Effecting Factors on Development of the Handicraft in the Targeting Market (Case Study: Mazandaran Province Cooperatives)

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ABSTRACT

Handicrafts is Crystallization of culture and manifestations of art . features such as High value and user and low capital requirement will increase economic participation. In order to increase national production, income and social economy, exports of handicrafts can be an important element in supporting producers and workers.In this study, which aimed to study the effecting factors on development handicrafts in Mazandaran province in the target market.Statistical Society, experts, individuals certified in province are 33 that questionnaires have been distributed among them and with using the method of AHP were examined the criteria and sub-criteria. Results are Respectively management agent, Government support, technology, market segment, Product development team and marketing the most impact in development of handicrafts in the target market.

KEYWORDS | Cooperatives, Handicraft, Target market, Mazandaran province.

Introduction

Traditional arts and crafts is language of cultural world and Its role in the dynamics and development. Handicrafts have the minimum cost for the country.(Paply Yazdi,2010:3) with high added value for a nation, is closely associated with various industrial sectors.(Hoon Ahen,2006:91) In Iran there is a lot of material resources, long history of craft production, handmade strands of diversity and favorite for other countries that could be good returns. (Hassanzadeh & Emady,2008:3)The main point of business operations to provide internal and external operational issues Make a profit on the sale .It is essential to do study more and operation elements to provide the main factors, that make the best choice at international level.

Literature
Handicraft

The collection of art-industry is defined. Mainly with the use local raw materials and doing some basic procedures and tools with hand that assist to the preparation and manufacture of products that In every unit it , intellectual talent and art craft manufacturer, is manifested. Distinguishes this type products from similar synthetic are Machinery. (Yavari, 2005)

One feature of handicrafts is method and tools simple And it is not very different from ancient production.(Rdzan et al, 2011) Crafts, is divided to the three types of cultural assets , the value of art and industrial values.(hoon ahen,2006)

The Role of handicraft in national production

As the craft is reliant on internal resources., more than 80% of the data values in this field include raw materials, labor, tools, inside the country there, Any increase in the production and sale of these products cause GDP will increase. (Alipour et al,2011)

The Role of handicraft in the export development

Countries that are limited exports to one or a few items. Unfortunately, experience has shown a slight decline in international prices for these products, countries have imbalance of payments. Therefore, the development of non-oil exports, including crafts and make international earnings, the basic conditions of economic development. (Alipour et al,2011)

Criteria of handicrafts cooperative development

According to the model developed by Chen and Wang in the international market with six-fold elements (Chen and Wang, 2010) and Cooper strategic model (Cooper, 1990) and conceptual models provided by Sarmad Saidi introduces the four main .(Sarmad Saidi,2010) In this study, all of the indicators in each stage of the library research and papers collected and in the end, six key factors were identified.They are: Marketing (Sarmad Saidi et al, 2010), Product development team(Sarmad Saidi et al, 2010), Technology(Sarmad Saidi et al, 2010), Government support and facilities (Poor Sadiq et al ,2010),Management (shamabadi et al, 2007)and Market segment(Chen and Wang, 2010) (shamabadi et al, 2007)

History Research

Success - chen & ching wang(2010) research the main factors of success in developing international market And 6 factors were introduced into the business model. then found the best way for enter the international market with expansion method of subsidiary company

- Demir & Bilgin (2011) Research to evaluate the status of Turkey's carpet exports, compared with competitors and provide appropriate method.This study represents the carpet often be purchased by Western countries with high levels of economic prosperity, carpet market is a competitive market .
- Urgo & Copani (2012) with innovative business models review to adopt new methods of integration .

Research Questions

Main question: How is Effecting Factors and their ranking on handicraft cooperatives in Mazandaran province in the targeting market?

subsidary question:

1. How are Options of the market segment factor and their ranking in handicraft ?
2. How are Options of management factor and their ranking in handicraft?
3. How are Options of Government support and facility factor and their ranking in handicraft?
4. How are Options of the Technology factor and their ranking in handicraft?
5. How are Options of the marketing factor and their ranking in handicraft?
6. How are Options of product development teams factor and their ranking in handicraft?

Methodology

The present study is based of aim on field descriptive and application research And Methods of data collection is on field, survey research. (Saunders et al,1997:421)The data collection was conducted with research of library and method of field. This research include population of managers and experts Crafts province. Based on research conducted , experts in the field of handicrafts with minimum of 5 years history and minimum licentiate's degree and minimum 30 years are 33 , Who completed the questionnaire.

Analysis method

With Using AHP,analyze problem and it break to some parts easier. The first level represents the main goal is, prioritize the factors affecting the development of crafts in the market. The second level represents major fundamental factors that may later be broken into sub-indices and more level. the fourth level offers decision alternatives. After is identified alternatives and indexes,We have the following algorithm:(Momeni,2012)

1) Pairwise comparisons matrix became The normal .
2) Get the arithmetic mean of each row of the normalized matrix of pairwis comparisons.
3) Multiplying the index relative weight and the arithmetic average of alternatives .
4) Ranking of alternatives.

(Measure of inconsistency rate) is performed. For this purpose, the following steps are made:

Step1: Calculate Weighted sum vector: multiply pairwise comparisons Matrix and the relative weight vector.
Step2: Calculate Consistency vector: divide the weight vector elements to relative weight vector.
Step3: Calculate max of value pairwise comparisons Matrix λ_{max} (average of consistency element).
Step4: Calculate Inconsistency index (II) $I = \frac{\lambda_{max} - n}{n-1}$
Step5: Calculate Inconsistency ratio(IR)
$R = \frac{I}{IRI}$ IRI (random inconsistency index) is extracted from the table.

If inconsistency rate smaller or equal to 0/10 (IR <0/10),then is consistency on pairwise comparisons and can continue work. Otherwise, the decision maker should reconsider the paired comparisons. (Momeni, 2012)

Research Results

As sample do for criteria and sub- criteria.

a) Inventory Integrating: Initially, 33 questionnaires have been integrated so that one may obtain the question, in order that the matrix geometric average of question, the experts say.

Table 1: Integrated matrix of main indexs related to factors affecting development of crafts in the market

Effecting Factors on Development of the Handicraft in the Targeting Market	Marketing	Product development team	Technology	Government support and facilities	Management	Market segment
Marketing	1	0/878	0/647	0/947	0/946	0/693
Product development team	1/137	1	0/721	1/226	1/543	0/429

Effecting Factors on Development of the Handicraft in the Targeting Market	Marketing	Product development team	Technology	Government support and facilities	Management	Market segment
Technology	1/542	1/384	1	1/408	0/783	0/864
Government support and facilities	1/053	0/978	0/708	1	1/313	2/059
Management	1/054	0/646	1/275	0/760	1	2/363
Market segment	1/439	2/300	1/155	0/583	0/422	1

b) create normal matrix of paired comparisons for indexes and the relative weight:

The values became normal with total method . For this purpose, each of the columns of the matrix are divided into the column sum. And the arithmetic average is calculated for each row.

Table 2:Normal matrix the Paired comparisons for indexes and weights of main criterias

Effecting Factors on Development of the Handicraft in the Targeting Market	Marketing	Product development team	Technology	Government support and facilities	Management	Market segment	Arithmetic verage Or The relative weight
Marketing	0/138	0/122	0/117	0/159	0/157	0/093	0/131
Product development team	0/157	0/139	0/139	0/206	0/256	0/057	0/158
Technology	0/213	0/192	0/181	0/237	0/130	0/116	0/178
Government support, facilities	0/145	0/136	0/128	0/168	0/218	0/277	0/179
Management	0/1458	0/090	0/231	0/128	0/166	0/318	0/180
Market segment	0/199	0/319	0/209	0/098	0/070	0/134	0/172

c) Ranking the main criteria and sub-criteria: For The main criteria is the relative weight same the priorities. For sub- criterias are Multiplying the relative weight sub- criteria and the arithmetic average of the main criteria that were talked in the market segment index .

According to the above tables, respectively, management, government support, technology , market segment, product development team and marketing have the highest score and for ranking each of these factors is performed as above described.

d)Inconsistency rate: The inconsistency rate calculated for main criteria and sub- criteria matrixs (smaller or equal to 0/10).In the below table come and consistency mark is in calculations.

Table 3:Inconsistency rate

The main factors for handicrafts development	marketing	product development team	technology	government support	management	market segment
0.097	0/062	0/056	0/064	0/047	0/069	0/063

Results

By using paired comparisons of main criterias , respectively:

management, government support, technology, market segment, marketing and development team has the greatest impact on the development of crafts in the target market.

Management factor options have the greatest effect Respectively: Educational and internships programs , Managers familiar with the target market, Supply of quality primary materials, psychological environment Improvement and motivational for cooperatives, Material and non-material reward to members, Creativity and Innovation, Managers familiar with marketing skills, long-term Comprehensive planning in the marketing.

Market segment factor options have the greatest effect in crafts Respectively Population Recognition , market size Recognition, geographic location and Consumer's Psychology.

government support factor options have the greatest effect Respectively :Encourage, Facilities for produce, Rules And Provisions, Help to delegations Dispatch, Facilities for export, Institutions cooperation with the Cooperative and Dealing with mediators and speculators.

product development factor options have the greatest effect Respectively :Knowledge to cooperative principles, participate in decision, experts and consultants,skill,Applying experience, Motivation and Risk.

Technology factor options have the greatest effect that They are: improve the quality, export and marketing and Technology with low cost.

Marketing factor options have the greatest effect that They are: Advertising, product quality, control in distribution channels ,Product price , international exhibitions, packaging and Demands customer .

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