



Investigation factors affecting exporting E-reader devices (E-ticket) to The Persian Gulf countries (Fanasa Company)

Hassan Hariri, Mehdi Noorsina

Corresponding author: Hassan Hariri

ABSTRACT: The aim of the study is investigation factors affecting exporting E-reader devices (E-ticket) to The Persian Gulf countries (Fanasa Company). This study was a descriptive survey and the survey instrument was standard questionnaires. After choosing considered sample from statistical society that was all of employees of the Fanasa Company, questionnaires was distributed among them. Sample size determination is based on the Cochran formula and simple random sampling method was used. After data collection, data analysis was performed using SPSS. Results showed that Marketing capabilities, competitive prices, quality product, corporate communications and company advertising have significant impact on exporting electronic reader (e-ticket) to the Persian Gulf.

Keywords: E-reader devices, E-ticket, Export

INTRODUCTION

Foreign direct investment is defined as an investment of foreign assets into domestic structures, equipment, and organizations. It can take the form of Greenfield investment, which involves the establishment of new operation in a foreign country. The second form of FDI is related to the acquiring and merging with the existing firm in the foreign country (Adamu, M and Adeola, 2012).

Access to foreign markets is a critical determinant of export performance. Here, the term “foreign market access” is seen as representing the foreign market potential of a country. In that sense, it is a broader notion than the term “market access” as used in trade negotiations. It relates directly to the characteristics of the trading partner countries, such as the size of their market and transport facilities, and inversely to their own internal transport costs. It also depends positively on the size of the export basket and the number of differentiated items and their prices, which in turn are affected by market entry conditions. Transborder costs, which also include tariff and non-tariff barriers, have the expected negative impact on foreign market access (Bayani et al., 2012).

In today’s competitive market advertising plays a very important role in ensuring success of international marketers. Advertising aims to communicate with both current and potential customers and hence it is important to take on board various aspects related to customers. These factors can be both macro economic factors as well as culture specific factors. Considering these various factors will help in improving the effectiveness of advertising. Advertising effectiveness can be classified into two classes – communication effectiveness and sales effectiveness. While sales effectiveness is more to do with how well sales are pushed in the market, communication effectiveness is highly important to ensure sales effectiveness is achieved. Communication effectiveness is all about how effectively a company has communicated its advertising message to its customers. This in turn will depend on customer’s recognition of advertisement and attitude towards advertisement. Consumer’s attitude towards advertisement in turn depends on cultural factors (Hensen, 2008).

In simple terms advertisement effectiveness is all about how well a company has advertised its product or service. Focus here is on the message the company is giving to its customers. A good advertisement should create awareness among customers, arise interest in them, create a desire among them to buy the product or service in question and finally persuades them to act in buying those (Opara, 2009).

Electronic Marketing (E-Marketing) can be viewed as a new philosophy and a modern business practice involved with the marketing of goods, services, information and ideas via the Internet and other electronic means. By reviewing the relevant literature it is noticed that definitions of electronic marketing (E-Marketing) vary according to each author’s point of view, background and specialization. For that, while Smith and Chaffey defines it as: “Achieving marketing objectives through applying digital technologies” (Smith and Chaffey, 2005), Strauss and Frost define it as: “The use of electronic data and applications for planning and executing the conception,

distribution and pricing of ideas, goods and services to create exchanges that satisfy individual and organizational goals” (Sen and Sinha, 2009).

Due to the importance of the topic, the purpose of the study is investigation factors affecting exporting E-reader devices (E-ticket) to The Persian Gulf countries.

MATERIAL AND METHODS

The present study is a descriptive one. Theoretical bases of the study were collected by reputable sites, books and related articles. The information and data for hypothesis testing were gathered by a researcher-made questionnaire. After choosing considered sample from statistical society that was all of employees of the Fanasa Company, questionnaires was distributed among them. Sample size determination is based on the coochran formula and simple random sampling method was used. After data collection, data analysis was performed using SPSS. Before completing the questionnaire by the participants, basic description of the study and its objectives as well as additional details about the questions presented to them. Enough time to complete the questionnaire was provided to participants. Write the name and characteristics of participants for the questionnaire was not compulsory, so they can fully express their opinions. After gathering information from the questionnaires, the data were analyzed and results are discussed with the findings of previous studies. All of data were analyzed by SPSS software.

RESULTS AND DISCUSSION

Table 1 shows descriptive statistics of participants. As showed by the table, males with 68.6% participants are the highest sex of participants. Master participants with 53.9% make the most and participants with job experience between 11-20 years years are highest in the group of job experience.

Table 1.Descriptive statistics of participants

Statistics						
Sex	Female			Male		
	38	31.4%	83	68.6%		
Education	Bachelor		Master		Doctorate	
	53	43.8%	64	53.9%	4	0.03%
Job Experience	Less than 10 years		Between 11-20 years		Higher than 20 years	
	18	14.9%	76	62.8%	27	22.3%
Age	Less than 30 years		30-45 years		Higher than 45 years	
	12	9.9%	77	63.6%	32	26.5%

Marketing capabilities of company has significant effect on exporting electronic reader (e-ticket) to the Persian Gulf.

Since the test statistics is lower than table critical value at 95 percent and corresponding confidence interval shows positive, this means the positive effect of Marketing capabilities of company on exporting electronic reader (e-ticket) to the Persian Gulf.

Table 2. The mean comparison based on the one-sample t test

Variables	Average	SD	t	sig	Confidence intervals 95%	
					Lower bound	higher bound
Customs and Traditions	2.65	0.519	8.032	0.001	0.391	0.647

Competitive price has significant effect on exporting electronic reader (e-ticket) to the Persian Gulf.

Since the test statistics is lower than table critical value at 95 percent and corresponding confidence interval shows positive, this means the positive effect of Competitive price on exporting electronic reader (e-ticket) to the Persian Gulf..

Table 3. The mean comparison based on the one-sample t test

Variables	Average	SD	t	sig	Confidence intervals 95%	
					Lower bound	higher bound
Religion	1.45	0.198	2.59	0.011	0.046	0.350

Product quality has significant effect on exporting electronic reader (e-ticket) to the Persian Gulf.

Since the test statistics is lower than table critical value at 95 percent and corresponding confidence interval shows positive, this means the positive effect of Product quality on exporting electronic reader (e-ticket) to the Persian Gulf..

Table 4. The mean comparison based on the one-sample t test

Variables	Average	SD	t	sig	Confidence intervals 95%	
					Lower bound	higher bound
Religion	1.45	0.181	2.384	0.019	0.030	0.332

Corporate Communications has significant effect on exporting electronic reader (e-ticket) to the Persian Gulf.

Since the test statistics is lower than table critical value at 95 percent and corresponding confidence interval shows positive, this means the positive effect of corporate communications on exporting electronic reader (e-ticket) to the Persian Gulf..

Table 5. The mean comparison based on the one-sample t test

Variables	Average	SD	t	sig	Confidence intervals 95%	
					Lower bound	higher bound
Religion	1.45	0.067	2.405	0.001	0.027	0.163

Advertising price has significant effect on exporting electronic reader (e-ticket) to the Persian Gulf.

Since the test statistics is lower than table critical value at 95 percent and corresponding confidence interval shows positive, this means the positive effect of advertising on exporting electronic reader (e-ticket) to the Persian Gulf..

Table 6. The mean comparison based on the one-sample t test.

Variables	Average	SD	t	sig	Confidence intervals 95%	
					Lower bound	higher bound
Religion	1.45	0.236	3.571	0.001	0.105	0.367

Discussion

Results showed that marketing capabilities, competitive prices, quality product, corporate communications and company advertising have significant impact on exporting electronic reader (e-ticket) to the Persian Gulf. Marketing is used to recognize the customer, to assure the customer, and to keep the customer. With the customer as the focus of its operations, it can be find that marketing management is one of the important agents of business management. The term marketing meaning holds that access firm goals depends on knowing the requirements and wants of target markets and rendering the desired consents. It proposes that to satisfy its organizational aims, an organization should forecast the requirements and wants of users and assure these more effectively than rivals.

Marketing is a very vital activity for the firm. In marketing a lot of replace activities are performed. Marketing includes the activities such as identification of requirements, research, market partitioning, product expansion, launching of goods, changing of products, elimination of products, product design, pricing, various types of pricing, promotion of goods and services, sales promotion, private selling, publicity, public associations,

advertising, releasing of goods and services, consumer behavior, inner and international market covering, branding, packaging, labeling and many other activities. It is very important to have clear opinion about marketing activities. For easy realization and appropriate scheming of activities, the marketing activities are separated into four areas for products. These are placement, product, pricing and promotion.

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