

## The role of the brand in the development of non-oil export of medicinal plants and supplements' industry in 22nd district of Tehran province

Dr Melika molkara

[mlym803@gmail.com](mailto:mlym803@gmail.com)

### Abstract

The main objective of this study is to investigate the relationship between non-oil exports of medicinal plants and medicinal supplements in District 22, Tehran province. The methodology of present study is descriptive survey and the statistical population is District 22, Tehran province. Morgan table and simple random sampling with proportional allocation of 383 people were selected. Data collection instruments include, Acker Model (1990) brand equity questionnaire by 868.0 reliability coefficient and The Export Performance Measurement Questionnaire of Zhu et al. (1998) 0.800 reliability. Data analysis was performed using descriptive statistics and inferential statistics (including: Kolmogorov-Smirnov test, Spearman correlation coefficient test) using SPSS software. The research findings indicate that there is a significant interrelationship between brand and its components with non-oil exports development in the scope of District 22, Tehran province. Therefore, a brand has a significant impact on the non-oil export development of medicinal plants and medicinal supplements.

**key words:** Brand, Non-oil export, Medicinal plants, Medicinal supplements

## 1- Introduction:

Today, it has been confirmed that there is a dense link between economic advances and countries exports. Many people believe in the role of trade in economic growth rates and development, international economic theorists, call it the engine of growth (Mohammadzadeh Sal and Mohammadi, 2012, p. 3). Today, brand is no longer just an effective tool available for managers. Branding is a strategic requirement that assists organizations in creation of value-added merits for customers as well as sustainable competitive benefits. A brand can be the creator of issues such as customer loyalty, resilient reactions to price changes, evaluation of export market attitudes and more sales, etc. in the organization. In modern business, the brand has the first and last word. A brand is the perception that the customer has in mind based on his/her background experiences of consuming the product and what he/she has heard of the market. Creating a brand requires two main cornerstones: the product function and integrated marketing communications. Branding is also an activity in which an image of the brand is created in a customer's heart and mind. In the branding process it is attempted to influence people's perceptions. On the one hand, the value of a brand, can lead to higher returns, lower costs, and higher profits, and on the other hand it might be able to impact directly on of companies' potency to make the right decisions about boosting product prices, the effectiveness of marketing communications, and success in business development. In addition to selling its product, the main target of any organization, is making a kind of connection and a stable relationship between the product and a specific group of customers, which will result in a type of commitment and customer loyalty to the product. In order to make such a commitment to a product to a specific brand name a process is required that includes the procedure of getting the customer acquainted with the product by a specific brand name, getting familiarized, and then preferred it to a particular brand. If such a process is successful, customer loyalty, the success of the organization and the disappointment of other competitors will be guaranteed (Wool Sales et al., 2018). The general objective of present study is to investigate the role of the brand in the development of non-oil exports of medicinal plants in District 22 in Tehran province.

### On-oil ExportsN

Today, governments' export growth rate is the key to re-creation of the economy. In almost all developing countries, the issue of export development is at the top of government priorities and policies, as well as awareness and attention to the importance of the issue of exports in developed countries. Governments can play a key role in encouraging the foreign trade activities of

domestic firms through providing export development programs (Meshbaki and Khademi, 2012). Efforts to achieve the 20-year vision goals and new capacities for the non-oil export promotion has always been one of the country's long-term strategies in the field of economy in recent years. Although during the first, second and third economic development plans of the country, the situation of Iran's non-oil exports was lower than what had been predicted, but in the first year of the fourth economic, social and cultural development plan of the country, this rate is even higher than expected. (Saeeda Ardakani and Sayadi Turanloo, 2012).

### Brand

According to the American Marketing Association, a brand is a name, term, mark, symbol or combination of all of these that is used to identify and distinguish goods, services, vendors or a group of vendors in order to characterize these goods and services offered by competitors. There have been various realizations of the word brand, including "trademark", "brand name" and "brand name". Considering the above mentioned definition, it can be inferred that these titles are part of the brand and can not be used instead of the word brand. A brand can include the following components: **Brand:** it is a part of the brand that can be pronounced. That is, it can be expressed. And can be used to identify the product.

**Trademark** which is presented with a mark, design or and index letter

**Trademark (logo):** it is a part of the name and trademark that can not be performed, but is recognizable and can be used to identify the product. A trademark is presented with a mark, design or color and an index letter.

**Trademark:** is a trademark or part of a trademark that has been registered and all rights are reservedlegall. Wells believes that the brand image creates a sense of familiarity with a well-known product. So in the case of a well-known product, the consumer will be assured that buying it again is a right decision. An effective brand image is considered to be a set of ideas related to a "competitive advantage" of an institution. Cutler defines the brand image, pointing out that consumer beliefs may differ from the actual traits of the brand. In his opinion, this can be due to the consumer's own experience and the influence of attention, distortion, selective maintenance (Abbasi and Iranmanesh, 2012).

### Medicinal Plants

The use of traditional medicine and medicinal plants has been considered by human beings since ancient times and they have always turned to nature to treat and meet their nutritional needs. The use of medicinal plants and traditional medicine is a science that has been done through successive experiences in different ethnic groups and has been passed down from

generation to generation. But over time, some of this indigenous information have been forgotten for various reasons such as migration, vegetation destruction, urban development, water climate change and until the progress of various sciences, synthetic drugs have given way to medicinal plants. However, in recent decades, reuse of medicinal plants has been considered and special attention has been paid to research in traditional medicine (Ahvazi et al., 2012).

### **Medicinal supplements**

Medicines are considered as one of the most important technologies and vital elements that their per capita consumption have increased in recent years in many countries. Medicinal supplements are no exception to this rule. Medicinal supplements include a variety of products such as vitamins, minerals, herbal compounds and many functional compounds. In Iran, the consumption of medicinal supplements is noteworthy (Ghanbarzadegan et al., 2017).

## **2- Research literature**

Sima Pashmforosh and Mansour Zibaei and Soroush Zibaei (2015), in a study entitled the role of the brand in marketing and export development, and they found that in the brand can significantly help improve the competitive position of companies in competitive markets. Furthermore, it plays an important role in the customer decision process. If the development of export brands is payed attention and supported, the country will gain more export success in the long run. Therefore, branding plays an important role in finding export target markets and developing these markets, and as a result, gaining a larger share of global trade and improving the value chain. Zein al-Abedin Rahmani and Najibeh Abdoli (2010) in a study entitled Typology of factors affecting the export of medicinal plants to Lin concluded that the special geographical and ecological conditions, richness and diversity of Iranian medicinal plants, so that more than 90% of species There is a world plant in Iran. The change in people's tendency to use herbal medicines and the World Health Organization's emphasis on the gradual replacement of natural materials with chemicals have led to the widespread action of different countries towards investment, cultivation planning and mass production of medicinal plants at the industrial level. On the other hand, the non-oil export approach has increased the importance of the issue, considering that medicinal plants are one of the important Iran's export items.

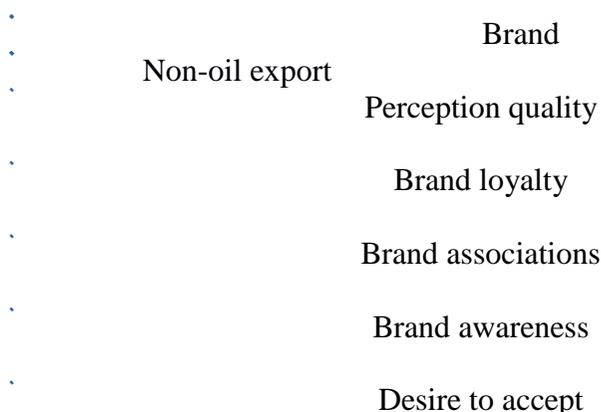
### 3- Research hypotheses

**General Hypothesis:** There is a relationship between brand and development of non-oil exports of medicinal plants and medicinal supplements in District 22 of Tehran province.

**Specific-hypotheses:**

There is a relationship between the perceived quality of the brand and the development of non-oil exports of medicinal plants and medicinal supplements in the 22nd district of Tehran province. There is a relationship between brand loyalty and the development of non-oil exports of medicinal plants and medicinal supplements in the 22nd district of Tehran province.

There is a relationship between brand association and the development of non-oil exports of medicinal plants and medicinal supplements in the 22nd district of Tehran province.



### 4- Methodology:

Depending on the characteristics of each research, the selected method is in complete agreement and related to the research topic. To develop a theoretical framework, library studies on the subject were used. The present study is descriptive-correlational. The statistical population is District 22, Tehran province, whose population according to the statistics of 1390 is 128,000 people and the sample size was determined as 383 people using Morgan table method. Data collection tools include Acker Model (1990) brand equity questionnaire with a reliability of 0.868, Zoo et al.'s (1998) export performance measurement questionnaire with a reliability of 0.800. Data analysis method was performed using descriptive statistics and inferential statistics (including: Kolmogorov-Smirnov test, Spearman

.correlation coefficient test) using SPSS software.

### Findings;

The findings indicate that 31.3% of respondents were 20 to 30 years old, 18% 30 to 40 years old, 24.8% 40 to 50 years old, 25.6% 50 years old and above. Moreover, 13.7% of the respondents had a diploma and undergraduate degree, 29.5% had a postgraduate degree, 22.3% had a bachelor's degree, and 34.5% had a postgraduate degree. Results: 49.6% of the respondents were male and 50.4% were female.

### 7. Skewness test:

The research data is normal: H0

Research data are not normal: H1

**Table 1. Significant amount and value  
Kolmogorov-Smirnov test for brand components and development of non-oil exports**

		non-oil exports	Perceived brand quality	Brand loyalty	Brand associations	Brand awareness	Tendency to accept
value		383	383	383	383	383	383
Normal parameters	Average	2/760568	2/91666	3/048370	2/896313	2/893241	2/872500
	Standard deviation	0/543498	0/62511	0/726737	0/7144413	0/692814	0/732045
Maximum difference	Total	0/076	0/119	0/070	0/67	0/087	0/075
	Positive	0/045	0/068	0/050	0/066	0/087	0/068
	Negative	-0/076	-0/119	-0/070	-0/67	-0/071	-0/075
Statistical test Kolmogorov-Smirnov test		0/076	0/119	0/070	0/67	0/087	0/068
Significance level		0/10	0/0001	0/026	0/043	0/002	0/014

In the data normality test, the null hypothesis is that the data distribution follows the normal distribution and the opposite hypothesis implies the opposite, and according to Table (1), the significance level of brand variables and the development of non-oil exports and brand components is less than 0.5. Is 0, so it can be said that the distribution of data obtained from the questionnaire is abnormal in them, so the distribution of data obtained from

the questionnaire for these components is abnormal. In this section to test the research hypotheses. It is discussed that the Spearman correlation test for data with abnormal distribution is examined according to the following assumptions:

**Table 2: Significance and level of Spearman correlation coefficient test**

			Non-oil export					
Spearman correlation coefficient	Non-oil export	Correlation coefficient	1.000	0/352	0/352	0/294	0/322	0/277
		Significance value	0	0/0001	0/0001	0/0001	0/010	0/0001
		number	383	383	383	383	383	383

According to Table (2): Finding Hypothesis 1: The significance level of 0001. Which is less than 0.05, so the hypothesis of zero is rejected and with 95% confidence we can say: there is a relationship between perceived brand quality and the development of non-oil exports. According to the above table, the correlation coefficient of perceived brand quality and development of non-oil exports is 0.352, which shows a positive and direct correlation between the above two variables. Finding Hypothesis 2: The significance level of 0001. Which is less than 0.05, so the null hypothesis is rejected and it can be said with 95% confidence: there is a relationship between brand loyalty and the development of non-oil exports. According to the above table, the correlation coefficient between brand loyalty and the development of non-oil exports is 0.352, which shows a positive and direct correlation between the above two variables. Finding Hypothesis 3: Significance level of 0001. Which is less than 0.05, so hypothesis zero is rejected and with 95% confidence we can say: there is a relationship between brand association and the development of non-oil exports. According to the above table, the correlation coefficient of brand association and development of non-oil exports is 0.294, which shows a positive and direct correlation between the above two variables. Finding Hypothesis 4: The significance level of 0001. Which is less than 0.05, so the null hypothesis is rejected and it can be said with 95% confidence that there is a difference between brand awareness and the development of non-oil exports. According to the above table, the correlation coefficient of brand awareness and development of non-oil exports is 0.322, which shows a positive and direct correlation between the above two variables. Finding Hypothesis 5: The significance level of 0001. Which is less than 0.05, so hypothesis zero is rejected and with 95% confidence it can be said that there is a tendency between expanding brand acceptance and developing non-oil exports.

According to the above table, the correlation coefficient of the tendency to expand brand acceptance and the development of non-oil exports is 0.277, which shows a positive and direct correlation between the above two variables.

**Table 3: The level of Significance and Spearman correlation coefficient test value**

correlation coefficient				
			Development of non-oil exports	brand
Spearman correlation coefficient	Development of non-oil exports	correlation coefficient	1/000	**0/477
		significance value	.	0/0001
		number	383	383

According to Table (3), the significance level is 0001. Which is less than 0.05, so the null hypothesis is rejected and it can be said with 95% confidence that there is a relationship between the brand and the development of non-oil exports. According to the above table, the correlation coefficient of brand and development of non-oil exports is 0.477, which shows a positive and direct correlation between the above two variables

## 5- Conclusion .

Findings from the test of research hypotheses indicate the fact that the statistical distribution of variables using Kolmogorov-Smirnov method was not normal. To analyze this hypothesis and confirm or reject the relationship, Spearman correlation test was used. In Hypothesis 1, according to Table (2), the Spearman correlation coefficient between the two variables of perceived quality of the brand and the development of non-oil exports is 0.352. From this test, there is a positive and direct correlation between the above two variables. Also, the level of significance is less than 0.05, which is equal to 0.0001. Therefore, sub-hypothesis (1) is confirmed. Hypothesis 2, according to Table (2) Spearman correlation coefficient between the two variables of brand loyalty and non-oil export development is equal to 0.352, the results of this test show a positive and direct correlation between the two variables. Also the level of significance is less than 0.05, which is equal to 0.0001. Therefore, sub-hypothesis (2) is confirmed. In hypothesis 3, according to Table (2) Spearman correlation coefficient between the two variables of brand association and non-oil export development is equal to 0.294, the results of

this test show the existence of a positive and direct correlation between the two variables. Significance level is less than 0.05 which is equal to 0.0001. Therefore, sub-hypothesis (3) is confirmed from the first main hypothesis. In Hypothesis 4, according to Table (2), Spearman correlation coefficient between the two variables of brand awareness and non-oil export development is equal to 0.322. The results of this test show the existence of a positive and direct correlation between the above two variables. Significance is less than 0.05, the value of which is equal to 0.0001. Therefore, sub-hypothesis (4) is confirmed. In hypothesis 5, according to Table (2) Spearman correlation coefficient between the two variables tends to expand brand acceptance and the development of non-oil exports is equal to 0.277, the results of this test show a positive and direct correlation between the two variables. Also, the significance level is less than 0.05, the value of which is equal to 0.0001. Therefore, sub-hypothesis (5) is confirmed. Findings of the main hypothesis test, according to Table (3) Spearman correlation coefficient between the two variables of brand and non-oil export development is equal to 0.477, the results of this test show the existence of positive and direct correlation between the two variables. Also, the significance level is less than 0.05, which is equal to 0.0001. Therefore, the main hypothesis is confirmed. Thus, branding is a strategic requirement that helps organizations to create more value for customers as well as create sustainable competitive advantages. Brand can be the creator of issues such as customer loyalty and brand association and tensile reactions to price changes, evaluation of export market attitudes and more sales of herbs and nutraceuticals.

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