

Prioritization and Ranking Problems Exporting Iranian Saffron

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Abstract

The main objective of this study is to prioritize and rank problems exporting Iranian saffron. Based on a comprehensive review of the literature on issues related to data and information collected from questionnaires, with 816% reliability is used. In this study, the sample of managers and sales and marketing company is exporting Iranian saffron is the sample size of 231 subjects. The results of this study are positive and significant relationship between the dependent variable and the independent variables of export performance of export barriers exist.

Keywords: Barriers to Exports, The Export of Saffron, Saffron Iran Export Companies

Introduction

Iran, Greece, Morocco, Spain, Italy and Pakistan are the world's largest producers of saffron, but international reputation and quality of Iranian saffron as the source and origin belongs (parme and Nabi Zadeh, 2009). Saffron is a strategic product. Cultivate saffron in preventing the migration of urbanites in the desert areas of South Khorasan as well as seasonal and permanent employment (creation of 65,000 jobs), income and development of non-oil exports is of utmost importance. There are various problems in the production, processing

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and marketing of saffron, which is contrary to the typical external quality product, Iranian saffron is not in good condition in global markets (Aghaee and Gholizadeh, 2011).

Despite Iranian expressed in over 85% of world production of saffron, but in 1997 it accounted for only 5/62% of the world's saffron export share of Iran, the saffron of Spain by producing less of an is in fifth place, 1/27 percent of global exports benefit by producing less than 100 kg of saffron and Italy, 6/1 percent of the world market and the more interesting the UAE in Arabic saffron production is not the major importer of Iranian saffron is 2/1 percent of global exports has accounted for this product.

Given the massive economic transformation and expansion of exports, especially exports its active participation in decision making and ultimately increase national output per capita income is more intuitive. Due to internal and external factors affecting non-oil exports have not been able yet to find its actual position (Mousavi et al, 2009).

This research is looking at the issue whether prioritizing and ranking in exports and production problems could create favorable conditions for the export of saffron crocus country? What are the major problems with exporting and saffron in terms of priorities?

Theoretical literature

1-Barriers to export promotion

Faculty of Agriculture, University of Colorado, Colorado Food for companies doing research and it seems that most of the world other country export barriers, lack of proper communication with importers buy 1/17 of lack of time is about 16 to the development of markets and lack of knowledge of the specific markets of five tenths percent (Albaum & Tse, 2001).

Homy and colleagues (2006) studied the results of non-oil export problems , one of the most important problems in the field of exports deficiencies in the type and quality of the packaging . Non-standard packaging , use of unhygienic food industry packaging , package inserts of the most important issues affecting commodity profile is not (Homy et al., 2006).

2 - Description of the barriers to the export of saffron

2-1-Promotion

One of the most important issues in today's changing consumer tastes and preferences about a product is effective, little effort has been made in the field of advertising. Advertising can also increase the range of this product.

So advertising can curve the utility of various countries that this product tends to reduce customer response to price increases will be less. Dependence can also use the product, including advertising devastating effects of poor hygiene on the low product yield (Sajjadi, 2008).

2-2-Quality of product

Before producing a product, the manufacturer must choose a qualitative level. A quality product from the market place to defend (Jamal & Naser, 2002). Quality, market positioning is considered one of the main tools (Kotler, 1985: Lovelock & Gummesson, 2004).

Iranian saffron is the inherent quality of the drive is a good history, but global competition as the quality of public health in the process, color, taste, quality, packaging and flavorful main stable presence in the market is the World

2-3- Terms of exports

A company that wants to enter foreign markets have gained knowledge of the rules of the global trading system. Initially the first issue of international trade laws and restrictions will be considered. There was no immediate information on new regulations to businesses in developing countries (Zafar et al., 2004)., Contradicting the legislation of the Member State (Karakaya, 2002: Lall, 1998) and the continuous change of tariff export (Assadi, 2003).

2-4-Image consumers

Image can be used as a mental condition that results in the form of verbal and overt behavioral description , is presented. What should be taken into consideration , it is common that some mental images to be shared among the group (Bromley, 2001). " If you have a good image in the minds of certain customer , the customer 's problems or the process is concluded , probably partly by mental images , are ignored . , If problems occur continuously , finally a positive body image blurred , and the image is negative . likely in case of quality problems , the worse it will be understood that it is in reality . " (Mehran et al , 2012).

2-5-Expertise in Export Marketing

Expertise required in three dimensions in international marketing expertise in market analysis and market knowledge, expertise in creating and enhancing business relationships and market expertise in maintaining the focus on international markets and international marketer and analysis tools to identify and understand the target market power analysis (Ladhari, 2008).

2-6-Packaging:

Packaged in a commercial operation of complex, dynamic, scientific, artistic and entrepreneurial discuss the functions of protection, preservation, transportation, and sales information includes (Beko, 1999). Among the factors that could significantly improve Iranian saffron is introduced to global markets and develop export it to provide a convenient and stylish package, this product (Mousavi et al., 2009).

2-7-Information

The most important feature of information systems is that everyone's position in the market, and identify and replicate the innovation, and the new model proposed. The export marketing information system must be capable of the following symptoms. Physical attractiveness, customer interest, creating tension and gravity, doing sales and customer satisfaction (Berkowitz et al, 1989).

2-8-International standards

According to world standard that is required to be developed by the relevant international organizations such as the International Organization for Standardization (ISO) was prepared, approved and published. Iranian Saffron Iranian Saffron commercial quality standards developed by the Organization sustainable development is not (Mousavi et al, 2009). Transfer international expectations and standards of education in global health, taste and preferences, tastes and packaging world through alliances is more practical.

Conceptual model

Conceptual model of the relations between the dependent and independent variables examined in this study is an examination of barriers to export on export saffron relations

components of the customer reviews by researchers in the preceding sections of this chapter presents is. 1 is shown in Fig.

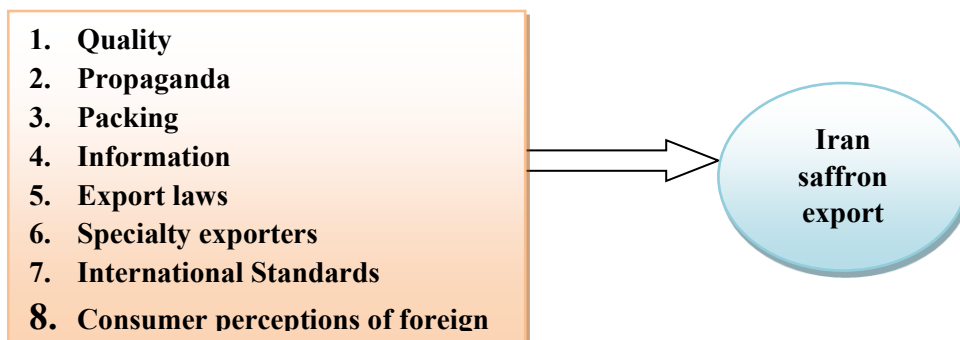


Figure 1 The research model

Saffron exports as the dependent variable in this study is examined. Theoretical components of the variables identified in Section I briefly mentioned by the authors is the following:

With regard to the conceptual model of the research hypothesis is stated as follows:

The research hypothesis

1. Between export performance and international advertising companies exporting Iranian saffron crocus significant relationship exists.
2. Between quality of the goods and the export of Iranian saffron crocus export companies, there is a significant relationship .
3. Between International export laws and the export of Iranian Saffron Saffron export companies, there is a significant relationship .
4. Between expertise and export performance saffron Iran export companies, there is a significant relationship .
5. Between export performance and packaging saffron Iran export companies, there is a significant relationship .
6. Between notification and the saffron Iran export companies, there is a significant relationship .
7. Between the image and the saffron Iran export companies, there is a significant relationship .
8. Between international standards and export performance saffron Iran export companies, there is a significant relationship.

Materials and Methods

This study is a descriptive correlation study. The population of this study, all senior managers and marketing companies are exporting Iranian saffron is the sample size of 231 subjects. Questionnaire with 37 questions on seven points with respect to the number of variables is used Alpha 0.816 In order to analyze the Spearman correlation was used to test the research hypotheses.

Results

Evaluation of the data was performed using statistical software in the social sciences. To assess the significance of the correlation coefficient table of the critical values of significant correlation between the degree of freedom of 0/05 and 0/01 are terms used.

As can be seen in Table A, the component of export barriers and export of saffron significant positive correlation of somebody 0/01 and 0/05 is established.

- 5 rating scale

Friedman test for ranking the indicators used. This test is used for the k-dependent group. The results of this test are given below:

Ranks

	Mean Rank	Rank
Quality	3.71	5
Propaganda	4.16	2
Packing	4.19	1
Information	3.81	4
Export laws	3.37	6
Specialty exporters	4.01	3
International Standards	3.16	7
Consumer perceptions of foreign	3.06	8

Test Statistics^a

N	231
Chi-Square	90.597
Df	7
Asymp. Sig.	.000

a. Friedman Test

As you can see the significant level of 0.05 is less than so 95% confidence level ranking scheme can be said to be significant So to answer the research question is whether Iran saffron export problems of prioritization and ranking of the research I and their relationships, ratings exports significant barriers.

Suggestions on research findings

Iran saffron exporter companies to increase their market share and provide a greater share of target markets should also focus on packaging that are important indicator should be more emphasis on the advertising specialty exporters to inform.

1 - The results confirm that the performance and packaging saffron saffron Iran export companies, there is a significant relationship. And has the greatest impact on export performance. Are recommended:

- Saffron strengthen alliances and technology industries, packaging industries and a key element in the development of Iranian saffron trade,
- Training of technical regulations and sanitary preparation and packaging of spices and condiments units available to owners of units of packed

2 - The results confirm that the ad and the saffron saffron Iran export companies , there is a significant relationship . And the most impact on the performance of the active components of the package are exported . Are recommended:

- Marketing and advertising and marketing of appropriate and effective participation in international exhibitions and seminars to introduce more and better international world of saffron.
- And also work towards the development of e-commerce trade in saffron, the strength of European rivals , the development and marketing of Iranian saffron role will be to keep the world market .
- Market research and promotional activities

3 - The results confirm that the performance of the specialized exporters of saffron saffron Iran export companies , there is a significant relationship . And has the greatest impact on export performance . Are recommended:

- Training courses for Iranian saffron exporters .
- Developing a comprehensive strategy for the production and export of saffron therefore take all the subjects mentioned .
- Contribute to the scientific and professional conferences or festivals market the National Saffron
- Assign a coherent and purposeful part of the country 's agricultural research centers and research studies by the saffron marketing managers and senior corporate marketing .

4 - The results confirm that the performance information and saffron saffron Iran export companies , there is a significant relationship . And the fourth factor is affecting export performance . Are recommended:

- affordable and effective advertising and participation in international exhibitions and seminars to introduce more and better international world of saffron .
- Planning and implementation of a broad campaign to present Iran as a major producer of saffron
- Preparing books of saffron , saffron Iran Preparing Journal of designing and developing promotional brochures in English and Iranian Saffron Iranian Saffron producing promotional videos and advertising Teaser and the global network.

The results confirm that the quality and yield of saffron saffron Iran export companies, there is a significant relationship. And the fifth is an important factor influencing export performance. Are recommended:

- Assign a coherent and purposeful part of the country's agricultural research centers Research saffron.
- Encouraged the producers of saffron export units should be composed of producers.
- Ignorance of what is happening in world production and trade in the years we plan to be around and this is perhaps the gradual withdrawal of the market in Iran and will be the matter identify new production, and the alternative tastes and consumer purchasing power, continuous research and curiously was not even considered for a moment.

The results confirm that the export laws and the export of Iranian saffron crocus export companies , there is a significant relationship . And the sixth factor is affecting export performance . Are recommended:

- Help promote export power to grant export credit units

- Familiarity with accurate and updated businessmen trade regulations
- The creation of institutions and organizations to facilitate the export of bureaucracy
- Ability to communicate directly and immediately with the Chambers of Commerce in other countries
- Strengthening the banking relationship between banks and regional banks operating
- Planning for timely obtaining the facilities , incentives and export subsidies and increasing the share of Iran's Trade Promotion Organization of this section

The results confirm that the performance standards and saffron saffron Iran export companies , there is a significant relationship . And the seventh is an important factor influencing export performance . Are recommended:

- Standards required by the Ministry of Agriculture in collaboration with Institute of Standards and Industrial Research of Iran include: Crocus standard without any pesticides and chemical fertilizers (organic) , Saffron Domestic standard features , standard specifications and standards of export packaging for saffron crocus
- Establishment of Standards and Industrial Research Institute of the State manufacturer and exporter
- Development of export management companies Shta international standards

The results confirm that the minds of consumers and the export performance of firms exporting Iranian saffron crocus significant relationship exists. And eighth factors affecting export performance is. Are recommended:

- Not active in the export market, the association offices
- To the consuls and representatives of the Ministry of Foreign Affairs in Provinces
- Membership in the WTO
- To construct, equip and complete Fairground world
- Create offices and agencies of the countries of export organizations

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