

## CONSIDERING PROBLEMS AND FACTORS AFFECTING MARKETING AND EXPORTING HAND-MADE CARPET IN KURDISTAN PROVINCE (SANANDAJ CITY)

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**ABSTRACT:** Nowadays, following globalizing economy, fast changes in the fields of technology and information all over the world, different countries apply vast efforts to achieve permanent development and this process of globalizing economy needs more intelligence from the side of developing countries. In this field, Iran can achieve permanent and economic development by doing acts such as: taking intelligent policies and exploiting other's experiences in a uniform, long last and integrate framework and so exploiting from present possibilities through expanding exports, especially exporting hand-made carpet. But we should know that getting involved in marketing and having suitable strategies for marketing is necessary, otherwise produced products wouldn't be sold suitably. In this article we are going to consider problems and factors affecting marketing and exporting hand-made carpet in Kurdistan province and especially in Sanandaj. In order to get data, we gave so questionnaires to exporters, experts and chief persons to get their ideas, and finally 39 questionnaires were completed completely and we gathered them. The results of the research show that there is a meaningful relation between these four factors: strategy, management, environmental factors involved mixed marketing and marketing-exporting hand-made carpet.

**KEYWORDS:** Global Marketing, Marketing Mixed Model, Exporting Carpet, Exporting-Marketing.

### INTRODUCTION

Iranian hand-made carpet is the symbol of art, talent and culture of Iranians and always it has had a successful market but not paying attention to principles of marketing and commerce that involves process of production has faced priorities of competing Iranian hand-made carpet with serious risks. Though Iran has 30% shares in global market of carpet and is the first all over the world, but similar products from the countries such as China, India, Pakistan and Turkey have damaged Iran's market of carpet and have caused hand-maker, animal holder and dyer to face with damage ([Anderson et al., 1997](#); [Donia Dideh, 2000](#)).

It should be said that not being a suitable program and policy in relation with supporting exporters, has decreased seriously Iran's share of exporting carpet.

The share of exporting carpet in total of non-problem exports in 2002, 2005 and 2009 has been 13.4%, 4.5% and 11.1% and during ten months of 2012 it has decreased to the rate of 5.17% in comparison the previous year. The situation of carpet market in Kurdistan province has changed according to the changes of carpet in the country and unfortunately problems

covering carpet industry in the country have transmissioned to this province too.

In this article, on the basis of studying cases in research literature, the most important effective factors in marketing hand-made carpet in Kurdistan province are variables such as: management, environment and marketing strategy and finally some solutions and suggestions have been proposed for promoting the situation of hand-made carpet in this province.

### RESEARCH LITERATURE

#### 2.1. Cultural and Social Position of Hand-Made Carpet in Iran and Kurdistan

For Iranians, carpet is one of the unique aspects of art. Some of the hand-made Iranians carpets are among the most salient artistic works that have been created by man. Today contrary to being a serious competing market, occupations of the new world and disturbances of industrial world, both in Iran and foreign countries, Iran's name have been tied to carpet ([Cho et al., 2007](#)). The date of beginning to weave carpet is unknown for us and so it is not obvious that from which part of Iran it has begun. It is obvious that Iranians are among the first people who began to weave carpet. In fact, unique

mastery of Iranians in weaving carpet has a history of 2500 years work and effort in this field. Following the history of carpet in Iran is similar to studying the way of growing one of the largest civilizations of the world.

Kurdistan in Iran from the point of weaving carpet has two active poles, one of them is Sanandaj and the other one is Bijar. Weaving carpet and its progress in Sanandaj is largely dependent on local officers that have governed there years ago or centuries ago and have tried to help the progress of this art and other arts. So, we can say that it has about 100 years record. But the fame of Sanandaj is because of its very nice Gelims that are famous all over the world ([Iavari, 1994](#)).

### 2.2. Management

Nature of the management is that it can overcome different challenges. Managers should move along with progress of technology and try to continue their competition by paying attention to facing with competitions of the world and so facing with uncertain environments and different positions. One of the key elements of the success in competitive markets is using creative projects and programs for marketing, along with seeing needs of consumer and market along the time. Along with competition of companies for increasing their potential, managers should think as traders and so they should select officers that are active and are interested in their work. Security and correct function of an organization depends on the knowledge of its managers and displaying it in their decisions. According to peter draker, management is the heart of every organization ([Jaworksi and Kohli, 1993](#)).

### 2.3. Marketing Strategies

Marketing strategies means that organization and management should try to face with competitions in order to get their share in the market without losing it, by using organizational sources such as: capital, stuff, technology and so on and in this way it can set forth topics such as self-awareness and self-confidence ([Jaworksi and Kohli, 1993](#)).

By looking at research findings in the industry of hand-made carpet, the following assumptions in relation with marketing are notable:

1. Not being marketing strategies for marketing and exporting hand-made carpet of Iran.
2. Concentrating on traditional markets and not being a program and design for recognizing and determining new markets by paying attention to social, cultural, economical and political changes.
3. Not paying attention to environmental factors affecting marketing and exporting hand-made carpet in complicated and competitive situation of today that covers global trade of hand-made carpet of Iran.
4. Not being a suitable management and structure in hand-made carpet that has lead to not being marketing management in this industry.

### 2.4. Marketing Mixture

It is a collection of marketing tools that helps a company to use them for specialties of production, method of distribution, progressing the process of selling and valuing that leads to the aims of marketing and now we introduce these tools: production (quality, trade name, size, package), selling price (price list, discounts, the time of paying), progressive advertisements (media advertisements, public relations), the place of exhibition (distribution channels, transportation, assets, places of presentation). Today by paying attention to new technological progresses organs can use these technologies to present suitable services for consumers ([Vargo and Lusch, 2004](#)).

### 2.5. Research Hypothesis

In relation with considering factors affecting marketing hand-made carpet, the following variables have been analyzed such as Management, marketing mixture, environment, strategy. By paying attention to the above explanations, research hypothesis are introduced as following:

#### 2.5.1. First hypothesis

There is a meaningful relation between management and marketing hand-made carpet of Kurdistan province.

#### 2.5.2. Second hypothesis

There is a meaningful relation between environment and marketing hand-made carpet of Kurdistan province.

#### 2.5.3. Third hypothesis

There is a meaningful relation between marketing mixture and exporting hand-made carpet in Kurdistan province.

#### 2.5.4. Fourth hypothesis

There is a meaningful relation between marketing strategy and exporting hand-made carpet of Kurdistan province.

### 2.6. Research Methodology

The research that has been done from the point of aim is useable and from the point of method is descriptive. Statistical community of the research consists of all of the exporters, importers and exports that are familiar with the export of carpet from Kurdistan province, by paying attention to high quantity of statistical community it was tried to select a sample for collecting data. So, some questionnaires were distributed for estimating the criterion of deviation of society, and then through the following formula, 60 questionnaires were distributed and finally 39 questionnaires were gathered completely and they were a base for analyzing.

$$n = \{(z a/s^2)/e\}^2$$

The table of frequency of distributing questionnaires is seen in the following table:

**Table 1:** questionnaires distributed and gathered

Statistical community	Number of questionnaires	Number of gathered questionnaires
Exporters	30	20
Importer	10	0
Experts	20	19

The questionnaires were designed in the form of selective question and with likert scale and of course after some researches which have been done in this relation. This questionnaire has 39 questions that each of them relates to one of the four basis variables for making sure of currency of questionnaire and after speaking with aware exports in the field of hand-made carpet, we gave it to some professors and after confirming they were distributed. It is necessary to say that in order to consider permanency of questions, Kronbakh alpha coefficient was used and %7360 was got.

## RESULTS

### 3.1. Considering Findings of Research

**Table 3:** Two statement test for recognizing average position about answers in relation with affecting management on marketing hand-made carpet

Significance	Tested ratio	Seen ratio	Frequency	Class	Group	Test	Variable	
0.000	0.50	0.18	7	3=>	Group 1	First	Management	
		0.82	32	3<	Group 2			
		1.00	39		Total			
0.000	0.50	0.00	0	3>	Group 1	second		Management
		1.00	39	3=<	Group 2			
		1.00	39		Total			

In relation with factors affecting marketing hand-made carpet in Kurdistan and results of two statement test, all of the four factors have been confirmed and so between these four

By paying attention to the following table, average view point of responders about questions 1, 5, 28, 30 was 3 (Average), and about question 13 it was 3.5 (between average and high), about question 10 it was 4.5 (between high and very high) and about the other questions it was 4 (high).

**Table 2:** descriptive considering of questions

Max	Min	Average	Question	Max	Min	Average	Question
5	1	4	21	5	1	3	1
5	2	4	22	5	2	4	2
5	2	4	23	5	2	4	3
5	2	4	24	5	2	4	4
5	2	4	25	5	1	3	5
5	1	4	26	5	3	4	6
5	1	4	27	5	2	4	7
5	2	3	28	5	2	4	8
5	1	4	29	5	3	4	9
5	2	3	30	5	2	4.50	10
5	1	4	31	5	2	4	11
5	1	4	32	5	1	4	12
5	2	4	33	5	1	3.30	13
5	1	4	34	5	1	4	14
5	3	4	35	5	2	4	15
5	1	4	36	5	1	4	16
5	2	4	37	5	1	4	17
5	3	4	38	5	2	4	18
5	1	4	39	5	3	4	19
				5	1	4	20

### 3.2. Considering Research Hypothesis

Average of distributing answers about management is 3 (average). (1) H0

Average of distributing answers about management isn't 3 (average). (2) H1

If the level of statistical significance of the test is more or equal to 0.05, the first assumption is confirmed and otherwise the second assumption is accepted (level of statistical significance is less than 0.05) because the level of significance in both test is 0.000 and less than 0.05, zero assumption has not been confirmed. So we can say that %80 of answers is above 3 that means the first assumption has been accepted.

It means that there is a meaningful relation between management and exporting marketing and so affecting marketing hand-made carpet of Kurdistan in relation with exports.

factors, strategy is the first and marketing mixture is the last one.

## CONCLUSION

Considering present condition without considering exporting substructures and scientific basis of marketing and selling will face us with failure and non-competitive situation. In the past, producing hand-made carpet was limited to Iran, but today competitors such as India, China and Pakistan have no limitation in production (Vargo and Lusch, 2004).

Markets have been expanded and competition has been very serious and looking slightly at market and goods, selling and advertisement won't be suitable and it is possible that protections and investments be vanished. The important point is paying attention to the role of buyers and their taste that has changed in comparison with the past.

And about marketing and selling, management and coordination, we should discuss about many related problems (Iavari, 1994).

As a result, exporters and producers of hand-made carpet continue their economical life by providing the needs of consumers and continue their life and work with security. So, producers can succeed by paying attention to the needs of consumers, they can increase their innovation and power and experts and exporters can transfer useful information to the producers by using ideas and suggestions of customers and cause to transfer investment and money from place to place and increase qualified production and create job and other research activities that progress economy of the society as well.

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