

THE ROLE OF CULTURE IN INCREASING THE INTERNATIONAL MARKETING SHARE

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Abstract. The present study has paid to investigate the role of culture in the field of increasing the international marketing share. The culture has an influential and changeable impact on each of the national and international market environments. The global marketing managers must recognize the impact of culture and be prepared to respond to it and otherwise by its change to coordinate with it and coordinates their cultural products based on characteristics of the target population. The cultural international marketing managers plays an important role and even leadership in affecting cultural changes around the world. The statistical population of the present study consists of Qazvin province manufacturing firms that among these companies, about 220 samples were selected by random sampling.

Keywords: Culture, International marketing, Manufacturing companies.

1 Introduction

The sale market globalization and how this process is effective in forming the global people cultural characteristics, is considered as the most important critical issues facing the international marketing managers. The powerful forces such as capitalism, global shipping, communications, sales and promotions and internationalize of countries is very effective in the removing of borders limit among the culture and economy of countries and in the view of some people, it also has significant impact to speed up the identical culture create in the global consumer (Babaei Zakliki, 2008, 67).

By considering that the most of the world countries are almost multicultural and growing rapidly, but even in the relatively homogeneous countries, the individuals are thinking differently some extent about understanding, respect and practical to cultural norms. Thus, a correct understanding of culture is recognized as an essential element in the development of effective marketing strategies and marketing superior functions (Cutler, 2000, 50).

In this study, we introduce the culture and then have examined the theories of globalization and the culture impact on international marketing and thus to investigate the role of culture in international marketing and international marketing characteristics.

2 Problem statement

Today's world is found the same as village, which its integrity market has spread across the continent. The deliberate and scientific knowledge with the various markets and capabilities and shortcomings of each firm is required to self-knowledge. It must start to move from its knowledge point and reach to knowledge and understanding of customers' obvious and hidden needs. It should be understand that we are in what situation and how to move towards the excellence path.

One of the products that can be entered through of it in addition to protect of the identity at the global level, is the marketing culture which has transformed their culture and national identity to others and promotes the target population cultural needs, so that this marketing has different aspects of domestic and international marketing and it is exchanged a huge part of the material and spiritual cultural products.

This exchange is internal and for cultural enrichment and respond to domestic needs is made and to be exchange, because

the television programs, music and movies and domestic cultural products is exchanged at the international level, since that handicrafts, tourism and visual and audio products that are produced with interdisciplinary look.

In marketing, we must be obtain an accurate recognition of the product to delivery place in order to achieve the more success in marketing issue.

In an article, the export processing region performance of North Asia can be compared in three country of India, Sri Lanka and Bangladesh, which in this study the factors such as: Location of areas, quality of infrastructure, quality of governance, concessions policy and the area special characteristics has a direct emphasis on the success of these areas in three countries.

The mentioned factors analysis in the form of econometric models using descriptive-hybrid statistics of three countries were conducted at two national and regional level.

In an article, the impact of trade liberalization on the export growth can be reviewed for the examples of developing countries. In an article, the impact of export processing can be evaluated in unemployment structure of Harris's model. His purpose in this article is to mitigate the destructive effects of the export processing region in the host country.

Khadijeh Karimi Amiri (2016), in her thesis in a research entitled of "Evaluation of the potential and actual capacities of Iran's free trade zones to fulfill the strategy and export promotion" has been conducted at Tehran University (2015).

Kazem Vafadari (2015) in his thesis in a research entitled of "Evaluation of the role of free trade-industrial zones in the field of non-oil export promotion has been conducted at Imam Sadiq University. Seyyed Mehdi Hosseini (2015) in his thesis in a research entitled of "Evaluation of Iran's free trade zones performance on the basis of cost-benefit analysis in case study of Chabahar at Tarbiat Modares University.

2.1 Concepts

Market is referred to a set of potential and actual buyers for a product or service (Cutler, 2000: 42). From the history perspective, market implies to a place that buyers and sellers to exchange goods or services refer to it. But economists are referred the market as a set of buyers and sellers who to buy and sell a particular product or service. From the marketing perspective, the market is formed a set of buyers. At the same time, the word of market sometimes refers to set except of the customers or buyers, such as labor market (Cutler, 2006: 50).

The market consists of all potential customers who have common needs and desires and to meet their needs and demands have tendency towards of the transaction and have the ability to do this work (Cutler, 2007: 50).

Kind of the market:

- Perfect competition: A status of the market with many number of seller or service provider that each one can influence on the prices.
- Perfect monopoly: A status of the market that provide only a manufacturer or service provider a product or service.
- Competitive monopoly: (Multilateral): In this status, several sellers or provider of goods and services may be exist (Babaei Zakliki, 2008: 58).

The word of market is reminded a busy street full of buyers and sellers. But accurately, the market defines as a place where a group of actual and potential buyers of a product to be exist. The market size depends on the number of those who said they need

and their need amount and buyers ability for the transaction. The marketing means to manage and expand of the market in order to meet the needs of buyers and identify of potential needs. America Marketing Association also is known the marketing as a process involves planning and realization of an idea, advertising and the distribution of goods, services and thinking to exchange, so that using of it can be satisfy individual and organizational objectives (Esmailipoor, 2015)

Marketing activities can be regarded respectively as product manufacture, market research, communication, distribution, pricing and services provide. But the main philosophy of marketing management is based on four underlying factors that are known as four *p* (Product, price, promotion, place). Product specifications, determined price for it, time and place appropriate site for product supply and the encouraging factors such as the advertising and informing are constituent of marketing mix. But about technology marketing, these factors are somewhat limited.

The distribution network and encouraging factors for informing and infrastructure are summarized. The price determination has different base and technology specifications is not completely in the buyer hand. The market technology by creating appropriate space for informing and completing information bank, makes the market virtual environment and by facilitating to create the relationship between supply and demand to make easier the marketing. Philip Kotler says that the marketing is an art and science to identify, creation and value provide in order to satisfy the needs of the target market, for achieve to profit. The marketing identifies unfulfilled desires and needs. Moreover, defining and estimating the size of a defined market, its profitability level is also measured. In other words, the marketing identifies the market segments as the most appropriate market segment for the company and specifies that the company has the ability and possibility of services provide to them and also it introduces the most suitable of products and services required of its segment (Babaei Zakliki, 2008: 75).

The international marketing is implementing one or more cases of the marketing activities from one side to the other side of national borders of a country. In other words, it is regarded as the planning and execution all of marketing activities in many countries (Esmailipoor, 2015: 14).

Domestic Marketing Management: It is the controllable factors management in the external environment of uncontrollable which is limited by geographical and political boundaries of a country.

International Marketing management: It is included the activity in several foreign market and in these markets not only the uncontrollable factors are vary from country to another country but also there is a strong possibility that controllable factors are also vary from market to another market (Esmailipoor, 2015: 15).

International marketing is also included the production operations and sale of goods and services in more than one country, without any goods to pass from the main borders of a country. For example, Ford Company which its original location is in the US is also exported the produced cars in Germany to other countries. For this reason, sometimes international marketing is also regarded to multinational marketing. It should be explained that the concept, stages and principles of marketing has standard aspect and in all markets and countries is applicable. Thus, the distinction between international marketing and domestic marketing is related to their activities (Babaei Zakliki, 2008: 4-3).

2.2 Internationalization

Internationalization or in other words, internationalize the activities has studied from the various aspects. This word refers to the different components in the organization as strategy,

organizational structure, products, such and like this, as well as internationalize implies as the process engaging in international operations. Internationalization or in other words, internationalize the activities.

Kalof and Beamish are stated that internationalization process means to coincide process of the companies' operations (such as strategy, structure, resources ...) with the international environment, in other words, in fact, internationalize of activities is considered as a dynamic process.

The benefits entering to the global market: 1. Technology progress; 2. Trade liberalization; 3. Institutions and structures changes; 4. Ideology agreement and global consensus and cultural developments; 5. Investment; 6. Industry; 7. Information technology; 8. Consumers seeking to cheaper and better goods; 9. Specialization of tasks; 10. Profitability; 11. Productivity increase, efficiency and rationalization of production.

2.3 The importance of international marketing

Today, no nation cannot live in complete separation from other countries. Economic resources, technology and individual living standards of a country depends relative on the economy of other countries which by the complex flow of goods, services, capital and technology, are related together. The countries through the international exchanges, increase their production levels and acquire more profit.

The price difference or because of the difference in terms of supply or production facilities or difference in terms of demand or consumption patterns or a combination of them. Differences in supply conditions, may be due to differences in natural resources, performance, skill, levels of production technology, and a lot of factors of production and so on. However, the difference in cost or supply conditions, the price difference, but the difference in terms of demand factor alone mainly by the level of income and consumption pattern of different countries of the Ygyrd, make a difference in prices as the difference supply has an effect.

So, through the import they can earn the goods that they are not able to produce and through the export, they send the surplus manufacturing goods in terms of their consumption to other countries. Although a country may has different production factors and can produce a variety of goods, but it will not be able to produce them with the same price. The primary cause of international exchanges, is in the price differences of countries' goods and services. The price difference is because of the difference in terms of supply or production facilities or difference in terms of demand or consumption patterns or a combination of them. Differences in supply conditions, may be due to differences in natural resources, efficiency, work skill, levels of production technology, and frequency of production factors and so on. However, the difference in cost or supply conditions, is not only considered as the factor of price difference, but also the difference in demand conditions which is formed mainly by income level and consumption pattern of different countries, that in creating of the price difference impacts on the supply difference size.

Every country by beginning of international exchange can apply their production factors to produce the products that have more efficient and exchange them with the products of other countries. International exchanges is underlying of international expertise development. Financial institutions with access to foreign markets through exports, has greater growth and thereby to offer their products with better quality to domestic and foreign markets and obtain the higher profits. The tendency to follow towards of the industrial investments, the necessity of economic growth, excellence motivation, and reputation in the business arena, the emphasis on improving efficiency and profitability, domestic markets saturation, mass production policy and the need for foreign exchange, are including the

factors that more reveal the necessity and importance of international marketing.

2.4 Marketing Principles

1. Create value for the customer: It means high value for the customer compared to other competitors, which its common methods are as follow: A) Product improve, B) Price reduction.
2. Create competitive advantage: The amount of organization offers compared to competitors in view of customers that can include 4p
3. Focus: Focus and attention to the needs, wants and tastes of the customers.

2.5 Culture

Culture is a set of beliefs and behaviors of human groups. Moein Persian dictionary defines culture composed of two words of *Far* and *Hang* which means the literature, education, knowledge, science, wisdom and customs. Culture is derived from biological factors, environmental, psychological and human history.

With regard to set of traditions and complexities of human relationships, even simple things that human like animal needs to them, is formed in the form of cultural patterns. The culture is different ways of life or life plan a group of people. For example, a Japanese is representative of a nation or a society. A Japanese person can be observed directly, but Japanese culture is an abstract of observed rules or regular trends which exists in the ways of life of these people. Culture is as follow: As what the people as members of a society think, acts. In the other words, thoughts, deeds and moral and material assets of a people or community (Esmaeilpoor, 2015: 81).

Cultural exchange is voluntarily transferring cultural meanings and sometimes with cultural programming, as each cultural system takes elements from other cultures. This exchange is done in areas that each cultural system permits it. This cultural transmission is bilateral; it means that values and norms are exchanged.

2.5.1 Cultural Marketing

Now with regard to the offered concepts of marketing and culture, we have paid to extract cultural marketing definition

- To set of human activities, cultural, planned, directed to meet the community cultural needs which is conducted by providing cultural goods or services, is called cultural marketing.
- Cultural marketing is a process in line with predict the community cultural needs and meet the needs through cultural exchanges.
- Set of activities that will be lead to customer's attention to the provision of services or cultural goods.
- Organized effort to predict the community cultural needs and meet those needs.

2.5.2 Cultural Marketing Management

The process of planning, organizing, leading of human force and resources to coordinate and the favorable control of supply flow and goods and cultural service demand is called "Cultural marketing management".

In fact, cultural marketing management refers to analysis, planning, implementation and monitoring of programs that are aimed creating a desirable level of cultural exchanges. The cultural marketing management predicts a managerial process which determines the customer satisfaction continually and effectively during a given time.

2.5.3 International Marketing Culture

International marketing, in its simplest level, is a process in which a business firm must make decisions about their marketing mix beyond the borders of its country. The sophisticated level, is including create of production unit and coordinate the company marketing strategy around the world (Doole and Lowe, 2004).

According to another definition, international marketing is as follow to perform of business activities to send of goods and services of a company to customers or consumers in more than one country, in order to make a profit (Pervez, 2005: 6).

The stages and principles of marketing have the standard and public aspects and in all markets and countries are applicable. The only distinguish of domestic marketing and international marketing is in their activity field.

This important difference creates new discussion of international marketing which among the considerable issues related to it, can be implied to awareness of the other nation (s), the adoption of appropriate strategies to enter the countries and different markets and perform specific actions in markets that for foreigners somewhat is associated with lower confidence and higher risks (Babaei Zakliki, 2008: 4).

2.6 The kinds of organizational culture:

The relationship pattern of culture with environment and the organization strategy: Daniel Denison has provided a model which on one hand, the relationship between environmental needs and emphasize of the organization strategic and on the other hand shows the type of organizational culture consistent with them.

Dennis pattern has formed of a two-dimensional matrix that one dimension of it shows the change degree or environmental sustainability and another one dimension of it indicates the type of strategic emphasis (Internal or external). From the impact of environmental needs and the organization strategic emphasis is formed the four types of organizational culture that each one can be associated with the type of strategic emphasis and degree of environmental sustainability compatible with it.

A) Compatibility culture: This type of culture that has many flexibility, while it is formed that the organization strategic emphasis is on the external environment. The organization has a lot of requirement which by applying of the flexibility and change move towards of the customer needs. The compatibility culture is a kind of beliefs and behavioral norms that the organization can be support in the discovery, interpret and translate the environmental symbols in the form of new behaviors. This type of organization should be fast response to the environmental needs, to adjust their structure and to apply the new requirements easily.

B) Apostolic culture: In this type of organizations, is paid attention to the external environment. But the accelerating change is not face to face. Apostolic culture has focused its fundamental emphasis on a common vision towards of the organizations goals. The expectation of this culture from the organizational humans, is a deep understanding of the organization's mission that goes beyond explaining of the job roles. The main focus on the organization strategic orientation is the future and achieve to distant ideal goals.

C) Participatory culture: The first emphasis of this culture is involving and participating of the employee in tasks with regard to changing accelerating of the intra-organizational environment, so the organization purpose in this case is the fast response to the environment and increase efficiency. From the perspective of participate culture, involving and participating of the employee in organization tasks is the sense of responsibility and belonging in the organizational individual which in line

with the people commitment amount towards of aims and organization activities that considerably increases.

D) Adaptability culture (Continuity): The emphasis of this culture on inter- organizational environment in relation to the relative stability of the environment. Continuity culture supports from the regular and expected trends in business management. Symbols, rituals, myths and other cultural elements are acted in the field of the situation stabilization, coordination, preserve of traditions and comply with the policies and established procedures.

3. Research method

This research in terms of purpose is based on applied method and in terms of data gather is based on survey method. The statistical population of the present study consists of Qazvin province manufacturing firms that among these companies, about 220 samples were selected by random sampling. To data gather, a questionnaire of Denison culture is used which it consist of 60 questions.

In this study, Cronbach's alpha coefficient for the dependent variable and for each independent variable has been calculated. The alpha method reliability all of them is higher than 0/85 and the calculated alpha average for these variables is 0/89.

It should be noted that if Cronbach's alpha coefficient to be calculated more than 0.7 the questionnaire reliability is

evaluated desirable and assessment questionnaire of international markets which determines the amount of importance factors in decision - making for export to a foreign market, has been composed. The questions of this questionnaire were designed with 5 items and how to score and interpret the results has been described. For data analysis, Pearson correlation coefficient with SPSS18 software has been used.

4. Findings

4.1 Research Hypotheses

1. There has been a significance relationship between participatory culture in the work and international marketing of Qazvin province manufacturing companies.
2. There has been a significance relationship between compatibility culture and international marketing of Qazvin province manufacturing companies.
3. There has been a significance relationship between adaptability culture and international marketing of Qazvin province manufacturing companies.
4. There has been a significance relationship between mission culture and international marketing of Qazvin province manufacturing companies.

First Hypothesis: There has been a significance relationship between participatory culture in the work and international marketing of Qazvin province manufacturing companies.

Table (1): The relationship between participatory culture in the work and international marketing of Qazvin province manufacturing companies.

| Subject | Used statistic | Value | Significance level |
|---|----------------|-------|--------------------|
| Participatory culture in the work international marketing | Pearson | 0.518 | 0.000 |

Since that the significance level (0.000) is less than 0.05; so, there has been a significance relationship between participatory culture in the work and international marketing of Qazvin province manufacturing companies. So that by increasing the participatory organizational culture in the work because of the proximity of the Pearson correlation coefficient (0.518) to

number '1' increases. Then, the research first hypothesis is accepted.

Second Hypothesis: There has been a significance relationship between compatibility culture and international marketing of Qazvin province manufacturing companies.

Table (2): The relationship between compatibility culture and international marketing

| Subject | Used statistic | Value | Significance level |
|---|----------------|-------|--------------------|
| Compatibility culture and international marketing | Pearson | 0.593 | 0.000 |

Since that the significance level of Pearson coefficient (0.000) is less than 0.05; so, there has been a significance relationship between compatibility culture in the work and international marketing. So that by increasing the compatibility culture in the work because of the proximity of the Pearson correlation

coefficient (0.593) to number '1', international marketing increases. Then, the research second hypothesis is accepted.

Third Hypothesis: There has been a significance relationship between adaptability culture and international marketing

Table (3): The relationship between adaptability culture and international marketing

| Subject | Used statistic | Value | Significance level |
|--|----------------|-------|--------------------|
| Adaptability culture and international marketing | Pearson | 0.447 | 0.000 |

Since that the significance level of Pearson coefficient (0.000) is less than 0.05; so, there has been a significance relationship between adaptability culture and international marketing. So that by increasing the adaptability culture because of the proximity of the Pearson correlation coefficient (0.447) to number '1',

international marketing increases. Then, the research third hypothesis is accepted.

Fourth Hypothesis: There has been a significance relationship between mission culture and international marketing of Qazvin province manufacturing companies.

Table (4): The relationship between mission culture and international marketing

| Subject | Used statistic | Value | Significance level |
|---|-----------------|-------|--------------------|
| Mission culture and international marketing | Pearson (gamma) | 0.422 | 0.049 |

Since that the significance level of Pearson coefficient (0.422) is less than 0.05; so, there has been a significance relationship between mission culture and international marketing. So that by increasing the mission culture because of the proximity of the Pearson correlation coefficient (0.000) to number '1', international marketing increases. Then, the research fourth hypothesis is accepted.

5. Conclusion

There has been a significance relationship between participatory culture in the work and international marketing of Qazvin province manufacturing companies. Since that the significance level (0.000) is less than 0.05; so, there has been a significance relationship between participatory culture in the work and international marketing of Qazvin province manufacturing companies. So that by increasing the participatory organizational culture in the work because of the proximity of the Pearson correlation coefficient (0.518) to number '1', international marketing increases. Then, the research first hypothesis is accepted.

There has been a significance relationship between compatibility culture in the work and international marketing. Since that the significance level of Pearson coefficient (0.000) is less than 0.05; so there has been a significance relationship between compatibility culture and international marketing. So that by increasing the compatibility culture in the work because of the proximity of the Pearson correlation coefficient (0.593) to number '1', international marketing increases. Then, the research third hypothesis is accepted. There has been a significance relationship between mission culture and international marketing of Qazvin provinces manufacturing companies. Since that the significance level of Pearson coefficient (0.000) is less than 0.05; so, there has been a significance relationship between mission culture and international marketing. So that by increasing the mission culture because of the proximity of the Pearson correlation coefficient (0.422) to number '1', international marketing increases. Then, the research fourth hypothesis is accepted.

5.1 Suggestions

1-Internationalization: For the business company which is include the interaction between environmental forces and management behavior, as the effect of each of them is evident also in the global market. When the company thinks about internationalize, it should be within the framework of contingency. In fact, the companies in different environments to do different tasks must be actin different ways.

2-Confidence building: Since that the confidence in the domestic markets helps to the partners' exchanges, coordinate their activities and reducing transaction costs, is very important, so that this importance is more evident in the abroad participation, because the cultural distances at the beginning of transaction often leads to poor coordination between partners and in order to create the value for foreign customer, we need to coordinate. The foreign partners' confidence to each other can create the necessary flexibility to them for adapting unfamiliar international markets.

3-International Commitments: It describes that which resources, including human and financial, are available to marketers, to work in international markets. International commitment can be used as a tool control of marketing activities in foreign markets. High level of control is considered as a strategic point. An international manager who wants a high level of control, requires to allocate resources to control work tasks. Consequently, the international commitment is very wide, but the control can be considered as a positive determinant.

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