

The effect of marketing mix on export development with regard to the mediating role of market competition

El efecto del marketing mix sobre el desarrollo de las exportaciones con respecto al papel mediador de la competencia en el mercado

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Abstract

This study aimed to investigate the effect of marketing mix on developing product exports with regard to the mediating role of market competition. The present research was applied in terms of objective, and a descriptive survey in the form of field study regarding the research method. The statistical population of this study encompassed all furniture show exhibitors and manufacturers (N=1150) in Malayer, Hamadan Province, Iran. Using Cochran's alpha formula, 288 persons were selected through using convenient sampling method and three questionnaires were distributed among the samples. The results of the study showed that the marketing mix (product, price, promotion and place (distribution)) has a positive and significant effect on boosting export and competition in Malayer's furniture market. Market competition has a positive and significant effect on furniture export development in Malayer as well.

Marketing mix, Export development, Market competition

Resumen

La presente investigación se aplicó en términos de objetivos y una encuesta descriptiva en forma de estudio de campo sobre el método de investigación. La población estadística de este estudio abarcó a todos los expositores y fabricantes de exhibiciones de muebles (N = 1150) en Malayer, provincia de Hamadan, Irán. Utilizando la fórmula alfa de Cochran, se seleccionaron 288 personas mediante un método de muestreo conveniente y se distribuyeron tres cuestionarios entre las muestras. Los resultados del estudio mostraron que la combinación de marketing (producto, precio, promoción y lugar (distribución)) tiene un efecto positivo y significativo en el impulso de la exportación y la competencia en el mercado de muebles de Malayer. La competencia en el mercado también tiene un efecto positivo y significativo en el desarrollo de la exportación de muebles en Malayer.

Marketing mix, Desarrollo de exportaciones, Competencia en el mercado

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Introduction

Product exports as an aspect of foreign trade represent the production capacity of different countries and provide a special ground for the realization of economic policies. Exports are considered as the engines of economic growth in developing countries. One of the most important economic issues that many countries are now facing is a balance of payments deficit and the lack of currency. Although there are several ways to secure a currency deficit, the most systematic and the most appropriate way is to increase exports (Ranjbarian et al., 2012: 16).

According to some experts, marketing is regarded as a key to the success of industrial development in developing countries; hence, any serious move towards a country's industrial development requires not only national macro policies but also the implementation of scientific marketing principles as a logical link between producers and consumers (Ahmadi & Virginiari, 2003: 173).

Nowadays, production and exports in the global economy play a critical role in the framework of any healthy economy. Almost all successful economies spare their efforts to empower themselves in any export area in which they have a comparative advantage. On the other hand, there are new challenges in today's world, including the increasing rise of competition, with which the industries are tackling. With the inclusion of countries into the World Trade Organization, the gap existing among the countries is decreased, and as a result, the products can easily be sent to different markets in the most remote parts of the world and reach the consumers. Due to the expansion of globalization and the increasing activities of various industries at the international level, determining the degree of competition and matching the marketing mix elements of export goods are of paramount importance.

Finally, each industry must decide which strategy to select in order to be able to achieve the best possible export performance, depending on the features of the market or target markets and their similarity and differences with the domestic market (Jalali, 2011: 52).

In Iran, due to the existence of rich oil resources and its revenues, the export industry has always been concentrated on the oil, and the existence of these oil revenues has downgraded the other sectors. Given the disadvantages of relying on oil exports as a source of foreign exchange earnings, such as single-product dependence, resulting in fluctuations in world prices or demand for oil, there is an urgent need for replacing oil and developing non-oil exports. At the moment, non-oil exports play a vital role in Iran's economy. Meanwhile, Iran has many potential capabilities in exporting goods and services and enjoys many comparative advantages in different sectors (Jalali, 2011: 53).

The problem is that the environment where industries are now operating is highly competitive and growing, and firms and industries are compelled to compete with multiple factors at national and international levels and expand their export activities (Setayesh & Kargarfard Jahromi, 2011: 14). Market orientation and attention to the features of each export-oriented market is one of the basic and most important principles in exports (Sarreshteh, 2015: 48).

This study was to examine the effect of marketing mix on the development of Malayer's furniture exports with regard to the mediating role of market competition due to lack of expected success in this industry at the international level.

This industry was considered since the products of this industry enjoy high and acceptable quality on the one hand, and on the other hand, despite such a high quality, it has reached little success compared to its competitors at the international level. Accordingly, the following research question was raised: Does Marketing mix have any impact on the development of Malayer's furniture exports with regard to the mediating role of market competition?

Considering the conditions and competition among companies, their interactions and the dimensions of business performance are considered as a critical factor due to changes in conditions and environmental opportunities of export performance, according to which the companies' success rate in exports can be assessed (Rezaei, 2017: 130).

Literature and Background of the Study

A. Marketing mix

The marketing mix components are sets of controllable marketing variables mixed by companies to achieve their marketing goals in the target market and to generate the required response. It involves any form of measure adopted by the company to its product in order to affect demand. These elements are commonly known as (4P's): Product, price, place (distribution), and promotion (Kotler, 2006: 132).

The concept 'marketing mix' was first introduced in the 1950s by Neil Borden and became known as 4P's. The marketing mix dominated on the traditional models and methods of market management, such as Alderson's dynamic functionalism as well as other systematic methods and Parameter Theory developed by the University of Copenhagen in Europe. The same happened to the new methods such as product vision, functional vision, and geographical vision. Only a small number of these models have managed to survive against 4P's. Marketing mix encompasses a set of intervening tools in the market that are interdependent, so that they cause the necessary or desired impact on the market. Marketing mix represents the fundamental activities of marketing managers. After selecting a target market, marketing managers must develop a systematic plan to sell their products to customers and establish long-term relations. Marketing plan consists of decisions regarding product, price, promotion, and place, as the most significant elements to which marketing managers allocate the company's resources to achieve the sales and profitability objectives (Sehat et al., 2012:76).

The terms mixture, mix, or combination imply that there should be a systemic and coordinated approach to these components in order to be effective in empowering and convincing customers. In other words, a suitable product with a reasonable price for the customers is associated with proper place and appropriate promotion methods, and if any of these components are inconsistent with the others, the effectiveness and efficiency of the whole set is decreased, thus preventing the company from reaching its goals.

Tactics or tools refer to companies' tools and instruments to compete in the market and to gain more success than competitors (Jalali Farahani, 2013: 16).

Product: In a marketing mix, a product is something presented to the market for attention, purchase, utilization, or consumption, which may meet a need or desire. The product might include a physical object, a service, a place, an organization, and even an idea or thought (Moheb Ali, 2002: 58).

Price: In the marketing mix, the price is the payment to a person or organization for a product or service. From a wider perspective, the price is equal to the sum of the values the consumer loses in return for the benefits of having a product or service (Kotler & Armstrong, 2007: 31).

Promotion: Advertising or promotion in the marketing mix is to connect with the customers to be informed of and affect their attitudes and behaviors. Promotion contains any presentation and offering of ideas, goods, or services provided by an advertising unit, individual or institution, which requires payment (Mohammadian, 2002: 26).

Place (Distribution): In simple words, distribution or place refers to the delivery of a desired product to a desired place at the desired time (Alodari, 2005: 236).

B. Exports

Exports encompass connecting and working with the professional markets and market professionals across the borders. Scientific reviews have proved that the economic growth in countries is associated with their exports from several perspectives. The growing trend of global trade has been accelerated by the use of active business strategies, the revolution in information communication technology (ICT), and the removal of barriers at the international level; therefore, active participation in global trade needs no justification (Sadeghi et al., 2012: 63). Export development has some important benefits, including mass production, foreign exchange earnings, employment growth, quality improvement, and lower prices for manufactured products.

Evidently, the use of appropriate models is essential to maximize the benefits of exports in order to achieve economic growth and development. These are some success factors that can be used to determine the direction of exports with regard to their thematic scope (Ghorbani, 2002: 43).

C. Competition

Competition is expressed in terms of business activity and as a balanced position, and this, in fact, is an ultimate to the firm's efforts to dominate the market (Khodakashi, 2009: 19). Shleifer and Vishny (1977) argue that competition in the product market is likely to be the strongest force driving the world's economy towards effectiveness. Competition is one of the most significant and the most critical economic concepts. In today's world, competition has emerged as an intrinsic phenomenon in financial and commercial activities and is one of the important factors determining the fate of organizations and enterprises in the field of economic activities. Begsou and Betbegnice (2007) claim that market competition is a key criterion in assessing the success rate of countries, industries, and enterprises in the political, economic, and business fields; indicating that each country, industry, or firm with a high competitive capability in competitive markets is likely to be more competitive. Accordingly, the companies reveal behavioral characteristics that are commensurate with the level of competition in their industry as competition leads to strong corporate leadership and reduced representation problems between managers and shareholders. On the other hand, the high level of competition in the product market reduces information asymmetry and control costs (Setayesh & Kargarfard Jahromi, 2011: 15).

- Research Background

Mohtaram Ghalati and Movasegh (2018) conducted a study entitled "The Effect of Export Market Orientation and Adaptation of the Marketing Mix on Export Performance." The results of their study revealed that export companies in turbulent environments and close competitive markets psychologically align their marketing mix with the needs of better foreign markets.

Export market orientation has a positive impact and marketing mix has a negative effect on the company's export performance. Furthermore, market orientation moderates the relationship between the two variables 'marketing mix alignment' and 'export performance' and plays a supportive role in making strategic decisions in export companies.

Rezaei (2017) in his research entitled "The Impact of International Marketing Strategies on Export Performance" states that the selection of the entry method is one of the most important and critical strategic decisions for companies seeking to expand globally and to select their target market. The results of data analysis indicate that international marketing strategies have a significant effect on export performance. Secondary hypotheses also show that the fully- and relatively- standardized strategies have no significant effect on export performance; however, a fully adaptive strategy has a significant effect on export performance and a relatively adaptive strategy has no significant effect on export performance as well.

In his research entitled "The role of marketing mix in developing product exports," Zeynabi (2016) states that exports play a crucial role in economic independence and boosting, and that export development policy forms a part of foreign trade policy in different countries, whose achievement is the goal of all countries.

Hedayati Dezfuli et al. (2015) conducted a research entitled "The Effect of Marketing Mix Elements on the Sale of Companies in Iran's Textile Industry". The research findings suggest that 'price' and 'place', among the other marketing mix elements, have the greatest and lowest impacts on the sales of the companies involved in this industry, respectively.

In his research, "The Impact of Uncertainty on Marketing Mix Strategy of Exports," Sarreshteh (2013) suggested that export is now one of the most important tools for economic growth in developing regions. The findings of his study suggest that international entrepreneurship and the use of networks ensure the better matching of the marketing mix elements through reducing the uncertainties.

Keyvani et al. (2013) conducted a study entitled "The Impact of Marketing 4P's on Increasing the Sales of Pakdis Drinks". They found out that the marketing mix and its four elements had a direct effect on sales growth. Moreover, promotion, price, place, and product had the greatest impacts on sales growth, respectively.

Ranjbarian et al. (2012) in their study entitled "The Role of Marketing Mix in Developing the Export of Automobile Components," conclude that marketing is one of the critical fields in the export development. The results of their data analysis indicate that the automotive industry has failed to offer new products and to compete with similar foreign products in terms of component quality and design. On the contrary, the automotive industry has the capability to reduce the cost of components and have a timely delivery. An emphasis on promotion in the marketing mix strategy can increase exports in the automotive industry.

Fakhimi Azar et al. (2011) conducted a study entitled "The Effect of Marketing Mix on Increasing the Sales of Ghaynarkhazar Water Heaters" and found that the marketing mix and its four elements had an effect on increasing the sales of Ghaynarkhazar Water Heaters. The priority of these four elements in terms of their impact on sales was as follows: Product, promotion, Place, and price.

Jalali (2011) in his research entitled "The Impact of the Export Marketing Mix on Export Performance" states that, in the current global economy, production and exports play an important role in the framework of any healthy economy.

Ardil and Özdemir (2016) conducted a study entitled "On the Relationship between Marketing Mix Strategy and Export Performance Stimulators in Foreign Markets: An Applied Case in Turkey's Garment Industry" in order to investigate the effects of company features and marketing mix strategy on export performance. Experimental results showed that the company features, environmental characteristics, experience, and international commitment were correlated with higher export performance in garment companies in Turkey. Other findings also indicated that the marketing mix strategy played a mediating role in this regard. Findings can be generalized and provide useful insights for export managers.

In their research, "A New Conceptual

Framework for the Integration of Marketing Mix Elements", Paul et al. (2014) mentions that the distribution of interactive media essentially changes the promotion concept.

- The operational model of the study

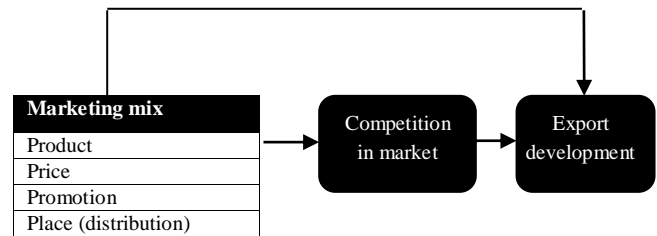


Figure 1 Operational model of the study

Research hypotheses

1. Marketing mix has a positive and significant effect on the development of Malayer's furniture exports.

1.1. Product has a positive and significant effect on the development of Malayer's furniture exports.

1.2. Price has a positive and significant effect on the development of Malayer's furniture exports.

1.3. Promotion has a positive and significant effect on the development of Malayer's furniture exports.

1.4. Place (distribution) has a positive and significant effect on the development of Malayer's furniture exports.

2. Marketing mix has a positive and significant effect on the competition in Malayer's furniture market.

2.1. Product has a positive and significant effect on the competition in Malayer's furniture market.

2.2. Price has a positive and significant effect on the competition in Malayer's furniture market.

2.3. Promotion has a positive and significant effect on the competition in Malayer's furniture market.

2.4. Place (distribution) has a positive and significant effect on the competition in Malayer's furniture market.

3. Competition in the market has a positive and significant effect on the competition in Malayer's furniture market.

Research Methodology

The present study was a descriptive survey in terms of method and applied in terms of objective. The statistical population of this study encompassed all furniture show exhibitors and manufacturers (N=1150) in Malayer, Hamadan Province, Iran. Sampling was used to collect data from all furniture show exhibitors and manufacturers in Malayer using the Cochran's formula with a 5% error rate and the sample size was estimated to be 288. The data were collected by questionnaires. The first, second, and third questionnaires were on marketing mix (Fakhimi Azar et al., 2011), export development (Tavakoli & Dehghani Sanij, 2010), and competition in market (Aghazadeh et al., 2007), respectively. The three questionnaires encompassed 29 items scored based on a 5-point Likert scale (I totally disagree, I disagree, I have no idea, I agree, and I totally agree). In this study, Cronbach's alpha was used to measure the reliability of the questionnaires with the SPSS software. And since the Cronbach's alpha value was >0.7 , the research variables were reliable. In order to assess the validity of the questionnaires, the researcher first submitted the questionnaires to some experts in the field of management. After examining and matching the questions with the measured variables, they commented on the items. After making the necessary modifications, the researcher distributed the questionnaires among 30 participants in order to enhance the face validity of the questionnaires. Afterwards, the final questionnaire was prepared. Furthermore, the confirmatory factor analysis was also run to confirm the findings. To this end, KMO index and Bartlett's test were used. According to these two tests, the data are suitable for factor analysis when the KMO index is > 0.6 and close to one, and when the significance level of Bartlett's test is <0.5 . The following table presents the output of this test.

	Test KMO	0/672
Bartlett's test	Chi-square	782/955
	df	406
	Sig.	0/000

Table 1 Results of the KMO and Bartlett

Accordingly, factor analysis is appropriate to identify the model's factorial structure.

Findings

A. Descriptive statistics

The research findings showed that the mean age of the participants was 36.54 years; there were 286 males (99.3%) and 2 females (0.7%) with the mean work experience of 8.18 years.

Descriptive statistics of the research variables

The mean, standard deviation, variance, kurtosis, and skewness of the research variables are presented in Table 3. According to the results of Table 3, the mean values of the variables 'marketing mix', 'product', 'price', 'promotion', 'place', 'exports', and 'market competition' are 3.35, 3.20, 3.54, 3.59, 3.20, 3.19, and 3.16, respectively.

Variable	N	Mean	SD	Variance	kurtosis	skewness
Marketing mix	288	3/35	0/887	0/787	-0/130	-0/034
Product	288	3/20	0/989	0/979	-0/312	-0/029
Price	288	3/54	0/754	0/556	-0/023	-0/042
Promotion	288	3/59	0/883	0/779	-0/472	0/044
Place	288	3/20	0/757	0/573	-0/141	0/133
Export development	288	3/19	0/804	0/647	-0/254	-0/051
Market competition	288	3/16	0/870	0/757	0/033	-0/227

Table 2 Descriptive statistics

B. Inferential statistics

Here is tested the normality of the research variables. To this end, Kolmogorov-Smirnov test was used. According to the results of the following table, since the significance level for all the research variables was >0.05 , the normal distribution of the sample is accepted so that structural equation modelling was used to test the effect of variables on each other and the fit of the conceptual model.

Variables	Sig
Marketing mix	0/231
Product	0/194
Price	0/198
Promotion	0/201
Place	0/192
Export development	0/208
Market competition	0/200

Table 3 Normality test

The graphs below show the estimated models of the research when the factor loads and path coefficients are significant. According to these models, factor loads or path coefficients can be estimated and then tested.

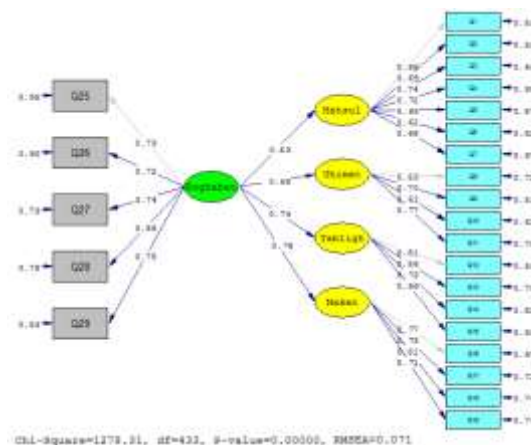


Figure 4 The estimated model of the study with standard coefficients (Hypothesis 2 and its sub-hypotheses)

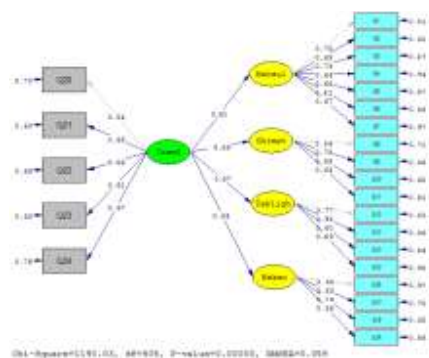


Figure 2 The estimated model of the study with standard coefficients (Hypothesis 1 and its sub-hypotheses)

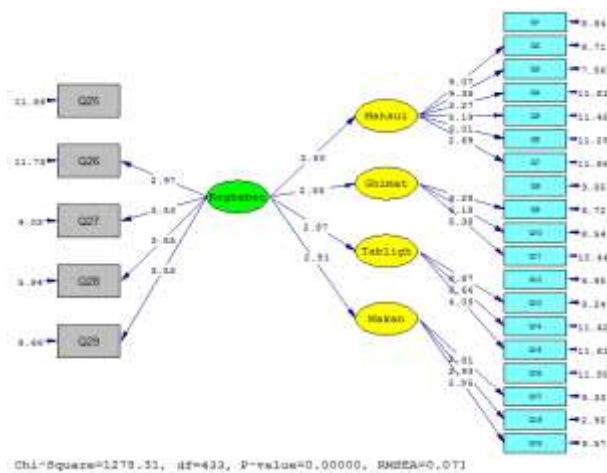


Figure 5 Research model in the meaningful mode (t-values) (Hypothesis 2 and its sub-hypotheses)

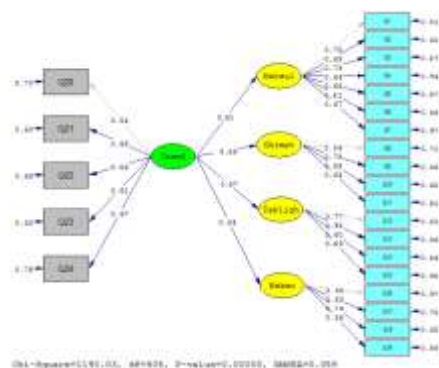


Figure 3 Research model in a meaningful mode (t-values) (Hypothesis 1 and its sub-hypotheses)

χ^2	df	χ^2/df	RMS EA	GFI	(AGFI)	Normed fit index (NFI)	Comparative fit index (CFI)
278/31	433	2/952	0/071	1/00	1/02	1/20	0/99

Table 5 Goodness of Fit (Hypothesis 2 and its sub-hypotheses)

χ^2	df	χ^2/d	RMSEA	GFI	(AGFI)	Normed fit index (NFI)	Comparative fit index (CFI)
1190/03	404	2/946	0/059	1/03	1/10	1/05	1/21

Table 4 Goodness of Fit (Hypothesis 1 and its sub-hypotheses)

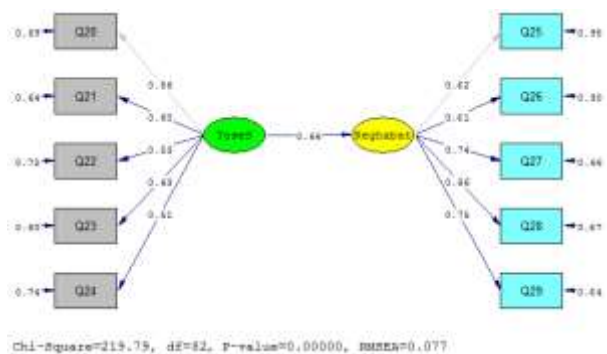


Figure 6 The estimated model of the study with standard coefficients (Hypothesis 3)

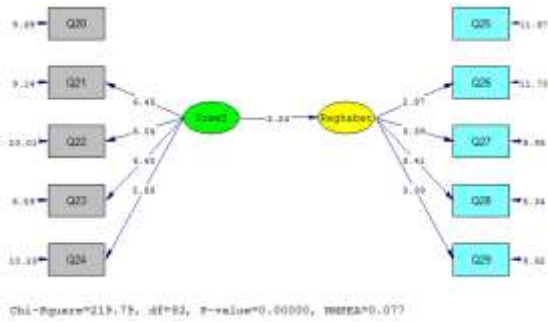


Figure 7 Research model in a meaningful mode (t-values) (Hypothesis 3)

χ^2	df	χ^2/df	RMSEA	GFI	(AGFI)	Normed fit index (NFI)	Comparative fit index (CFI)
219/79	82	2/680	0/077	1/32	1/27	1/16	1/28

Table 6 Goodness of Fit (Hypothesis 3)

Fit index	Accepted value	Results
χ^2/df	<3	2/946
RMSEA	<0/08	0/059
GFI	>0/90	1/03
AGFI	>0/90	1/10
NFI	>0/90	1/05
CFI	>0/90	1/21

Table 7 Fit indices of the research model

Research hypotheses	Path coefficient	t-value	Result
1-Marketing mix has a positive and significant effect on the development of Malayer's furniture exports.	0/60	3/00	Confirmed
1-1. Product has a positive and significant effect on the development of Malayer's furniture exports.	0/61	3/36	Confirmed
1-2. Price has a positive and significant effect on the development of Malayer's furniture exports.	0/59	2/87	Confirmed
1-3. Promotion has a positive and significant effect on the development of Malayer's furniture exports.	0/57	2/20	Confirmed
1-4. Place (distribution) has a positive and significant effect on the development of Malayer's furniture exports.	0/64	3/57	Confirmed
2-Marketing mix has a positive and significant effect on the competition in Malayer's furniture market.	0/70	2/73	Confirmed
2-1. Product has a positive and significant effect on the competition in Malayer's furniture market.	0/63	2/50	Confirmed
2-2. Price has a positive and significant effect on the competition in Malayer's furniture market.	0/68	2/66	Confirmed

2-3. Promotion has a positive and significant effect on the competition in Malayer's furniture market.	0/74	2/87	Confirmed
2-4. Place (distribution) has a positive and significant effect on the competition in Malayer's furniture market.	0/76	2/91	Confirmed
3. Competition in the market has a positive and significant effect on the competition in Malayer's furniture market.	0/66	3/24	Confirmed

Table 8 Testing result of the research hypotheses

Discussion and Conclusion

Test analysis of the first hypothesis and its sub-hypotheses:

Given that the t-values of the hypotheses are beyond the range of +1.96 and -1.96, all the research hypotheses are confirmed at 95%.

Regarding the path coefficient (0.60), it is also confirmed that marketing mix has a positive and significant effect on export development. In other words, marketing mix can explain 60% of variation in export development. Hence, the following recommendations are set forth:

- The marketing mix required for this product should be well recognized and product exports shall be planned accordingly.
- There should be attempts to expand the economic and commercial relations between the importers and exporters of this product.
- Investments on the export development of this product should be enhanced purposefully.
- The target export markets are recommended to be identified by the Iran's Trade Development Organization in cooperation with the Chamber of Commerce, Industries, Mines, and export associations.
- Target markets shall be prioritized according to different criteria such as their commonalities, neighbors, agreements, economic advantages, political relations, etc.

Regarding the path coefficient (0.61), the product has a positive and significant effect on export development. In other words, the product can explain 61% of export development variation. Here are some relevant suggestions:

- There should be branding for export products at three product, firm, and national levels.
- The process of temporary arrival of raw materials required for exporting products and restituting their primary rights needs to be facilitated and accelerated.
- High-quality raw materials should be used.
- Products should be tailored to individuals' demands.

With regard to the path coefficient (0.59), the price has a positive and significant effect on export development. In other words, this variable can explain 59% of export development variance. Here are some suggestions in this regard:

- Depending on the final price, determine the profit and the total price of the product.
- Note that the product price is one of the key factors in export development.
- There should be more production to reduce the product costs and set better prices.

Based on the path coefficient (0.57), the promotion has a positive and significant effect on export development. In other words, this variable can explain 57% of export development variance. Here are some recommendations:

- There should be macro-level advertising and marketing in the target markets for brands of this product by the government.
- Use new technologies such as cyberspace to promote advertising.

- Employ individuals with high communication skills as marketers.

Considering the path coefficient (0.64), the place (distribution) has a positive and significant effect on export development. In other words, this variable can explain 64% of export development variation. It is thus recommended:

- Conclude free trade agreements and preferential tariff agreements with different countries.
- Improve the business environment through reducing documents, time, and export costs.
- Select appropriate distribution channels.

Test analysis of the second hypothesis and its sub-hypotheses:

Given that the t-values of the hypotheses are beyond the range of +1.96 and -1.96, all the research hypotheses are confirmed at 95%.

Regarding the path coefficient (0.70), the positive and significant effect of marketing mix on market competition is also confirmed. In other words, marketing mix can explain 70% of variation in market competition. Hence, we recommend:

- Liquidity and working capital of manufacturing and export units should be provided by the banking system, especially development banks such as the Bank of Industry and Mine and the Export Development Bank at a one-digit, competitive rate.
- There should be efficient export subsidies for sent business delegations and units participating in international and specific exhibitions of the Islamic Republic of Iran held in other countries, as well as for the transportation of export goods.
- During the trips of high-ranked authorities of the country to target export markets, in addition to including the exporters in the composition of the expeditions, exports should be given serious attention and support in the negotiations.

Based on the path coefficient (0.63), the product has a positive and significant effect on market competition. In other words, this variable can explain 63% of market competition variation. Here are some recommendations:

- The laws and regulations as well as processes and procedures of exporting goods and services shall be modified to facilitate exports, provide transparency, and establish stability.
- There needs to be cautions regarding product packing.
- Provide the customers with product warranties for quality, price, and so on.

With regard to the path coefficient (0.68), the price has a positive and significant effect on market competition. In other words, this variable can explain 68% of variation in market competition. Here are some suggestions in this case:

- Postpone payments until the product approval.
- Provide the mass buyers with a great deal of discounts.
- Buyer's credit conditions should be considered with regard to cash payments.

Regarding the path coefficient (0.74), it is inferred that promotion has a positive and significant effect on market competition. That is, promotion can justify 74% of variation in market competition. It is thus suggested:

- Offer new ideas in product promotions.
- Promotion budget should be provided by the government.
- Introduce the real product and avoid exaggeration.

Considering the path coefficient (0.76), it is found that the distribution place has a positive and significant effect on market competition. In other words, this variable can justify 76% of the variation in market competition. Here are some recommendations set forth based on this findings:

- Boost the culture of exports using different tools in the country.
- Promote the social status of economic activists, including producers and exporters.
- Use appropriate tools in transporting products.
- Inventory of goods should be satisfying.

Test analysis of the third hypothesis:

Regarding the path coefficient (0.66), market competition has a positive and significant effect on export development. In other words, market competition explains 66% of variation in export development. Hence, we recommend:

- Influence and sustainability strategies should be developed in the target export markets by the Ministry of Industry, Mine and Trade in consultation with the Chamber of Commerce, Industries, Mines, etc. (Chambers in different provinces, export associations, and joint councils and chambers).
- Exports shall be completely exempted from value-added tax since the procedure of paying value added tax as well as the process of its refund to exporters has caused serious challenges for the exports.
- Using the resources of the National Development Fund, the required currency credits should be paid to the manufacturing and export units, in addition to increasing the funds of the Export Development Bank of Iran and the Export Guarantee Fund of Iran.
- Provide the exporters of goods, technical and engineering services, ICT and economic operators in the field of tourism with an award and effective export incentives directly and indirectly.

Discussion

The study findings indicated that the marketing mix has a significant impact on the development of Malayer's furniture exports with regard to the mediating role of market competition. Hence any change in the marketing mix would change the export development of Malayer's furniture, and market competition also has an impact on this variable.

The findings of this study were consistent with those of other research studies (Mohtaram Ghalati & Movasagh, 2018; Rezaei, 2017; Zeynabi, 2016; Hedayati Dezfouli et al., 2015; Sarreshteh, 2015; Keyvani et al., 2013; Ranjbarian et al., 2012; Fakhimi Azar et al., 2011; Jalali, 2011; Jindul et al., 2018; Ardil and Özdemir, 2016; Paul et al., 2014; and Burdrich & Touva, 2008).

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