

The Assessment of visual, culture and innovation Impacts on Industry Development through Packing Factor; Case Study: Nuts Exporters

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ABSTRACT

Different researches have been done in packing and exporting the special goods so far, but this research is the first one that considered the impact of three -factors (visual element, culture & innovation,) on nuts export development through packaging in Iran. The goal of this research is studying some variables that have effects on packaging and export development. This research from goal of view is practical and in the field of information gathering is survey-descriptive one, which has done in Field Research. The statistical populations are Nuts Exporters in Iran that about 176 are chosen as sample. In this research, the data is collected through questionnaire and the reliability was calculated by Cronbach's Alpha, then by Pearson Correlation coefficient and Structural equation Modeling (SEM) was analyzed. The results revealed that all three factors have the level of significance on packing. Moreover, we found that the type of packing has the significance on nuts export development.

KEYWORDS: visual element, culture, innovation, packaging , Export, Nuts

1. INTRODUCTION

Today, export growth for governments is as the key for economic recreation [1]. This is caused that the companies find out that despite the country, size and kind of the industry, Participation in the international markets is not a choice but it is a essentiality [2].

Nuts, is one of the agricultural products which has the production history in Iran, since our country has relative advantage in export of the dried fruits, more consideration to this sector and the endeavor to remove the obstacles ahead , will lead to high currency revenues in the future years [3]. The important issue in export of various dried fruits, is the marketing issue and the identification of their target market. Unfortunately, in Iran, there is not enough consideration on package and market issues, the main volume of the nuts are exported in lump [4].

Today, the condition governing market and other numerous factors indicate the growing importance of packing as a powerful marketing tool [5]. The impacting factors in achieving successful packing in export development, are: considering package design, consumption pattern, rules and regulations, market style and requirement, cost reduction, and also leading export products. Packing will cause the increase of export products' value and impacts positively on trade balance [6]. Psychology of colors is one of the subjects related to the discussed issue, perhaps different colours in different countries may include many positive and negative definitions and concepts regarding consumption dimension of that society, as we have observed, a high quality product with an appropriate packing but with colours contrary to the consumption culture of the target market, could not be marketed [7]. Therefore, it is necessary that while identifying triple factors on nuts packing, its problems and shortcoming to be identified and set aside.

2. Research Theoretical basis

2.1. Packing

In Britain's standard, the word packing is defined as the art or action used in preparation of the commodity for shipping , preservation and delivery to the customer [8].

American packing institute defines the paking in its dictionary as: "perching products, items and, packs in a bag, box, glass, can, pipe or other forms of utensils that can do one of the followings: encompassing, preserving and information transfer" [9].

2.2. Packing pictorial elements (Visual Effects)

1- Colour

Colours are one of non- verbal signs that have been known as an important phenomena in the market [10]. Daily increase in using colours along with the increasing competition among the manufacturers who are eager to increase selling the products, has created great development in the field of colour. Deciding to purchase or not, depends on the capability of packing to express its content. The consumer should be capable of recognition of the relationship between the product and its use in first look. Colors are the most direct and the quickest instrument achieving this objective. In order to succeed in selling, it is necessary that the colour of package to have close relationship with the nature of the product and its impacts [11].

- Impacting factors on selecting the colour of package
 - Location: people have different colour selection based on their living regions (cities, villages).
 - Society's culture: this factor is due to the past earnings and the impacts governing based on people's values.
 - Economic conditions: Red and blue colours are suggested for favorable period, the combination of Green and Yellow is suggested for downturn.
 - Official and contractual colours: the colours may be selected in advance as a result of some conditions.
 - Sexuality: women prefer light colours but men prefer dark colours.
 - Price: simple colours are used for low – priced products and combined colours for expensive ones.
 - Age: light colours are suggested for young people and saturated colours for older ones.
 - The performance of each colour according to the main responsibility for each product.
 - Type of commodity
 - Customer's intent to purchase
 - The consumption location, weather and the season
 - Shape and form of the package [12].

2- Form

3d Form or shape of package can be the most important and most memorable element in designing packages. The selection of an appropriate form for package, are mostly done based on technical issues, the effective technique on the type of geometry. Simple forms, familiar and experienced, transfer their message quickly, but in most cases, especially commodities which themselves have fun and innovative aspect, a new and different form, will have attraction and supreme impact [12].

3- Letters

Letters of a package are the most important parts and sometimes they are themselves used as a design. Names and signs shall have legibility. Colour and coloured letters in a package are of especial importance. The design and letters of a package of a commodity should be considered regarding the type of commodity and the reason for consumption [13].

2.3. The role and position of design in packing

The packing causes the increase in selling and the commodity health and the increase in all required capabilities. A proficient designer should consider the factors such as; social culture, aerogonomy, the age of purchaser, mental and physical health, taste and morality , the location and preservation , the quality of the product and most importantly the consumer revenue , in the selection of form and colour of the package and also the designer of the package shall design considering the target market [14].

2.4. The role of Package in Commodity export

The manufacturers of private sector which need to develop sales markets inside the boarders, should consider the design of package and appropriate providence commodities highly, because the observance of all sanitations and acceptable global standards without adequate and beautiful commodity supply are costs that their return is not guaranteed. Production and marketing managers can provide creative packages through their joint cooperation and endeavor and also understanding cultural principles of sales market, which is effective in the increase in commodity sales and maximizing the profit of the production unit [15].

One of the most important roles of the package is the creation of value added in products. According to the existing information and statistics, the average cost of packing, is 10% of the final price for the export commodity, but it can create value added, if about 9%. The value added is evaluated for two dimensions, national dimension which causes the increase in national revenue level and intentional dimension which causes the increase in the value of products and impacts positively on trade balance. Also, appropriate commodity package and consumer consent, causes the sales boom of the product in target markets. Therefore, investment in package sector can increase the market share [16].

2.5. The features of export package of commodity

- 1- Appropriateness of the package with climatic conditions of the countries along the route to target market.
- 2- The export package should consider target market regarding the shape, colour, sexuality, target market standards and also rules, regulations and various obstacles should be followed.
- 3- In Export package, the importance of its relationship with consumption and consumer culture is very high , because people get familiar with the product's appearance before they consider its quality and consume it. Therefore, the relationship between the physical features of the commodity and purchasers' expectations can be highly effective in customer attraction [17].

2.6. Packaging culture

In today's world which technology growth has been in every moment and competitive atmosphere is tight and indented, packaging culture can be interpreted to consumption culture. Surely, in long-term all society will benefit the governance of the package culture, if the culture of packaging becomes pandemic among producers in a way that all of them are required to provide commodities in a package and on the other hand, consumers give priorities to consume commodities with superior package.

Generalization of package culture causes that all commodities are put in a package, with name and sign of the manufacturing factory, consumer price, production and expiry dates, which one of its greatest advantage of this is the attraction of dealers and in the end the price reduction. Also, supply of all commodities with the packages and standardization of the products can cause e-commerce growth in the society and retailing and this issue causes the deletion of many problems in the society like: traffic and resolve ascending procedure of gas consumption [9].

2.7. The features of an innovative package

- Type of product package which is at powerful brand's service.
- Flexibility of the package capable of opening and closing.
- Using Logo, written mark, effective and appropriate signs.
- High quality of package
- Providing valuable messages from the view point of nutrition science to the customers.
- The capability to create the relationship with the consumer and the power to preserve the product.
- The capability to provide the best state of the showcase [18].

2.8. The definition of Export

Is the entrance to a foreign market through commodity export and selling these commodities through marketing intermediates (Indirect export) or through circle, branch or brokers or the sales representatives of company itself (Direct export) [19].

2.9. Who is the exporter?

A person or legal person who has business card or the permit from the ministry of commerce, and exports commodity, is called exporter [20].

2.10. Export Development Strategy

Export development both scientifically and practically in all countries, requires foreign commerce and international economic relationships development. Production in proportion with the needs, preferences and tastes of foreign consumers are of factors impacting the correct implementation of export strategy. In this respect, considering effective factors on foreign consumers' demands can play the effective role in success of export strategy of each supply country. Export development policy is considered in strategy framework, a look at foreign market. Each country has no way except commodity export, to gain currency revenues and for this reason in each long-term development strategy, considering export development is an essential issue [20].

2.11. The role of culture in Export

Culture is the reflection of human's past. Marketing facilities in various countries form in traditions frame work and cultural features of people in that country. Everyone is tied to his culture and evaluates other cultures through it as a criterion. Therefore, we evaluate and measure foreign cultures with our culture and our expectations comes from here. Cultural sensitivities in international businesses are indefinitely important. Marketing managers should be well aware of both aspects symmetries and asymmetries of foreign and national market.

Cultural similarities facilitate tolerance of economic shocks caused by the cooperation with other countries. The more the cultural similarities, the more the possibility of success of a market will be, because member countries understand each other's viewpoint [20].

2.12. Research conceptual model

Model simply is a statistics TEM about the variables relationships. Model helps drawing the path diagram through showing the independent and dependent variables [21].

As it is shown in fig. 1, the researcher has identified and codified the impacting dimensions on packaging and export development after a lot of studies and interview with nuts exporters and experts in packing dried fruits and export. Extracted model shows positive relationship among triple factors and package, also it shows the positive relationship of packaging and export development. According to model 3 factors impact on packaging and these triple factors have been evaluated as independent variable through a series of parameters. The factors have been assessed, are For instance : first factor (visual effects) through three parameters (colour combination, letters, font and brand), second factor(Culture) through three parameters (Design, dimensions and volume, information and product features), third factor (innovation)through three parameters(form and material, static form and zipped, Logo and carved signs). According to model, packaging factor has been considered as mediator variable and this factor has been also assessed through a series of parameters. Also, export development variable is considered as dependent variable and has been measured through a series of parameters that all parameters exist in the questionnaire.

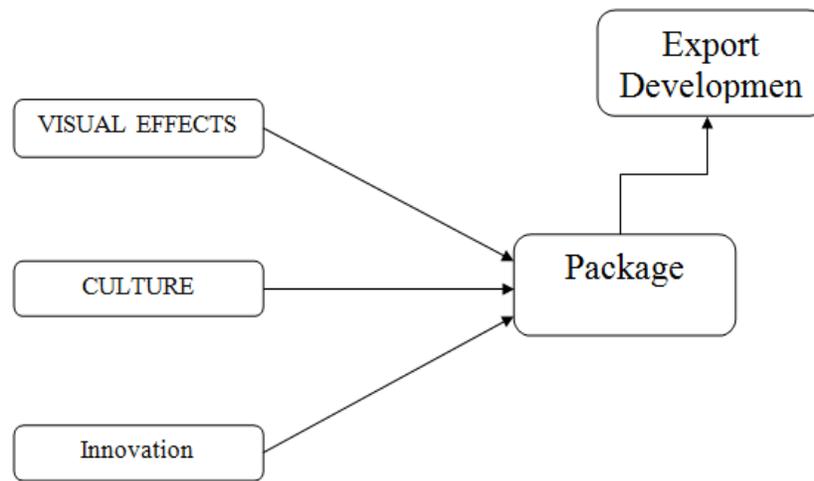


Fig. 1. Research Conceptual model

Hypotheses

H1: Visual effects have positive and significant impact on the type of package of nuts.

H2: Culture has positive and significant impact on the type of package of nuts.

H3: Innovation has positive and significant impact on the type of package of nuts.

H4 : Type of package has positive and significant impact on export development.

3. Research Methodology

Since in this research the impact of triple factor is assessed and analyzed and also the impact of packaging on export development is surveyed, therefore this research is functional in terms of target, and since it is endeavored in this research through questionnaire to assess the rate and amount of relations between variables to answer a scientific issue in real world, therefore, this research in terms of implementation method is descriptive- survey and of Field branch.

3.1. Statistics population

All nuts exporters who are 1800 ones according to Trade Development Organization statistics ,are considered as statistics population of this research in the year 2014.

3.2. Statistics sample and sampling method

This research has been implemented by simple random method (Random selection of test sample according to their number on the list) among nuts exporters all around the country.

James Stevens believes that numbers of suitable versions for the implementation of factorial analysis 5 and maximum 15 is equal to the number of parameters [20]. In modeling mythology structural equations of sample volume determination can be observed between 5 to 15 and for each variable it is measured and determined:

Q15-n -q5

In which q is the number of observed variables or the number of items (questions) of the questionnaire and \underline{n} is the sample volume [21],which considering $q= 20$ in this research , the if sample volume is between the numbers 140 and 420, it is acceptable. Considering the prediction of failure to return the questionnaires, 200 questionnaires (10 times of items), were distributed among nuts export companies and exporters of the dries fruits ,that at the end 176 were used in our sampling, which this amount is 8 times of the amount of parameters ,which is an acceptable amount for factorial analysis.

3.3. Data collection tools

Data can be extracted by four general methods from statistics population or sample, which each of them has its especial features. These tools are: questionnaire, interview, observation and the evaluation of documents and papers (referring to the library) [22]. In this research, according to library and exploratory, interview and questionnaire distribution ,triple factors were identified through the packaging factor and then preliminary questionnaire was provided for export experts and then after the final confirmation of these factors, they were located in each factor considering plurality of parameters and based on their relationships.

The questionnaire is designed in two parts which the rejection of first part which is dealt with the questions of demographic features of the respondents like: education level, work experience and the type of exports of the exporters.

The second section of the questionnaire include 20 questions and it has been designed using likrate spectrum of 5 grades (very much to very little) which evaluates the research variables. Questions (1,2,3) related to visual effects factor, questions (4,5,6) related to culture factor, questions (7,8,9) related to the innovation factor, questions (10, 11, 12, 13) related to the packaging factor and the questions (14, 15, 16, 17,18,19, 20) are related to the export development.

3.4. Reliability (credit)

In this research the reliability of the content and structural credibility were used for the measurement of toll credibility. Since the content reliability depends on experts' view point and verdict on the considered subject, therefore, in order to

determine the content reliability, the sample of research questionnaire is submitted to authors in export and packaging and some experts and also professors in marketing and export that the credibility of the questionnaire was approved.

The structure 's reliability or the construction expresses the how much results gained from performing a measurement tool , is proportionate to the theories that the test is codified on its axis [3]. Factorial confirmatory analysis has been used in order to determine the structure reliability. The results of factorial analysis showed that regression weight of variables in all dimensions and items is at confidence level 95 and has significant difference with zero. Therefore, none of the dimensions and items of the analysis procedure are not set aside.

3.5. Stability (trust ability)

In the present research, in order to determine the stability, first the questionnaire was distributed among a preliminary sample of 30 people of nuts exporters and then using SPSS software, Cronbakh's Alpha coefficient of the questionnaire has been measured. As it is observed in table 1, considering that alpha being greater (more than 0.7) for all the factors , it seems that the considered questions in each section have the required stability ,and they are designed suitably for the measurement of factors, which this raises the confidence level of the results.

Table 1. Stability measurement according to variables

Variable name	Items (No.)	Variable Cronbakh's Alpha
Visual effects	3	0.811
Culture	3	0.734
Innovation	3	0.736
Packaging	4	0.778
Export Development	7	0.828

4. Data analysis

In order to test the model of this research, data analysis has been used in structural equations model. Structural equations modeling, is a statistics model for the evaluation of the linear relationships between the hidden (not observed) and apparent (observed) variables. In other words, modeling of structural equations, is a powerful statistics model which combines measurement model (confirmatory factorial analysis) and structural model (regression or route analysis) with a simultaneous statistics test, software used in this research, are SPSS and AMOS.

Through this techniques researchers can reject hypothetical structure of (models) or approve their conformity to data. In this part, first solidarity among the variables is evaluated and then is dealt with structural analysis, stating route coefficients and the test of each of those coefficients.

4.1. Solidarity among research variables

In order that a model to be significant in path analysis, variables should be correlated. In order to determine the correlation among variables, correlation matrix is used among variables. The amount of variables' correlation, varies between -1 and 1.

As it is observed in table 2, all correlation coefficients obtained, are positive and acceptable, and the average of answers for all variables is higher than the average.

Table 2.The correlation among research variables

Variables	Average	Standard deviation	1	2	3	4	5
1.export development	3.5	0.82	1				
2. packaging	2.6	0.69	0.526	1			
3.visual effects	3.3	0.65	0.534	0.626	1		
4. culture	3.09	0.66	0.486	0.617	0.495	1	
5. innovation	3.3	0.66	0.507	0.688	0.614	0.658	1

4.2. Goodness of fit indices assessment

In order to analyze hypotheses, first the theoretical model codified for each hypothesis should be processed till it is specified that how much the gathered data is supported and to respond this question quantities indices of goodness of fit, model (CFI, GFI, PMR...) is used.

Considering provided quantitative indices of goodness of fit in table 3, can result that research theoretical model is an acceptable model, so now can be dealt with the model he and the amounts of regression coefficients among hidden variables.

Table 3. Factor confirmatory analysis of fit model indices

Index Name	Suitable amount	Obtained amount for measurement models
Degree of Freedom	-	329
Kai Square (χ^2)	$2 df \leq \chi^2 \leq 3 df$	811/856
Significance level for (χ^2)	More than 0.05	0.07
Kai Square optimized(γ^2/ df)	Less than 3	2.468
Goodness of fit (GFI)	Upper than 0.8	0.821
Remained squares medium root (RMR)	Lower 0.09	0.085
Comparative Goodness of fit index (GFI)	Above 0.9	0.955
Roots medium squares estimates error average	Under 0.08	0.014

5. Research hypotheses assessment

General results of research hypotheses has been provided in table 4. As it is observed , considering the amount of small indices of (P-VALUE) which has been 0.0001 for all hypotheses and it is less than error level ; it can be resulted that direct relationships between research variables have been significant and all the hypotheses are approved.

Table 4: results of research hypotheses

Hypothesis	Direct path	Regression coefficient	p-value	result
1	Type of Package → Visual Effects	0.42	0.0001	Significant
2	Type of Package → Culture factor	0.31	0.0001	Significant
3	Type of Package → Innovation	0.51	0.0001	Significant
4	Type of Package → export development	0.55	0.0001	Significant

6. Result and suggestions

- The results of the measurement of visual effects component on the type of packaging , show that visual effects have significant and positive impact on the type of package. Therefore, in case that exporters carefully consider cases such as; colour combination, letters, carved fonts on the package ,and inserting reliable brand and name on the cover of the package, the attraction power and notification of the package increases significantly.

Cofirmatory Researches and related to this hypothesis are:

- Commercial researches and studies institute (2011) [24], in a comprehensive research evaluated the quality of package of the commercial commodities. According to the results of this research 80% of Iranian commercial packages had not used an appropriate and good combination of design, colour and graphics as a factor which is effective on customer attraction.
- Ampeuro & Vila [25], in a research about customer concept of package features of the product, it was determined that purchaser's understanding of each visual dimensions of package; colour, typography, shape and figure is indicator of an especial position. Therefore, in order to implement each one of 7 strategies of product positioning, visual dimensions in proportion with that strategy shall be applied in product package.
- Nilsoon & Ostrom [26], dealt with this subject in a research that how the commodity package is considered as a tool for the increase in commodity reputation. The result of their research showed that the design and form of the package impact significantly on the behavior of the consumers on commodity selection. Also design and form of the package depends on the nature of the goods , in this way that the type of design and form of the package shall be in a way that suggests the commodity inside and also using shapes on the package can increase or decrease customers 'feelings.

- The results regarding the measurement of the impact of culture component on the type of package, show that culture has positive and significant impact on the type of package. Therefore, if the exporters consider the proportion of cases such as: package design, dimensions and, package volume and information of product features with the taste, consumption culture and customers' language of the target market carefully, the acceptance of the package in target country is increased.

Confirmatory Researches and related to this hypothesis are:

- Afshar [27], showed in his research that culture as one of the nine factors dependant to package ,causes the expansion of Garden agricultural products export.
- Moslemi Zadeh (1998) [28], in his research evaluates " The role of design in packaging in order to raise country's export development" and has dealt with the importance of the package design, colour, the impact of geographical and cultural conditions on package [28].

- The results regarding the measurement of the impact of innovation component on the package show that this component has positive and significant impact on the type of package. Therefore, the more exporters are innovative in the material and form of the package, the package will have more attraction power.

Cofirmatory Researches and related to this hypothesis are:

- Bidar [29], states in a study that recent innovations in packing industry such as: intelligent and active, stable package or green package and application of Nano- technology has caused that new approach of packaging industry is focused on health assurance and good quality along with the easy use and stability of package. Also it states that considering globalization procedure and consumption market globalization, the mentioned factors is the most important opportunity in front of packaging industry for food industry.
 - Monem Moatamedi [30], the researcher and designer of package in a paper related to packaging innovations, introduces new technologies of packaging such as; 3d packages, flexible package for liquids, new cardboard builder machineries, aseptic cans and states that these type of packages, while being healthy, they are light, and with high quality of printing, environmental friendly, good physical resistance and also they are customer- friendly.
- The results regarding packaging component impact on export development, show that this component has positive and significant impact on export development. Therefore, in case the exporters export their goods in a beautiful, standard, creative and coordinated with the taste and culture of customers in target country, they will have more share of the market and the volume of the goods' export increases.

Cofirmatory Researches and related to this hypothesis are:

- Bahraini [31], in a research has dealt with the evaluation of the impacts of existing opportunities in foreign market for the dates and the endeavor to access widespread distribution channels for the product “Date”, on the export increase. The results are indicator of the impact of care and consideration in the package, considering the grade of export dates, and the impact of direct Date export, on the increase in Export volume.
- Derisavi [32], has evaluated the obstacles of Non-oil export in Khuzistan province using factor analysis, the results confirm hypothesis” The weakness of package impacts on Non-oil exports”, and as a result ,it is proven that there is significant relationship between packaging and the rate of Non- oil Export.
- Pezeshki Rad and Faeli [33], in a research evaluated the challenges and solutions of processing, marketing, and export of Saffron. The results showed that lack of appropriate package has caused that the most part of value added of Saffron export products in Iran, which were exported in lump, with repackaging in other countries is attained by such countries like Spain, and its packing industry.

Functional Suggestions:

Considering the results of the present research, below applicable suggestions seem necessary for exporters and those involved in nuts industry:

- In selection of an appropriate colour for the nuts package following factors should be considered, such as: the proportionality of the selected colour with the type of product and the impacts which may have on the power of purchaser attraction and also the proportionality of the colour with the culture and the taste of target market costumers.
- In selection of name and brand and carved Logo on the export package following factors shall be carefully considered, like: easiness of pronunciation, stability in customer’s mind, proportionality with the type of product and also non – existence of nasty and ugly concepts in target country’s language, and trying to consult related experts in this regard.
- Applying limits in export of lump nuts, also applying duty free and especial grants for export of the nuts in desired packages.
- Allocation of governmental subsidies to the manufacturers in order that they access first degree raw material and advanced machineries of packaging.
- Using creative and modern packages like: stand and zipped packs in nuts exports.
- Observation of compulsory rules and regulations specific for manufactured export goods.
- Attendance in professional national and international exhibitions, holding conferences and invitation of global experts in order to describe and codify the importance of packaging in nuts export field , identification of their strengths and weaknesses.
- Holding workshops in order to analyze the existing export packages and the assessment of some Iranian firms’ failure in nuts export, and also using marketing research to discover new markets and export development.
- More and constant Coordination among ministries of industry, Mining and commerce, finance and economy and agriculture in order to adopt one strategy for nuts export development.

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