Review and Ranking Barriers of Development of Export Fig in Iran

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Abstract: The main goal of this research is to provide solutions for dry goods exporter companies and union of dry goods in Iran and also use the experiences of experts and managers of Commerce Department to increase exports of dry goods, especially figs. In line with the overall objective of the above, the following specific objectives will be pursued in this investigation. First case is study of problems and barriers which in different ways affects exports figs. Second case is knowledge and awareness schooling towards exporter businesses companies of dry goods, especially figs. This research in terms of purpose in applied research and in terms of research methods and data collection is heuristic research. In this research, integrated marketing, environmental factors, Information factors and governmental factors were examined. As a result, all these factors were confirmed as barriers to export figs in Iran. After ranking information as the first barrier, after that, fusing marketing and environment and governmental factors were identified as the subsequent barriers.
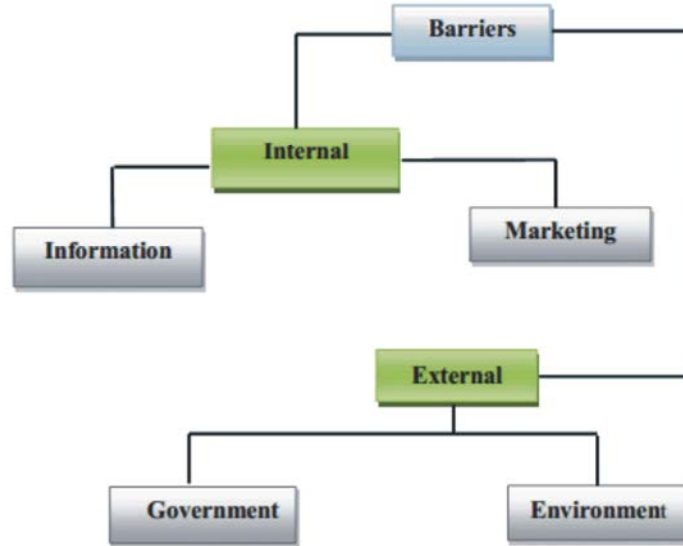
Key words: Export · Export barriers · Figs · Information

INTRODUCTION

In this paper, the problems and obstacles which in different ways affect on the export of "figs" and create barriers for exporting figs are examined. In fact, in this study we want to answer this question: what barriers prevent to export figs to Markets outside the Iran. Which barriers have a greater impact on exports figs? Researches show that facilities of exporter firms are limited. And to increase exports, firms need the support of the Ministry of Commerce of Union of dry goods. Conducted researches about exporter companies dried fruits, nuts expresses the fact that the Department of Commerce does not cooperate with the Union of dry goods well. and this is considered one of the obstacles to export expansion. Export fig in Iran from 2004 to 2012 has had a downward trend. As export figs has decreased from 11.2% in 2004 to 7.63% in 2012 (Decreased 60 percent). The question is that Iran which is World's third largest producer of figs (after Egypt and Turkey), Why Approximately export only ten percent of its production? And why the exportation of figs significantly decreases each year? This study attempts to evaluate existing problems in various areas by comprehensive evaluation of the obstacles to export figs in a universally accepted model. According to this model to examine the barriers to export expansion of figs, we evaluate information factors, marketing mix factors, environmental factors and government agents.

Review of Related Research: Larson of Agricultural University of Colorado University has done a research. As a result, the largest exporting barriers to other countries are lack of ability¡ communicate inappropriately with importers, buyers and also a lack of understanding markets. In the research which was conducted by Barak, he believes that Administrative barriers, marketing barriers are export barriers for small and medium enterprises. ESTRANSKOF in 1998[1], divided barriers to the export into internal and external controllable obstacles that internal controllable barriers include: Communications with external units, lack of education, export skills, market information, managing international activities, etc. External ungovernable barriers include: foreign government attitudes, attitudes of foreign countries people, trade barriers. AREFI SHAHRAM[2] examined the quality and economic value of the non-oil exports good of East

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Zhang ZEHE, Export barriers to the Chinese market, MA Thesis, Columbia University, 2010, pp. 36

Fig. 1: LEONIDO Model

Azerbaijan Province, which about non-oil export, the main problems were: instability of export programs, lack of research facilities in this field and industry part, being non-active in industrial Scientific Services office of province, Lack of attention to carpet problems. MEHRI Sarah[3] examined barriers and limitations of export of the KHOZESTAN province in 2005[4]. She found that one of the main problems in exports is the existing deficiencies in the type and quality of the packaging. Some main impressive issues are Non-Standard packaging, using unhygienic materials in the packaging industry, not included specification of the product on the package.

Leonido Model: In 2010, LEONIDO[5] in the review of export barriers in the book entitled "Export barriers of International Marketing" has pointed out two internal control and external ungovernable factors. In this model, the internal and external factors affect the exporter companies.

Marketing Mix Model: Marketing Mix Model that many know it as P4 marketing is a powerful tool that can help marketer in defining marketing strategies. In this study, to examine barriers to exporting figs these models have been used in relation to the marketing mix.

Information Model: According to the different information in the fields of social, economic, geographic and political, a picture of a market can be achieved. But the picture would not be complete. Finally to make decisions about for starting activities of sale to the market and how to do it, there is great need for grouping marketing specific data [6]. (Warren J. Keegan).

Environmental Factors Model
Government Model: Government assistance, including policies which government uses to assist exporters in international trade flows. Studies have shown that government can also be an export agent and can be an export barrier. (Porter, 2000).

Table 1: Model of Marketing Mix

Product	Performance, quality, design, packaging, brand, warranty, support
Promotion	Advertising, personal selling, public relations, messaging, media, funding
Price	Price list, discounts, installment purchase
Distribution	Channel members, channel incentives, market coverage, transit

PHILIP KOTLER and GARY ARMSTRONG 2008 (2008), Principles of Marketing, Translated by FOROUZANDEH BAHMAN

Table 2: Information Model

Information	The ability to estimate the demand, Consumer information, Survey of consumers ideas, access to foreign media, Sufficient Market information for the need to respond to market needs
Foreign exchange	Knowledge of interest rates, balance of payments, the attractiveness of the national currency
Competitive conditions	Strategies of Company level, business of operational units
Prescribing information	Laws, taxes, stock of mother country
Resources Information	Financial resources, human resources, information resources, physical resources

Keegan, 2004, Global Marketing Management, EBRAHIMI ABDOLHAMID, Tehran - p. 174th

Table 3: Model of Environmental Factors

Political factors	Familiarity with tax laws, familiar with export laws, political environment governing the country, immigration of Foreign Nationals, country relationships with related organizations
Social factors	Style Life of People, Age of Consumers, Population and Population Growth, Age Distribution of Consumers, Life expectancy
Economic factors	Level of per capita income, the level of cost in the Family Budget, The share of the nuts share in the government Budget, The share of nuts subsidies

Strategic Management, Fred R. David, translated by Dr PARSAEIAN and ARABI, p 150

Table 4: Government Model of Michael Porter

Privatization	The price of Raw materials, increase quality
Incentive schemes	Planning long-term Strategies, Dispensation of facility, support for exporters
Targeted Investment	Improve the packaging industry, building infrastructure in IT
Adjustment of	Floating exchange rate
Support manufacturers	Tax for manufacturers, raising tariffs on foreign goods out, border control, combating smuggling

Michael Porter, Competitive Advantage of countries - Page 274

Research Method: The basic of each science is its methodology and the validity and value of each science is based on methodology which is used in that knowledge. Research Method is a systematic process for finding an answer to a question or solution of a problem [7]. (KHAKI, 2009).

This study in terms of purpose is an applied research. In termed of data type is a qualitative research that in this research qualitative variables have become quantitative variables due to certain indexes and using ranking scale (5 points) of LIKERT[8]. How to collect data is heuristic, because we have found the main problem by reviewing and discussions with exported and using group opinions of experts in this research. The statistical population of this research includes experts and scholars who are engaged in the production and packaging and exporting figs. Companies which decide to export they must be a member of the union nuts.

In EU exports of nuts each province, there is 146 companies that have been engaged in exporting dried figs in addition, exporting other nuts. These 146 companies across Iran's provinces are scattered in the provinces which it has of land for cultivation and harvesting figs.

In this study, population is members of exporters companies Figs in provinces (Fars, LORESTAN, Kermanshah, SEMNAN, MARKAZI, Tehran and ZANJAN [9].

Maximum number is for TEHRAN and minimum number is for MARKAZI province[10]. Tehran Province with 8.29% is maximum of statistical population and MARKAZI Province with 29.8% is minimum of statistical population. In this study, 146 companies (78%) manage by men and 28 percent of these export companies manage by women. In this statistical population, the age distribution of 64 persons was between 20 to 31 years. 44 persons have 31 to 40 years. 18 persons have 50 to 51. In terms of experience, 78 firms have 6 to 10 years experience and the managers of 13 companies have 15 to 20 experiences.

The main tool for data collection in this study was a questionnaire. The questionnaire of this study based on library Information was collected. The views of experts and the idea of research team was designed and approved prior to distribution by supervisor Abdul IBRAHIMI. However, in all stages of the research (questionnaire design, data analysis and provide solutions and

suggestions) the opinions and in this study, ideas of professors, business executives and managers with experience in the form of interview has been used.

Content validity and feature and structural is a tool that is determined by those skilled in this case and depends on to judge the judges (experts) (BAZARGAN *et al.,* 2007, 171)[11]. In this study, in order to assess questionnaire justifiability, the content validity is used. Thus, prior to the distribution, questionnaires to assess their validity by five experts of commercial evaluated and were applied necessary reforms on the questionnaire. It took three periods and in second stage, 4 persons and in third stage, 8 persons gave their idea and reforms were applied.

Abel and Frisbee [12] have defined the concept as follows: Correlation between a set of scores and another set of scores that are obtained independently on a subject. Due to this fact, coefficient range of reliability is from zero (no relation) to a positive one (perfect correlation). This coefficient indicates that to what extent the measuring tool measures characteristics of subjects stable or features of variability and temporal of that (SARMAD, 2007, p 166.

In this study, in order to assess the reliability of the questionnaire, before distribution in two periods, opinions and views of the ten members of the Association of Exporters of Union of nuts are collected and analyzed by CRONBACH's Alpha method. To assess the validity of the questionnaire, the questionnaire was given to 5 persons of export managers and experts in the field of export of fruits in Tehran. After 15 days they were completed again. Using CRONBACH's Alpha test, correlation coefficient of correlation of responses were measured in two steps and given the high correlation (0.795), concluded that the designed questionnaire has the reliability and validity (calculation Table CRONBACH is in the appendix).

Research Findings: The majority (90.5%) managers of export dried fruits (figs) are men. Most respondents (64 persons, 50.8%) were in the age group 20 to 31 years[13]. After that, respondents (44 persons, 34.9%) were between the age group 31 to 41 years. However, the minimum number respondents (18 persons, 14.3%) had more than 41 years. 2% (67 persons), respondents had Diploma degree, 47 (47.3%) of them had bachelor's degree and 12 persons (9.5%) had a master's degree. Among 146 people who were surveyed, most (81.7%, n = 103) whose field is not related to exports.

That is, they have been studied in the fields other than management, marketing, business management fields. 23 persons (18.3%) have been studied in related fields.

Examination of the First Main Hypotheses: According to the table 5 you can see that Absolute of the statistic value t (18.401), with degree of freedom125 is larger than the table value (1/96) and given the possibility that is obtained lesser than of 0.05, hypothesis "internal factors are barriers for the development of export figs "is confirmed. In other words, we can say with confidence 95% the internal factors are barriers for the development of export figs.

Examination of the Second Main Hypotheses: According to the table 6 you can see that Absolute of the statistic value t (17.168), with degree of freedom125 is larger than the table value (1/96) and given the possibility that is obtained lesser than of 0.05, hypothesis "External factors are barriers for the development of export figs "is confirmed. In other words, we can say with confidence 95% the External factors are barriers for the development of export Figs [14].

Table 5: Summary of statistical analysis related to the research question of internal factors

Probability	(d.f)	Critical T	Average T	(SD)	(M)	(N)
126	2.9039	.24638	18.401	1.96	125	.000

Table 6: Summary of statistical analysis related to the research question of External factors

Probability	(d.f)	Critical T	Average T	(SD)	(M)	(N)
126	2.9457	.29138	17.168	1.96	125	.000

Table 7: Summary of statistical analysis related to the research question of Government Model

Probability	(d.f)	Critical T	Average T	(SD)	(M)	(N)
126	3.6436	.34943	36.737	1.96	125	.000

Table 8: Summary of statistical analysis related to the research question of Environmental factors

Probability	(d.f)	Critical T	Average T	(SD)	(M)	(N)
126	3.7399	.17448	79.766	1.96	125	.000

Ranking of Barriers of Figs Exports

Table 9: Ranking internal barriers

Information Model	Average	Rank	Marketing Mix	Average	Rank
Competitive conditions	4.11	1	Price	3.15	6
Foreign exchange	4.01	2	Distribution Channels	3.11	7
Market Information	3.51	3	Product	3.04	8
Prescribing information	3.38	4	Promotional activities	3.01	9
Resources Information	3.18	5			

Table 10: Ranking External barriers

Government model	Average	Rank	Environmental factors	Average	Rank
Targeted investment	3.41	10	Political factors	3.49	15
Privatization	3.40	11	Economic factors	3.41	16
Support producer	3.39	12	Social factors	3.39	17
Incentive schemes	3.38	13			
Tariff policies of imports	3.32	14			

Examination of the Third Main Hypotheses: According to the table 7 you can see that Absolute of the statistic value t (36.737), with degree of freedom125 is larger than the table value (1/96) and given the possibility that is obtained lesser than of 0.05, hypothesis "Government factors are barriers for the development of export figs "is confirmed. In other words, we can say with confidence 95% the Government factors are barriers for the development of export fig.

Examination of the Fourth Main Hypotheses: According to the table 8 you can see that Absolute of the statistic value t (79.766), with degree of freedom125 is larger than the table value (1/96) and given the possibility that is obtained lesser than of 0.05, hypothesis "Environmental factors are barriers for the development of export figs "is confirmed. In other words, we can say with confidence 95% the Environmental factors are barriers for the development of export figs.

DISCUSSION

The majority (90.5%) managers of export dried fruits (figs) are men that women's participation is much less than men in export and business companies and have to use appropriate strategies for the participation of women in the commercial sector. Considering that the age group 41 to 51 years is a group that has sufficient funds to invest in buying and packing nuts, especially figs and finally export target markets. But based on the results obtained in this study, this age group is lowest group who are engaged in export of dried fruits and can be reached on this point that because this industry in the long run, has no profit, Investors after entering and after several years and in the long-term leave industry. Considering above issues can be concluded that more exporters have lower education levels or in other words, they have the Diploma degree or lower. This indicates that they have not ability for competition in the market. They have not ability of market analysis when in the conditions that competition in the market is high. They have not ability to compete with other firms, for competitive pricing, to identify new target markets. And finally, most importantly they are later withdrawn from the market. In examination of various factors can be see that information factor due to obtain information about main sources of production in Iran and influence in different sectors, It can play an important role in the development and export of various industries including "fig". Actions taken in each of the different variables can effects on the industry deeply. In fact, there are profound effects on the structural variables, such as tend of managers to have a presence in international markets. The outcome of such policies is a closed economy which few companies have the ability to export

and compete internationally. The lack of infrastructure for gathering data in various fields that due to the lack of proper infrastructure to collect the necessary information and not support individuals and exporter managers about fig exports to world markets, the researcher decided that offer the following suggestions to increase exports by help of teachers, counselors and exporter administrators of nuts in Iran. It is hoped that these suggestions will increase our exports and lead to develop our countries in global markets[15].

- It is suggested that managers of exporter companies Company formed a committee to implement the strategic in company level by attracting executives and university professors who have sufficient expertise in implementing of capability strategic and this committee consider appropriate strategies and practical solutions for next years. Also by these managers consider classes and workshops to employees, so employees cab help companies develop.

- It is suggested that strategic Implementation committee be done by union of nuts. So by the committee, managers achieve required information about foreign competitors and foreign goal countries and collect them and also it improves the status and future plans of the company.

- It is suggested that to improve the balance of payments and information, a committee be formed in the Department of Commerce and this committee be collected and analyzed necessary information about balance of payments and provide for companies and managers which can use this information to favor exports.

- To achieve guidelines for interest rates, it is recommended that a committee to review and forecast interest rates at the level of the Union of nuts be formed. and this committee be able to analyze and predict Interest rates with the help of international economists and academic expert and also with the help of the teachers and so on and provide them for exporter managers.

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