

The recognition and ranking of the factors affecting the development of Iran's hand-woven carpet bazaar in global markets

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Abstract

The purpose of study is to recognize and rank the factors affecting the development of Iran's hand-woven carpets bazaar in the global market. The subjects were totally 120 among carpet experts and exporters and the method was applied and a survey study. The instrumentation was a questionnaire and the criterion for the sample selection was the subjects' convenience and their characteristics. This study has utilized both descriptive (frequency distribution, graphs, statistical indexes) and inferential statistics (K-S test, T-test, Friedman test, Kruskal-Wallis test, factor analysis) to find the relationship between the variables and besides SPSS is used to analyze and conduct the above-mentioned tests. The results showed that supplying the hand-woven carpets with ID cards leads to the carpet market development. The ads increase has a positive correlation with the carpet market development. Recognizing the needs of hand-woven carpet consumers will lead to the carpet market development. There is a significant relationship between the exporters' familiarity with electronic business and the carpet market development. The existence of a specific brand also leads to the carpet market development. Besides, it was also revealed that the significance of variables were ads, recognizing the consumers' needs, the existence of a specific brand, the familiarity of exporters with electronic business, and providing ID card, respectively.

Keywords: hand-woven carpet, market, market development, development, goods place

Introduction

The Iran's hand-woven carpet, being impressed

by the brilliant artistic and cultural characteristics of the past decades and centuries, has always been regarded as one of the best-featured goods in Iran's non-oil export goods basket, and is made and released globally in a way that for many years it has designated the first and highest rank of currency exchange to itself in Iran's export. Unfortunately, due to substantial loss in commercial and business dimensions, Iran's carpet has passed the wane era and frail records in the competitive market and now it is in crisis. In one hand, not paying attention to marketing doctrine and principles has endangered internal competitive carpet pros, especially in a world-wide. The other countries' successful experience (India, Pakistan, and the like) reveal their attention to the business environment facts and the other impressive factors (Shamabadi, et al., 2007, p. 3). The place and the navigatory and determining role of international-export marketing for increasing the quality and coinciding them to the customers and buyers' needs and priority is an ignored affair (Sabouri, 2003). Also, there has been a little research on the condition of hand-woven carpet marketing in Iran that has pointed to some losses such as not recognizing the customers' tastes, the advertising weaknesses, exporters unfamiliarity with electronic business, non-existence of a specific brand, and providing ID cards. In this study, based on the findings and review of the related literature, the most important and impressive factors in developing Iran's carpet market has been regarded such as: providing carpet ID cards, ads, recognizing consumers' needs, exporters' familiarity with electronic business, and existence of a specific brand. In the current study, besides applying appropriate statistical methods, and due to the important role and place of the hand-woven carpet in economy, and

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Iran's non-oil exports, the priority of effective factors on Iran's carpet market development has been analyzed.

Review of the related literature

Carpet as a commercial good has a great value and is regarded as the most important non-oil exporting good in Iran. Nowadays, there is a high competition in carpet marketing and Iran's portion has decreased comparing the previous years. One parameter that has led to other rivals' success in global marketing, is their access to Iranian carpet plans and designs (Shajari et al., 2003, p.222). Proving ID cards avoids other countries selling Iranian carpets in their names and thus provides opportunities to introduce it to new countries through which it leads to carpet market development (GhazaniGhamsari et al., 2010, p. 61). Another parameter to develop the carpet market is advertising. They have great impact on increasing the customers' awareness and would affect their thought, emotions, attitudes, and decision-making (Tellis,2004). Advertising is an instrument to pervade the market and one of the most vital ways to sell in the global market. One necessary and appropriate solution to increase the Iran's carpet exports is advertising. Lack of marketing and regular advertising, has put Iran's carpet marketing in a world-wild danger (Mamouri, et al., 2009, pp. 1-5). The third parameter is to know the consumers' needs. The most important point in Iran's carpet export that must be regarded more is the customers' roles and tastes that has altered regarding the past. Iranian goods are produced with the past designs and experiences due to lack of awareness of the consumers' needs in marketing research department that this cannot respond to consumers' needs based on the variable needs of today's society (Arabi, et al., 2004, p.43). The forth parameter is the familiarity of exporters with electronic business. One aim of companies from using electronic business is to have access to the global market as a chance that internet provides them. It decreases the industrial limitations and provides the access to new markets and new customers even the rival's customers (Azizi, et al., 2006, p. 5). Via electronic business and internet, we can be aware of customers' need at a great speed. It provides the export companies with the possibility to become familiar with the new export markets besides export vocations on the net, and to export their goods and prod-

ucts to new markets (Tajeran, 2010, pp. 1-5). The last parameter is the existence of only one brand for the carpet. Trade marks play an important role in recognizing the carpet features and characteristics to the consumer. They make them able to find the country of the origin and to know the main authorities or the product distribution, and the most important the fact that they have special meaning to consumers. Having access to new markets or developing non-traditional markets needs planning specific marketing programs, devoting credit for high advertising expenses, being aware of complicated distribution systems and consumer understanding, and consumers' tastes are the unknown no research being done on them (Vakili, 2001, p.83).

Theoretical framework

In the handicraft literature, hand-woven carpet is meant to be something weaved of textures by hand and tomentulose (Paseban, 1999, p.58). Iran's hand-woven carpet with the highest added value has the most portion in non-oil exports. It is the most familiar product for global artists and consumers. As one of the country's exporting pros in many years, and on top of exporting goods, has led to importing high amount of currency into the country, on the other hand, has led to a widespread portion of people's living and recruitment (Gholami Taj Amiri et al., 2003, p. 376).

The carpet ID card is its identity. It avoids other countries selling Iranian carpets on their names. Also, it is a kind of advertising that shows the peculiarity and delicacy of the carpet. And shows its superiority to the other rival countries (Abdolshah, 2003, p.412). The aim of providing ID cards is to preserve the national identity of Iranian carpets and providing the background for avoiding fake goods production by rival countries and assuring the customers while purchasing. Providing ID card is an effective step to preserve the hand-woven carpet industry credit (Farhikhtegan Iranzamin, 2011, p.2). This affair can provide crucial opportunities for presence and introduction of such products to foreign countries, obtaining new markets, and increasing the portion of carpet exports (Ghazati Ghamsari et al., 2010, p.61). Thus, the first hypothesis can be introduced:

1- Providing carpets with ID cards has a positive correlation with hand-woven carpet market development.

Ads merely focus on monitoring opinions with significant signs, reports, rumors, pictures and other shapes and with social relations. Its purpose is to make the submitted subject known and to satisfy people subjectively (Mamori et al., 2009, p.4). A company ad has a great effect on increasing the customers' awareness and its thoughts, attitudes, feelings, and decision-making (Tellis, 2004). Advertising is one of the most effective methods in selling and business. The results show that the continuous, effective, and scientific advertising is a need for the carpet industry growth and development (Mamori et al., 2009, p.5). One useful and appropriate attitude towards increasing the hand-woven carpet export in Iran is advertising (Mamori et al., 2009, p.1). Lack of marketing and continuous advertising has endangered Iran's carpet market world-widely (Mamori et al., 2009, p. 2). Ads have effects on the carpet market. One solution for Iran's carpet market improvement is to advertise more Iranian carpet tradename. In fact, we can reach the place of Iran's carpet industry to its own place via ads increase and finding new customers besides ex-customers (Haghshenas et al., 2010, p. 65). Thus, the second hypothesis goes as follows:

2- Ads increase has a positive correlation with the hand-woven carpet market development.

One important point in Iran's hand-woven carpet export which needs full attention is the role of buyers (customers) and their tastes being altered regarding the past. People from different countries have various needs, wants, and financial magnitude, consumption-wise, they have various, tastes and buying models (Katler, 2009, p.248). Carpet producers and exporters live their economic life via providing their customers' needs (Iran's trade promotion organization, p.10). In order to increase the amount of Iran's carpet export and double earnings, carpet must be produced in accordance with the global market needs and their tastes. If Iran wants to be successful in the current competitive carpet market, there is no way except recognizing the market goals and producing carpets in accordance with this market needs (Mamori et al., 2009, p.2). Better recognition of importing carpet markets and acquaintance with the buyers' needs and tastes and a move towards overcoming those needs, can increase the carpet market portion and its development (Chaharmahali Bighash, 2004, p.1). Through better recognition of importing carpet markets, Iranian producers would be able to increase their portion and profit and make themselves distinct from their rivals

(Chaharmahali Bighash, 2004, p.10). Thus, the third hypothesis can be mentioned:

3- Recognition of buyers or customers' needs has a positive correlation with the hand-woven carpet market development.

Electronic business includes all process of development, marketing, selling, delivery, services, and electronic payment of goods and exchanged services in the customers' global market network, and is supported by global commercial partners' network (Abrarian, 1998).

One aim of companies is to utilize the electronic business to have access to global markets as a part of opportunities provided by the net. Through this, the delivery chain management can be released on time and effectively. The company will also be provided the needed inputs to produce high-quality and lower-price goods. Electronic business decreases the industrial limitations and provides the possibility to found new markets and customers even the rival customers. Via this, the possibility to export and export marketing would be simplified (Azizi et al., 2006, p.5).

Using the electronic business method, the exporters can find the chance to increase their presence and selling in global markets (Mirlohi, et al., 2003, p.286). Besides, the salesperson would analyze the customers' needs better. One of its most important benefits is the increase of commercial branches, attracting more addresses, and development in multiregional markets. In electronic business the customers are not designated to a specific region or country and the shop environment is not bounded to geographical borders. The number of buyers and customers is increasing rapidly (Norouzi, 2002, p.8). Thus, the fourth hypothesis can be introduced as follows:

4. The exporters' acquaintance with electronic business has a positive correlation with the hand-woven carpet market development.

Due to the fact that customers select the renowned brands, so they have more fidelity to companies with more confirmed trade mark. A strong trade mark makes entrance to new markets possible. And such companies are more successful (Abbasi et al., 2011, p.3). Trade mark provides the possibility of having access to different market sectors (Amirkabir entrepreneurs, 2008, p.36). Thus, the 5th hypothesis of this study will be formed:

4- The existence of a specific carpet brand has a positive correlation with the hand-woven carpet market development.

The analytic model

The primitive model of this research is driven out of the theoretical framework and review of the related literature and variables are taken via conducting some researches that are respectively as follows:

Providing ID card (Abdolshah, 2003, p.412; Ghazani Ghamsari, et al., 2010, p.61). Ads (Mamori, et al., 2009, p.2).

Recognizing customers' wants (Chaharmahali Bighash, 2004, p.2).

Electronic business (Mirlohi, et al., 2003, p.284).

Trade-mark (Pishnahadi Mohaghegh).

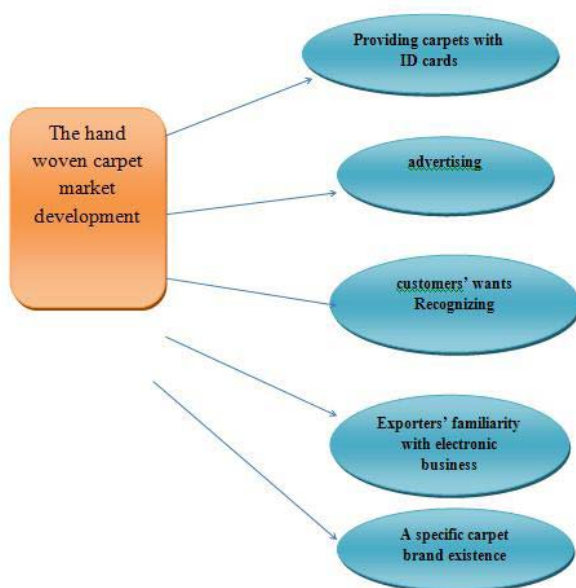


Figure 1. The basic Research model.

Carpet market development

One important strategic instrument in export development is to have relative profit in the foreign exchange cycles. It may be possible that a country has profits in production, but not commercially. This lack is derived from relative deficiency in packaging, boarding, quality control, production standards, lack of access to global business information, and the like (Ginman, et al., 1980, p.84). Iranian export sector was not able to be developed due to the lack of efficient and appropriate knowledge basis in a way that in most cases, our exported goods and services though having high-quality and even beyond global standards, has not found its place in global markets due to the lack of fault-finding or an appropriate notifying system. In most cases, the businessmen have provided the base for im-

porting rather than increasing exports (Ghazanfari, et al., 2008, p.4). The hand-woven carpet business in a few global markets like England, Germany, Italy, France, America, Canada, Switzerland, is being focused by Iranians in a few centuries. Reliance on some traditional markets due to political reasons in a world-wide, and especially in a case that it is caused by authorities due to political and economic reasons, impacts on the carpet business or other Iranian goods and may cause hard economic fluctuations. Sometimes, sectional legislation provides records for the carpet economy like discriminational manners determined by the European society towards Iranian carpet exporters in past years to benefit the exemption from customs duty payment. Due to Iran's lack of membership in the GATT, was not able to sign the international textile contract in 1980. Thus, it could not use the above-mentioned portion and on the other hand, the rival countries like India and Pakistan benefited from the exemption quota and this rule was an appropriate chance for their export development. By means of such conditions, there were some obstacles provided for Iran's economic growth and development whose reflect would cause joblessness and inflation. Traditional market saturation is another phenomenon that each business person would regard whenever a good with various features in one or more market is under focus for centuries that a market or peripheral and near markets are to be saturated. At this time, there is no recourse rather than developing the activities and finding new markets (Vakili, 2002, p.77).

Methodology

This study is an applied survey study. The aim is to find the correlations among variables and the amount of the effects. It is a survey study to find the distribution characteristics in the sample and applied in away that its aim is to develop the applied knowledge in a specific field.

Sample

The criteria for selecting subjects were as follows:

A) Carpet experts: those being involved in management, professional, scientific research-wise affairs.

B) Exporters: the hand-woven carpet wholesalers, and the leaguers in carpet exports to whom the questionnaire was sent personally or via fax. Regarding the both above-mentioned groups, a num-

ber of 208 questionnaires were distributed based on table 1 that the total of 120 were fully filled, gathered and analyzed, and 83.3 percent were male and 16.7 percent were female. 71.7 percent of the total sample were also exporters and the rest (28.3) were experts.

Table 1. The frequency distribution and data collection among the sample

Sample type	No. of sent questionnaire	No. of complete received questionnaire
exporters	168	86
experts	40	34
total	208	120

Instrumentation

The instruments were questionnaire and library studies. The questionnaire included 33 questions. The questions were close-type and the measuring criteria was Likert scale. The questions had spectrum of 5 choices including the option 'I totally disagree' was placed at one end ranked as 1 and 'I totally agree' on the other being ranked as 5. In the middle, respectively, was 'I disagree' with the rank of 2, 'I somewhat agree' with the rank of 3, and 'I agree' with the rank of 4. The subjects were supposed to choose an option based on their attitudes towards the answers. Table 2 indicates the close type questions plus per regarded variable in the study. Here, the stability was calculated using Cronbach Alpha and was 0.892 that was acceptable since the more the amount is near to 1, the more the stability would be. In table 3, the amount of Cronbach Alpha and in table 4, the amount of Cronbach Alpha for each variable is shown.

Table 2. Number of questions about hypotheses

hypotheses	No
1st hypothesis	1-6
2nd hypothesis	7-12
3rd hypothesis	13-19
4th hypothesis	20-26
5th hypothesis	27-33

Table 3. The reliability of the questionnaire

Variables	Cronbach Alpha
Carpet market development factors	0.892

Table 4. The amount of Cronbach Alpha for each variable

Variable	Cronbach Alpha
Providing carpets with ID cards	0.899
Advertising	0.828
Recognizing customers wants	0.687
Making exporters familiar with electronic business	0.871
A specific carpet brand existence	0.789

Hypotheses analysis

The analysis here is both descriptive and inferential. First the descriptive analysis is done (frequency distribution, figures, statistical indicators) that investigates and describes the respondents general characteristics and analyzing indicators descriptive aspects, then the inferential statistics is done (K-S test, T-test, Friedman test, Kruskal-Wallis test).

In inferential statistics K-S test is used to see the normality of the distribution, one sample T-test for investigating the mean of variables significance with an average, non-parametric Kruskal-Wallis test for investigating the demographic variable effectiveness or ineffectiveness. Besides, in this study, SPSS software was used for analyzing the data and conducting tests.

Variables numerical index analysis

As observed in table 5, the mean of variables providing carpets with ID cards, advertising, recognizing customers' wants, familiarizing exporters with electronic business, and a specific brand existence is more than the average (3). Therefore, it reveals the respondents agreement with variables significance.

Hypotheses testing

First hypothesis

The t-test results show that the significance level in comparison with the average level 3 is 0/000 that is less than 0/05, thus these factors are more than the average level. Thus, we can conclude that the respondents know the significance more than the average level thus the total research factors are significant due to respondents. In other words, all sub-factors of providing ID cards are significant.

Table 5. Variables numerical indices

Variable	No.	Min.	Max.	mean	SD.
Providing ID	120	1/00	5/00	3/4111	0/90901
advertising	120	3/67	5/00	4/3958	0/42371
Customers' needs recognition	120	3/71	5/00	4/3417	0/37239
Familiarizing customers with electronic business	120	3/00	5/00	4/0631	0/51284
Trade mark	120	3/00	5/00	4/0905	0/44214

The first hypothesis is that providing carpets with ID crads has a positive correlation with hand-woven carpet market development.

It is also shown in table 6 that the amount of t is 4.954 and due to the significance level of 0/000 which is lower than 0/05, it shows the first hypothesis is confirmed.

Table 6. T-test results for providing ID cards variable

Variable	Providing ID cards
Observed value	4/954
Significance level	0/000
Mean difference	0/41111
Result	+

Second hypothesis

The t-test results show that the significant level in comparison with 3(the average amount) is 0/000 that is less than 0/05, meaning that all these factors are more than the average level and are confirmed statistically that the respondents know the questions significantly more than the average level, thus, the total research factors are of significance due to respondents viewpoint. In other words, all sub-factors of ads are of great significance.

The second hypothesis is assigned in away that advertising increase has a positive correlation with the hand-woven carpet development.

Table 7. T-test results for the advertising variable

Variable	advertising
Test score	35/337
Significance level	0/000
Mean difference	1/39583
Result	+

Based on the test output, in table 7, the t score was 35.337 and because the significance level was 0/000 and less than 0/05, it shows the second hypothesis was confirmed.

The third hypothesis

The t-test results show that the significant level in comparison with 3(the average amount) is 0/000 that is less than 0/05. Therefore, it can concluded that all these factors are more than the average level and are confirmed statistically that the respondents know the questions significantly more than the average level, thus, the total research factors are of significance due to respondents viewpoint. In other words, all sub-factors of customers' wills recognition are of great significance.

According to the test output, in table 8, the t-score was 39/468 and as the significance level was 0/000 and less than 0/05, the third hypothesis can be confirmed.

Table 8. T-test results for the variable of customers' wills recognition

Variable	Customers' wills recognition
Test score	39/468
Significance level	0/000
Mean difference	1/34167
result	+

The forth hypothesis

The t-test results show that the significant level in comparison with 3(the average amount) is 0/000 that's less than 0/05, meaning that all these factors are more than the average level and are confirmed statistically that the respondents know the questions significant more than the average level, thus, the total research factors are of significance due to re-

spondents viewpoint. In other words, all sub-factors of exporters acquaintance with electronic business are of great significance.

The fourth hypothesis is assigned in away that exporters' acquaintance with electronic business has a positive correlation with the hand-woven carpet market development.

Based on the test output, in table 9, the t score was 22.708 and whereas the significance level was 0/000 and less than 0/05, it shows the fourth hypothesis was confirmed.

Table 9. T-test results for the variable of exporters' acquaintance with electronic business

variable	Exporters' acquaintance with electronic business
Test score	22/708
Significance level	0/000
Mean difference	1/06310
results	+

The fifth hypothesis

The t-test results indicated that the significant level in comparison with 3(the average amount) is 0/000 that's less than 0/05, meaning that all these factors are more than the average level and are confirmed statistically that the respondents know the questions significant more than the average level. Thus, the total research factors are of significance

due to respondents' viewpoint. In other words, all sub-factors of a specific brand existence are of great significance.

The fifth hypothesis is assigned in away that a specific brand existence has a positive correlation with the hand-woven carpet market development.

Based on the test output, in table 10, the t score was 27/018 and whereas the significance level was 0/000 and less than 0/05, it shows the fifth hypothesis was confirmed.

Freidman test for all variables

As observed in table 11, the Freidman t- score for all variables is 739/122 with significance level of 0/000 that shows this variable is not of the same value and is ranked based on the following in significance level:

- First rank: ads
- Second rank: the customers' wants recognition
- Third rank: a specific brand existence
- Forth rank: electronic business
- Fifth rank: providing ID cards

Table 10. T-test results for the variable of a specific brand existence

Variable	A trade-mark existence
Test score	27/018
Significance level	0/000
Mean difference	1/109048
Results	+

Table 11. The results of Freidman test for ranking the variables.

variables	Providing ID cards	advertising	Consumers' needs recognition	Familiarizing exporters' with electronic business	A specific brand existence
Rank mean	1/85	3/77	3/64	2/86	2/88
rank	5	1	2	4	3
Test score	122/739				
Significance level	0/000				

Conclusions

The first hypothesis was assigned in away that providing carpets with ID cards has a positive correlation with hand-woven carpet market development. It is also shown in table 12 that the t score was 4.954 with the significance level 0/000 and less than 0/05. Thus, the first hypothesis is confirmed mean-

ing providing carpets with ID cards can lead to carpet market development.

The second hypothesis was assigned in away that advertising increase has a positive correlation with the carpet market development.

Based on the test output in table 12, the t score was 35/337 with the sig. level of 0/000 and less than 0/05, indicating the second hypothesis is con-

firmed, i.e. advertising increase has led to carpet market development.

The third hypothesis was assigned in away that buyers or customers' wants recognition has a positive correlation with carpet market development. Based on the test output, in table 12, the t score was 39/468 with the significance level of 0/000 and less than 0/05 which shows the third hypothesis is confirmed i.e. customers' wants recognition leads to carpet market development.

The fourth hypothesis was assigned in away that exporters' acquaintance with electronic business has a positive correlation with carpet market develop-

ment. Based on the test output, in table 12 the t score was 22/708 with the significance level of 0/000 less than 0/05 which shows the fourth hypothesis is confirmed. i.e. familiarizing exporters with electronic business would lead to carpet market development.

The fifth hypothesis was assigned in away that a specific brand existence has a positive correlation with carpet market development. Regarding the test output, in table 12, t score was 27/018 with the significance level of 0/000 and less than 0/05 which shows the fifth hypothesis is confirmed, i.e. a specific brand existence will lead to carpet market development.

Table 12. T-test results for all variables

variable	T-score	Significance level	Mean difference	results
Providing ID cards	4/954	0/000	0/41111	Leading to market development
Advertising	35/337	0/000	1/39583	Leading to market development
Customers' wants recognition	39/468	0/000	1/34167	Leading to market development
Exporters acquaintance with electronic business	22/708	0/000	1/066310	Leading to market development
Trade mark	27/018	0/000	1/109048	Leading to market development

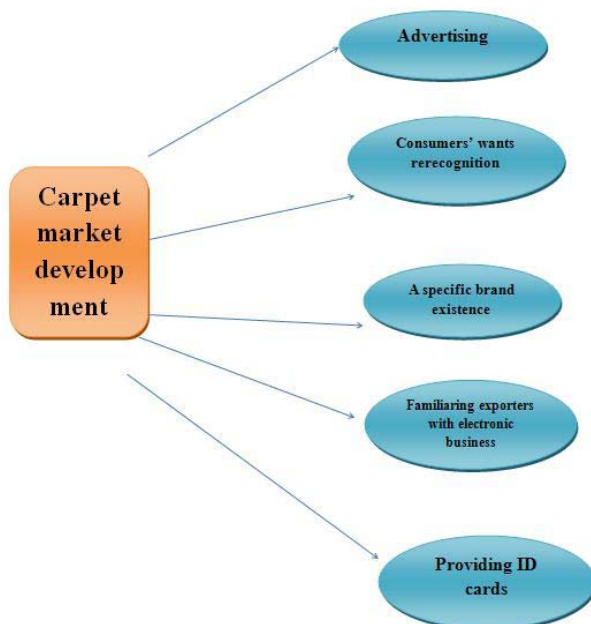


Figure 2. The final research model

Friedman test results

As being observed in table 11, variables aren't of the same value and are ranked based on degree of

importance as follows:

- First rank: advertising
- Second rank: consumers' wants recognition
- Third rank: a specific brand existence
- Fourth rank: electronic business
- Fifth rank: Providing ID cards

Thus, the last research model will be as shown in Figure 2.

Implications of the study

1- Since the carpet ID card is its identity, carpet producers and exporters should submit ID cards to be entered in global markets to first defend its possession rights. Second, to express its elegance and brilliant features and third to avoid selling Iranian carpets in their names.

2- Advertising plays an important role in increasing customers' awareness and impacts on their thoughts, feelings, attitudes, and decision-making. It also competes with widespread advertising and with various products that need marketing. Thus, producers and exporters must use audio visual ads

in direction with introducing carpet features in target markets. Since one solution to improve Iranian carpet export is more advertising and this way, new customers can be absorbed till Iran finds its real place in global markets.

3- Since people in various countries have different needs, wants and financial powers, consumption-wise, they have various tastes and purchase models. Thus, exporters and carpet producers must be aware of customers' needs in a consistent way. It is possible to ask various foreign importers to research on customers' view about Iranian carpet design, color, quality, prints. By this way, their regarded carpet can be produced.

4- Since electronic businesses decrease the industrial limitations, and provide the possibility of providing new markets and access to new customers and rival customers, thus, producers and exporters must be aware of internet and electronic business. This affair can be spread out via the national carpet center and carpet exporters union.

5- Since customers select more known brands, and loyalty towards the more confirmed product is more, and Iran's name is intertwined with the hand-woven carpet, producers and exporters must export carpets into the global markets with a national brand to make unaware countries aware of this national brand and ask for more information about them and purchase them.

Suggestions for further research

It is recommended to those researchers who are inclined to research on carpet to:

- Investigating the role of hand-woven carpet industrial production in market development and sale increase.
- Investigating the effect and role of luxurious and alternative goods in decreasing the carpet export.
- Investigating the current research factors in machine woven carpet industry and its comparison with hand-woven carpet.

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