

عنوان مقاله:

Marketing Mix Elements - A Case Study on Steel Industry Export

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خلاصه مقاله:

Steel industries play a key role in the national economy and welfare of the society in many steel manufacturer countries. It is found that manufacturing and consuming of steel products would be a key indicator to measure and evaluate economic and industrial performance of a country. Nowadays, countries with the large natural oil and gas resources (e.g. Iran) attempt to select an alternative economic approach to utilize the resources in steel manufacturing rather than export the raw natural resources. While steel products have an enormous consumption market in the world, having the national and international consumption markets is still challenging. The aim of this research is to investigate and identify the effects of marketing mix elements on steel industry export. To this end, a case study conducted on export of Iran's steel products in the trading-industry marketing views. According to the marketing mix elements approach, 30 variables were studied. In this research the quantitative descriptive-analytic method was used to collect and analyse data. All data obtained using questionnaires. Findings and results show that the price element is the highest priority amongst other marketing mix elements

کلمات کلیدی:

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