar and Zeeshan (2013) through a study of Indian handicraft marketing strategies, concluded that handicrafts are among the products that when a buyer likes, he is willing to pay a price above the product standard; So the main factor is the customer's interest in that product.

Method

The overall purpose of this research is to design a strategic model for international marketing of Iranian handmade carpets with a combined approach from the perspective of experts. The present study is based on the objectives of the research, of an applied type; the method of doing it is descriptive-survey; and the method of data collection was library-field. The research has been done within the framework of a qualitative approach and using the method of content analysis theory. The main basis of the data analysis process in the content theory method is coding. Analyzing and extracting the concepts that represent the data is called coding. Abstract coding means thinking. This means that not only expressions from raw data are selected as tags, but the coding process requires finding one or two words that are appropriate. Best illustrate the concept behind the data. The process of data analysis in the method of content analysis theory is based on the coding of raw data and then the abstract classification of codes in the form of concepts. Thus, data analysis began with "open coding" (identification of categories, Properties, and dimensions), continued with "Axial Coding" (review of conditions, strategies, and

120

Journal of System Management (JSM)
Vol. 7, No. 3, (27) 2021, pp. 111-141

Mojtaba
Faizollahi

DESIGNING A STRATEGIC MODEL FOR INTERNATIONAL MARKETING

consequences), and has continued with "selective coding" (shaping theory around a category). In the qualitative stage with 12 experts, who were mainly academic experts in the field of international marketing and senior managers of companies exporting Iranian handmade carpets, which interviews continued until theoretical saturation was achieved, and quantitative sample samples consisted of 196 individuals selected according to the Cochran's formula. The research tools in the qualitative part were identified using the exploratory method of strategic components of international marketing of Iranian handmade carpets and the factors affecting it and in the quantitative part were evaluated through descriptive-survey research. The sampling method in the qualitative part was purposeful and in the quantitative part was simple random. The research tool in the qualitative part of exploratory interview was semi-structured, in a small part, for the strategic evaluation of international marketing of Iranian handmade carpets, a researcher-made questionnaire was used, which was designed based on the themes obtained in the qualitative stage. In the qualitative part, the analysis of the interviews was performed using the content analysis method. To operationalize each of the research variables, based on the questionnaire used for each component, a number of items were considered. The items of this questionnaire are designed in the form of a five-part Likert scale. The questions of the questionnaire were tested using Cronbach's alpha coefficient and considering that the Cronbach's alpha coefficient of all variables was more than 0.7, the reliability of the questionnaire was confirmed. Validity (convergent validity) was extracted by variance criterion and evaluated using partial least squares. Convergent validity indicates the ability of one-dimensional indicators to explain that dimension and for acceptable divergent validity, model constructs must be more correlated with their queries than with other constructs. The mean values of variance extracted were determined for the research variables, which was confirmed by the fact that the mean variance of the extracted variables of all variables was more than 0.5. In this research, structural equation modeling has been used to analyze the

data and test the hypotheses. Data processing and calculations of this research were performed using SPSS and Smat-PLS software.

Findings

In the following, by presenting the coding tables of the interviews, we will present the indicators obtained from the interview for designing the strategic model of international marketing of Iranian handmade carpets.

Table 1

Initial Coding

Row	Indicators obtained	Pointing interview
1	Upgrade and quality assurance	8-6-4-2-1
2	Use of artificial intelligence in advertising	1
3	Introduction to Networking	9-7-4-1
4	Supply of warehouse in the target country	6-3-1
5	Recognize alternative goods	9-7-4-2-1
6	Examine the artistic look of the target country	1
7	Geographical survey of the target country	10-8-7-6-4-1
8	Buy Trust	1
9	Sustainable production	9-7-5-3-2-1
10	Guarantee of target market	4-1
11	Define product features	3-6-1
12	Understanding the political environment of the target country	9-8-5-3-2-1
13	Understand the laws of the target country	5-4-2-1
14	Understand the customs laws and tariffs of the target country	5-1
15	Competitive structure of the target country	10-9-8-6-5-4-2-1
16	Economic situation of the target country	12-5-3-1
17	Recognize competing goods and countries	10-8-5-4-3-1
18	Recognize the complementary industries of the target country	6-1

Row	Indicators obtained	Pointing interview
19	Understanding the culture of the target country	11-9-6-5-4-3-2-1
20	Climatic conditions of the target country	6-3-1
21	Use online stores	10-9-8-4-3-2-1
22	Appropriate structure and system for customizability	11-10-6-3-1
23	Taste in the target country	12-9-6-5-3-2-1
24	Target country transport structure	7-1
25	Investigate and identify potential costs	9-1
26	Target structure of the target country	6-2-1
27	Marketing in the target country	7-4-1
28	Improve the supply chain of hand-woven carpets	9-3-2-1
29	Online marketing	11-9-8-7-5-3-1
3031	Technology required	10-8-7-5-2-1
2	Recognize competitors	9-7-6-5-4-3-1
33	Macro advertising mechanism and its recognition	5-3-1
34	Check advertising costs	5-4-1
35	Marketing	1
36	Ways to deal with the devaluation of the country	1
37	Cheaper Iranian goods	1
38	Synergy of in-house production capacity	1
39	Pay attention to educational infrastructure	9-8-4-3
40	Exhibiting	10-9-8-5-4-3-2-1
41	Provide private funding for training	-2-1
42	Attention to the environment	9-8-4-3-2-1
43	Competitive atmosphere with car carpets and other alternative goods	12-11-9-7-6-4-3-2-1
44	Understanding the target market	11-10-8-7-4-3-2
45	Audience features	2
46	Lead and sales based on target market	9-7-4-2
47	New Marketing	8-5-4-3-2
48	Customer preference over production	2
49	Innovation in the carpet industry	2
50	Iranian carpet branding	11-3-2
51	Quality control system to detect counterfeit carpets	2
52	Communicating with the audience	2
53	Develop a marketer	3-2

Row	Indicators obtained	Pointing interview
54	Attention to brand preservation at the international level	9-4-3-2
55	Weavers insurance	11-10-8-2
56	Commitment to customers	5-4-2
57	Commitment to the industry	2
58	Use modern advertising tools	10-9-8-6-5-4-3
59	Establish physical locations and carpet houses in target countries	3
60	Currency stability	3
61	Professional look at the sales market	9-4-3
62	Government support	11-10-9-8-4-3
63	Equipping and organizing weavers	6-3
64	Target market structure	7-6-5-4-3
65	Strengthen foreign policy	3
66	Weavers Social Security	11-10-3
67	Raw material processing	3
68	Religion and lifestyle of the people of the target country	3
69	Familiarity with the language of art and marketing	9-5-4-3
70	How to introduce the product	4
71	Use social media for advertising	4
72	Fit in choosing the exhibition, country and ..	7-4
73	Carpet market foresight	4
74	Pricing methods	9-5-4
75	Product and market dominance	9-6-4
76	Distribution through new channels	11-10-4
77	Financial support for exhibitors	6-4
78	Invite foreign traders to participate in domestic exhibitions	4
79	Direct presence in the target market	8-5
80	Order supply	10-5
81	after sales services	5
82	Presence of species visits	5
83	Work under sanctions	5
84	Providing committed firms	11-5
85	The amount of carpet imports in the target market	10-5
86	Target market population growth rate	10-5
87	Average level of education in the target market	5
89	Life expectancy in the target market	5

124

Journal of System Management (JSM)
Vol. 7, No. 3, (27) 2021, pp. 111-141

Mojtaba
Faizollahi

DESIGNING A STRATEGIC MODEL FOR INTERNATIONAL MARKETING

Row	Indicators obtained	Pointing interview
90	Urban and rural population target market	5
91	Target Gross Growth Index (GDP)	6
92	Aviation of the target country	6
93	Class gap in the target market	6
94	Increasing potentials in the country	11-10-6
95	Gradual presence in the market	6
96	Examine the demand in the target market	11-10-6
97	Targeted training of human resources	6
98	Trader training	6
99	Academic planning	9-6
100	Make strategic decisions	7-6
101	Export Facilitation Rules	10-8-6
102	Lack of focus on risky markets	6
103	International strategic promotion	11-6
104	Understanding the target community	10-9-8-7-6
105	Introducing a differentiation strategy for specific carpets	7
106	Find a distinct customer	7
107	Cost Leadership	10-7
108	Paying attention to the originality and variety of hand-woven carpets	11-7
109	Convincing ads	10-8-7
110	Sustainability in the target market	7
111	Influence strategies in target markets	7
112	Flexibility based on target market demand	7
113	Pay attention to sales factors in the market	11-9-7
114	Partnering process	11-7
115	Appropriate economic and social patterns	11-7
116	Provide centralized workshops	8
117	Holding specialized conferences	11-8
118	Market update	11-9
119	Build a template and do research	11-9
120	Recognize global needs	11-10-9
121	Production according to international standards	9
122	Opportunity to make a profit in the market	10
123	Existence of production-related infrastructure	11

125   Journal of System Management (JSM)   **Mojtaba**
Vol. 7, No. 3, (27) 2021, pp. 111-141   **Faizollahi**
DESIGNING A STRATEGIC MODEL FOR INTERNATIONAL MARKETING

Row	Indicators obtained	Pointing interview
124	Existence of infrastructure related to distribution	11
125	Maintain advantages	11
126	Existence of sufficient capital	11
127	Useful and effective advertising	11
128	Identify different dimensions of the target market	12
129	Decide on how to enter the market	12
130	Target market revenue distribution	12
131	The trend of housing production in the target market	12
132	Incentive policies	12
133	Use the successful experiences of other countries	10-12
134	Answer customer ambiguities	12

After presenting the coding tables of the interviews, we proceed to the secondary coding of the items obtained from the interview.

Table 2

Secondary Coding of the Items Obtained from the Interview

Row	Components	Components mentioned
1	Market item	1- Guarantee from the target market 2-Marketing in the target country 3- Online marketing 4- Foresight of the carpet market 5- Direct presence in the target market 6- The amount of carpet import in the target market 7- Presence of steps in the market 8- Examining the amount of demand in the target market -9Lack of focus on dangerous markets 10 - Flexibility based on target market demand
2	Advertising item	1- -Using artificial intelligence in advertising 2- -Familiarity with networking 3- -Macro advertising mechanism and its recognition 4- Developing a marketer 5- Paying attention to brand preservation at the international level 6-Using modern advertising tools 7-Using social media for advertising

Row	Components	Components mentioned
3	Production item	1- Sustainable production
		2- Synergy of domestic production capacity
		3- Lead and sales based on the target market
		4- Processing of raw materials
		5- Production according to international standards
		6- Existence of infrastructure related to production
4	Sales item	1- Sale of trust
5	Competition item	2- Using online stores
6	Complementary industries item	3- Improving the supply chain of hand-woven carpets
7	Expense item	4- After sales service
8	Distribution item	1- Communicating with the audience
9	Order item	2- Distribution through new channels
10	Physical presence item	3- Existence of infrastructure related to distribution
11	Guarantee item	4- Using the successful experiences of other countries
12	Support item	1- Weavers' insurance
13	Decision item	2- Equipping and organizing weavers
14	Customer index item	3- Social security of weavers
15	Brand statement	4- Financial support for the participants in the exhibition
16	Shipping item	1- Knowing the customs laws and tariffs of the target country
17	Financial statement	2- Transportation structure of the target country
18	Climate item	3- Air transport of the target country
19	Infrastructure item	1- Economic situation of the target country
20	Training item	2- Tax structure of the target country
21	Environmental item	3- Currency stability
22	Target Market Item	1- Examining the artistic look of the target country
23	Internal items	2- Geographical study of the target country

As mentioned, 23 effective items of Iranian hand-woven carpet art export have been identified. Table 4-4- deals with the effective dimensions on the export of Iranian hand-woven carpet art. In this table, and according to the indicators and items extracted from the interviews, six dimensions affecting the export of Iranian hand-woven carpet industry have been identified, which include the economic dimension, the cultural-social

dimension, the geographical dimension, the political-legal dimension, the capacity dimension of the target country, and the propaganda methods dimension.

Table 3

Dimensions Obtained from the Interview Items

Row	Dimensions
1	Economic dimension
2	Cultural-social dimension
3	Geographical dimension
4	Political-legal dimension
5	Dimension of the target country capacity
6	advertising methods dimensions

In order to identify the general model structures of the international marketing strategy in the art of handmade carpet industry in Iran, using the opinions of the elites and the results of identifying structures of different dimensions in the previous parts, the following general model is designed and fitted.
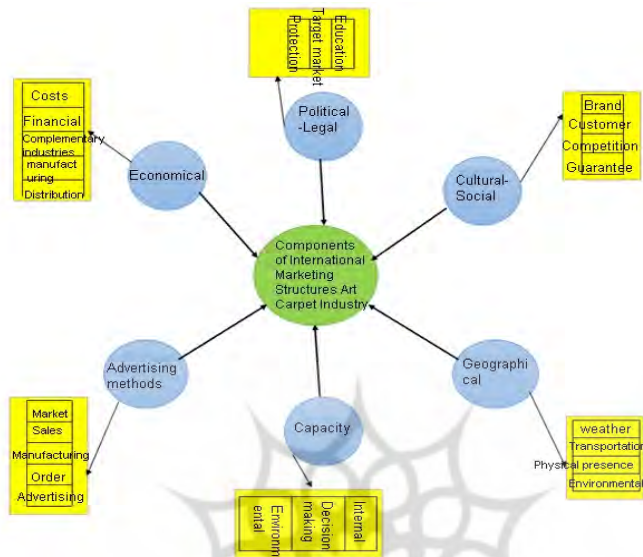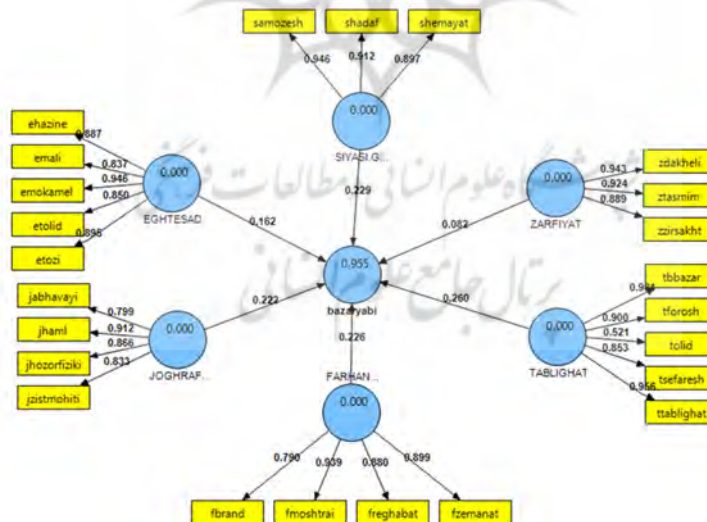
Figure 1
The Final Research Model

Figure 2
Model for Measuring International Marketing Structures (Standard Mode)
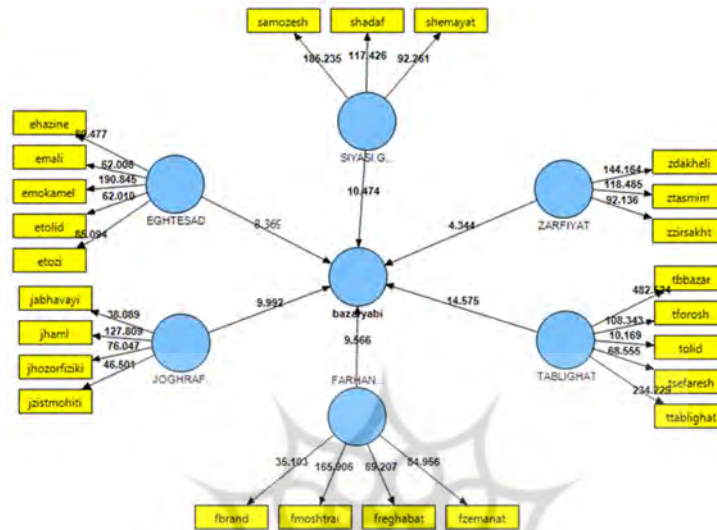
Figure 3

Model for Measuring International Marketing Structures (Significant Mode)

Table 4

Factor Loads of Components

	Item	Symbol	Factor load	Statistics T
Economical	Costs	ehazine	0.887	80.48
	Financial	emali	0.837	62.01
	Complementary industries	emokamel	0.946	190.84
	Manufacturing	etolid	0.850	62.01
	Distribution	etozi	0.895	85.09
Sociocultural	Brand	fbrand	0.790	35.10
	Customer	fmoshtrai	0.939	165.91
	Competition	freghabat	0.880	69.21
	Guarantee	fzemanat	0.899	84.96
Geographical	Weather	jabhavayi	0.799	38.09
	Transportation	jhaml	0.912	127.81
	Physical presence	jhozorfiziki	0.866	76.05
	Environmental	jzistmohiti	0.833	46.50
Political-legal	Education	samozesh	0.946	185.24
	Target market	shadaf	0.912	117.43

DESIGNING A STRATEGIC MODEL FOR INTERNATIONAL MARKETING

	Protection	shemayat	0.897	92.26
Advertising methods	Market	tbbazar	0.981	482.52
	Sales	tforosh	0.900	108.34
	Manufacturing	tolid	0.521	10.17
	Order	tsefaresh	0.853	68.55
	Advertising	ttablighat	0.956	234.23
Capacity	Internal	zdakheli	0.943	144.16
	Decision making	ztasmim	0.924	118.49
	Environmental	zzirsakht	0.889	92.14

It can be seen in the above measurement model that, the factor load of all 23 items related to economic, geographical, cultural-social, political-legal dimensions, capacity and advertising methods of international marketing of carpet art is appropriate and more than 0.5 and the absolute value of T statistic is more than 1.96, therefore, it can be said that all 23 items related to economic, geographical, cultural-social, political-legal dimensions, capacity and methods of propaganda have a significant effect on their measurement. As shown in the table below, Cronbach's alpha values and coefficient for all structures are higher than 0.7, which means proper reliability of structures. CV Com values are also all positive and indicate the appropriate quality of the measurement model.

Table 5
Reliability

Structures	Cronbach's alpha	Combination coefficient	CV Com
Economical	0.930	0.947	0.781
Sociocultural	0.900	0.931	0.772
Geographical	0.875	0.915	0.728
Political-legal	0.907	0.942	0.844
Advertising methods	0.899	0.931	0.737
Capacity	0.907	0.942	0.844

As can be seen in the table below, the average value of extraction variance for the structures in this study is greater than the minimum value

of 0.5, which indicates the validity of the appropriate convergence of the structures.

Table 6

Average Variance Extracted

Structures	Mean variance extracted
Economical	0.781
Sociocultural	0.772
Geographical	0.728
Political-legal	0.844
Advertising methods	0.737
Capacity	0.844

The results obtained from this section show that the reliability criteria for the variables of the research model have been adopted appropriately and as a result, the research tool for measuring international marketing of carpet industry art has good validity and reliability (CV.COM). Another important criterion that is examined for the general model is divergent validity, which is the degree of relationship between a structure and its indicators in comparison with the relationship between that structure and other structures. Thus, the acceptable divergent validity of a model indicates that a structure in the model has more interaction with its indicators than with other structures. Divergent validity is acceptable when the amount of AVE for each structure is greater than the common variance between that structure (Ie the square of the value of correlation coefficients between structures) and the other structures in the model. (Fornell and Larker (1981)).

Table 7

Assessment of Divergent Validity by Fornell and Larker Methods

Structures	1	2	3	4	5	6
Economical	0.88					
Sociocultural	0.73	0.88				
Geographical	0.82	0.81	0.86			
Political-legal	0.72	0.87	0.71	0.92		
Advertising methods	0.50	0.43	0.46	0.43	0.86	
Capacity	0.49	0.49	0.44	0.49	0.73	0.86

In the Fornell and Larker matrices, the square root of the variables is entered in the principal diameter of the variable correlation matrix and it can be seen that the value of the AVE root of the research variables is greater than the value of the correlation between them located in the lower cell of the original diameter. Therefore, it can be said that in this study, all structures have more interaction with their indicators than with other structures and divergent validity of all structures are at the desired level. This indicates proper divergent validity and good fit of measurement models. According to the data analysis algorithm in SMART PLS software, after examining the fit of measurement models, it is time to fit the structural model and evaluate its criteria. In the structural model section, unlike the measurement model section, we do not deal with explicit variables and only hidden endogenous variables (dependent variables) are examined. They have a dependent role in the international marketing research model of carpet industry art. The following table shows the goodness indicators of the above structural model.

Table 8

Goodness of Fit

Name	R^2	Q^2
International Marketing Art Carpet Industry	0.955	0.247

The R^2 index measures the effect that an exogenous variable has on an endogenous variable. The value of R^2 is calculated only for dependent or endogenous variables of the model and this value is zero for other variables. In other words, R^2 shows the ability of independent variables to predict the dependent variable. China (1998) introduces three values of 0.19, 0.33 and 0.67 as criteria for weak, medium and strong values of R^2. The criterion of **red cv**, which is also called the index of credit validity, was introduced by Stone and Gears in 1975. And determines the predictive power of the model, and if Q^2 for an endogenous structure is greater than 0.02, the predictive power of that structure is weak, if greater than 0.15, The predictive power of that structure is moderate and if it is greater than 0.35, it indicates the strong predictive power of the related exogenous structure. According to the presented materials and considering that R^2 is 0.955 and Q^2 coefficient is 0.247 which is more than 0.67 and 0.33, respectively, it is concluded that the predictive power of the model was strong based on the R^2 criterion and moderate based on the Q^2 criterion and in general, it can be said that the identified items for the six dimensions of economic, geographical, cultural-social, political-legal, capacity and advertising methods explain 95% of the changes in the international marketing of the art of carpet industry. The value of the GOF index for the general international marketing model of the art of carpet industry is estimated to be 0.88 that it is more than 0.35 and shows the strong quality of the general international marketing model of the carpet industry, and it can be said that the structural equation model has a high quality. According to the results, the quality of the measurement model, structural model and general model are confirmed, and by fitting the general model, we will examine the internal relations. The study of the effect of economic

dimension on the international marketing of Iranian handicraft carpet industry shows that the coefficient of this path is estimated at 0.162 and according to the significant number (t-value) which is equal to 8.369 and from / 96 1 is more and the economic dimension has a significant effect on identifying the international marketing of Iranian handicraft carpet art. The study of the effect of geographical dimension on the international marketing of Iranian handicraft carpet industry shows that, this path coefficient is estimated to be 0.222 and according to the significant number (t-value) which is equal to 9.992 and is more than 1.96; It can be concluded that this path coefficient is significant at the error level of 0.05; And the geographical dimension has a significant effect on measuring the international marketing of the art of handmade carpet industry in Iran. A study of the effect of socio-cultural dimension on international marketing of Iranian handmade carpet art shows that this coefficient of this path is estimated to be 0.226 and according to the significant number (t-value) which is equal to 9.566 and is more than 1.96, and the socio-cultural dimension has a significant effect on international marketing in the art of Iranian handmade carpet industry. The study of the effect of the political-legal dimension on the international marketing of the art of Iranian hand-woven carpet industry shows that this coefficient of this path is estimated to be 0.229 and according to the significant number (t-value) which is equal to 10.474 and is more than 1.96, and the political-legal dimension has a significant impact on international marketing in the art of Iranian hand-woven carpet industry. Investigating the effect of capacity dimension on international marketing of Iranian handicraft carpet industry shows that, this coefficient of this path is estimated to be 0.082 and according to the significant number (t-value) which is equal to 4.344 and is more than 1.96, and capacity dimensions have a significant impact on international marketing in the art of Iranian handmade carpet industry.. A study of the effect of the dimension of advertising methods on the international marketing of the art of handmade carpet industry in Iran shows that this coefficient of this path is estimated to be 0.260 and according to the

significant number (t-value) which is equal to 14.575 and is more than 1.96 and the dimensions of advertising methods have a significant effect on international marketing in the art of Iranian handmade carpet industry.

Table 9

Results of Fitting Model

Direction	Direction coefficient	Test statistics	Result
Economic -> International Marketing Art Carpet Industry	0.162	0.019	8.369
Socio-Cultural International Marketing of Carpet Industry Art	0.226	0.024	9.566
Geographical -> International Marketing Art Carpet Industry	0.222	0.022	9.992
Political Legal-> International Marketing Art Carpet Industry	0.229	0.022	10.474
Advertising methods -> International marketing of carpet art	0.260	0.018	14.575
Capacity-> International Marketing Art Carpet Industry	0.082	0.019	4.344

Therefore, it is concluded that all 23 items have been identified and the six dimensions of economic, geographical, cultural-social, political-legal, capacity and advertising methods have had a significant impact on the international marketing of Iranian handicraft art and its model and internal relationships are confirmed.

Discussion and Conclusion

The carpet industry is an important source of currency for the country. This industry is the second source of foreign exchange after oil and the most important non-oil export goods of the country that through it, Iran can have a better presence in world markets; because it has a comparative advantage in its production. Iranian hand-woven carpet as one of the most important handicrafts and expresses the civilization, culture, art and

history of our country, which has a long history and is important in many aspects, unfortunately, it struggles with many fluctuations and problems. Among these problems are many concerns about the export or supply of this product, such as existing sanctions that cause (quality reduction, the disappearance of top-level markets such as the United States, which is one of the most important markets for carpet demand) and manufacturers and exporters often face the problem of selling carpets. By conducting this research, markets can be organized and the necessary management for marketing can be done. In this research, the main reliance is on library studies, review of related books and articles, internet search and review of documents related to the organization, including the articles of association, vision document for the development of handmade carpets and development plans of this organization. The purpose of this research in the first phase is to identify the design of a strategic model for international marketing of Iranian handmade carpets. In this chapter, after collecting research data, the obtained data were analyzed. First, the results of the qualitative part of the interview with the experts, which were coded by the method of content analysis, are presented, and then the current situation of the statistical samples of the quantitative part with the components of the model was examined. 23 effective items of Iranian hand-woven carpet art export have been identified. According to the indicators and items extracted from the interviews, six dimensions affecting the export of Iranian hand-woven carpet industry have been identified which they include the economic dimension, the cultural-social dimension, the geographical dimension, the political-legal dimension, the capacity dimension of the target country, and then the methods of propaganda. In order to identify the economic dimension structures in the international marketing strategy in the art of Iranian handmade carpet industry, the components of production, distribution, costs, finance and complementary industries were identified using the opinions of the elites. In order to identify the geographical dimensions of the structures in the international marketing strategy in the art of handmade carpet industry in Iran, using the

opinions of the elites, the components of physical presence, transportation, climate and environment were identified. In order to identify the socio-cultural dimension structures in the international marketing strategy in the art of handmade carpet industry in Iran, the components of brand, customer, guarantee and competition were identified using the opinions of the elites. In order to identify the next structures, advertising methods in the international marketing strategy in the art of Iranian hand-woven carpet industry were identified using the opinions of the elites of market components, advertising, sales and ordering. In order to identify the structures of political and legal dimension in the international marketing strategy in the art of handmade carpet industry in Iran, the components of support, education and target market were identified using the opinions of the elites. In order to identify the structures of capacity dimension in the international marketing strategy in the art of handmade carpet industry in Iran, using the opinions of the elites, the components of decision-making, infrastructure and domestic components were identified. In order to identify the structures of the general model of international marketing strategy in the art of handmade carpet industry in Iran, using the opinions of elites and the results of identifying structures of different dimensions were fitted. The factor load of all 23 items related to economic, geographical, cultural-social, political-legal dimensions, capacity and advertising methods of international marketing of suitable carpet art industry was more than 0.5 and the absolute value of T-statistic was more than 1.96, therefore, it can be said that all 23 items related to economic, geographical, cultural-social, political-legal dimensions, capacity and methods of propaganda have a significant impact on their measurement. As shown in the table below, Cronbach's alpha values and composition coefficient for all structures are higher than 0.7, which means good reliability of the structures. CV Com values are also all positive and indicate the appropriate quality of the measurement model

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141

Journal of System Management (JSM)
Vol. 7, No. 3, (27) 2021, pp. 111-141

Mojtaba
Faizollahi

DESIGNING A STRATEGIC MODEL FOR INTERNATIONAL MARKETING

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