A Review of Trade Promotion Organization Performance in The Fields of Marketing and Services Quality for Export Promotion

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ABSTRACT

The statistical universe consists of 120 export companies of the country in the recent years. It is an exploratory, applied and descriptive research in terms of objective. Appropriate statistical techniques such as Paired-Sample T Test and Analysis of Variance (ANOVA) were applied in data analysis, and then the results were analyzed by SPSS software. The results indicate that generally marketing services provided by Trade Promotion Organization (TPO) do not concord with exporters’ expectations. Ultimately, with regard to the results of this survey, suggestions have been presented for improving services quality.

Key words: performance assessment, Trade Promotion Organization (TPO), marketing, services quality

Introduction

In a proper commercial economic structure, particularly with regard to the Iran specific circumstances, support organizations have special roles and duties in advocating exporters. The macro policy maker in the Ministry of Commerce is Trade Promotion Organization. Access to marketing services for accomplishing a successful export is not provided easily and inexpensively, and exporters do not act professionally, but rather in a traditional and provisional manner. It indicates that TPO has not yet undertaken effective measures regarding marketing support services.

With respect to the necessity of boosting non-oil export in the country, Iran TPO performance in improving export services strategy is very significant. In this survey, marketing services provided by the above-mentioned organization has been assessed.

In this study difference between current status of TPO marketing services and exporters desired status, and difference between exporters perceptions and expectations regarding the organization marketing services quality were investigated.

Formulating the Research Question:

Export is a means of obtaining more currency for the country. It is a traditional method of entering into international markets and attending in global trade [2]. Governments are the advocates of export promotion strategy, as it causes increase in domestic production and employment, and keeps balance of payments in the countries. Thus exporters are supported by the governments [1]. Governments provide the exporters with information about markets evaluation, distributors recognition and commodity insurance against commercial and political risks of export transactions, and utilize embassies facilities for their benefit [10].

Philip Kotler defines marketing as ‘satisfying needs and wants through an exchange process’. Human needs and wants, as the essential offspring of the marketing system, breed products [4]. International or multi-national marketing is the commodity and services marketing in more than one country and may consists of commodity export from one country into another or it may be a business in which both production and marketing is accomplished in more than one country, without transporting commodities through borders [5]. In global marketing, we should have a comprehensive outlook, exactly in the moment of searching and evaluating opportunities and threats [3]. Global marketing in the current era has been established given various promoter and deterrent factors. Promoter factors comprise needs and wants, market resources, technology, transport improvement, costs, quality, global peace, global economic growth and opportunities identification for expanding advantages through undertaking global activities [7]. Deterrent factors consist of existent differences between the markets, short term management, organizational culture and national controls [2,7].

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In this regard, information constitutes one of the major components of a successful marketing strategy. Global marketing managers must collect information pertaining to opportunities and threats all over the world [5]. There are two methods of gathering and assessing the information namely: establishing strong relationship with a specific organization which is powerful in providing information and actively searching for obtaining information by the company itself [8].

Export promotion centers may constitute the related organizations in terms of their activity type [11]. The activities of an export promotion center may be categorized into four groups: a) recognizing exportable commodities and their problems; b) providing commercial information; c) specific grants; and d) undertaking export promotion measures in abroad [2]. Their overall objective is to make Endeavour to increase exports and hold local and foreign exhibitions for introducing domestic and foreign products in such fields as science, commerce, industry, agriculture, culture and art [1]. Consequently, the goal of founding such centers has been promoting export and marketing for export goods.

Amendment of the country production structure and supporting industries which possess competitive and relative advantages in global markets, are of particular importance in boosting non-oil exports, establishing commercial enterprises or agencies in different countries, accomplishing foreign marketing surveys, using necessary information and statistics regarding global trade, founding research centers in other countries in order to make acquainted with their customer preferences and to get aware of global markets conditions and to increase Iran market share in global trade. Thus the related organization particularly the Ministry of Commerce must consider that attention to marketing issues would play an effective role in achieving export promotion goals. So the main question will be whether strategies of TPO for domestic products marketing and export promotion have succeeded to fulfill customers expectations in terms of different services and commercial prospects.

Research History:

Julian and O'Cass 2002 tested the scale developed by Cavusgil and Zou in 1994, to be assessed and amended in Thailand. The study considers a comprehensive set of potential factors of export marketing performance and the unit of analysis of export products in export investment market, and surveys commercial enterprises export in foreign markets and the role of marketing in products development. It indicated that the marketing performance, cultural resemblances and low-level adopted strategies have been the main disadvantages. [9]

Yvonne Brodrechtova in 2008 pointed out in his survey that despite the significance of marketing strategy as a main factor of export performance promotion, effective factors on export marketing strategies have not unfortunately been considered. Integrating viewpoints based on resources and products quality of an enterprise and existing market opportunities, it examined major effective factors on export marketing strategies in Slovakia Wood Industry. The results demonstrate that physical resources of products quality as well as relationship with the related official entities have remarkably influenced companies export marketing strategies. [13].

Bown and Porto in 2008 studied the effect of foreign trade privatization shock on export companies and institutes and export products in one of the developing countries. In this study, data of Indian export companies rank were used to estimate the incurred effects. It states that Indian companies have acted better and in a more profitable manner through its previous business and marketing trend, comparing with export systems privatization and marketing new methods.

Navarro and colleagues in 2010 recognized and assessed a gap in international marketing literature regarding companies performance in global trade market as well as the impact of its removal on export promotion. This research, through using 150 Spanish export companies as the statistical population, showed that companies, who emphasized on foreign marketing of their products, are more enthusiastic to adjust their activities in conjunction with export marketing principles. [6]

Ellis et al. in 2011 believed that benefits derived from distance trade may result in further more costly knowledge achievement. This essay has presented suggestions for marketing support in order to increase Chinese products export. They concluded that marketing knowledge has a positive and comprehensive impact in products export promotion. [12]

Research Hypotheses:

First main hypothesis:

There is a significant difference between current status of TPO marketing services and exporters desired status.

Sub hypotheses:

1. There is a significant difference between current status of trade information and the exporters desired status.
2. There is a significant difference between current status of commercial ads and the exporters desired status.
3. There is a significant difference between current status of business and marketing training services and the exporters desired status.

4. There is a significant difference between current status of promotion services and the exporters desired status.

Second main hypothesis:

There is a significant difference between exporters perceptions and expectations regarding the organization marketing services quality.

Sub hypotheses:

5. Marketing services quality does not comply with exporter expectations in terms of reliability.

6. Marketing services quality does not comply with exporter expectations in terms of responsiveness.

7. Marketing services quality does not comply with exporter expectations in terms of tangibility.

8. Marketing services quality does not comply with exporter expectations in terms of assurance.

9. Marketing services quality does not comply with exporter expectations in terms of empathy.

Statistical Population:

The statistical population consists of the country exporters in the recent years. According to the related experts in TPO, current exporters are about 120 (exporters union) the head office of which locates in Tehran.

Research Method and Model:

This research is an applied, descriptive and exploratory one in terms of objective. Performance deviation is measured in this research through using exploratory method. Content justifiability has been used for testing questionnaire justifiability. TPO experts viewpoints have been applied in designing the questionnaire. In the part of services quality of the questionnaire, Servqual Model has been applied (which, based on experimental tests of Parasuraman et al., has possessed sufficient justifiability and perpetuity) and finally the questionnaire has been confirmed by the supervisor and advisor professors. Consequently the questionnaire enjoys the required justifiability.

Cronbach Alpha coefficient has been applied in testing the questionnaire perpetuity. It has been calculated 90% via SPSS software. This percentage is highly acceptable, thus the perpetuity is favorable.

The questionnaire was prepared in three parts of general specifications, assessing various marketing services, and evaluating TPO marketing services quality. First part has been prepared for identifying exporters and their marketing knowledge. The second part has evaluated current status of various marketing services and the exporters desired status. These parts have been confirmed by TPO related experts whose viewpoints have been applied in this research. Exporters have indicated their opinions about current and desired status of below items in two columns:

Information services:

- Providing information about tariffs and non-tariff barriers in target markets;
- Providing consultations and market access issues;
- Providing market-based information;
- Providing market research results in a detailed and comprehensive manner;
- Providing information regarding global markets of Iranian goods and services;
- Providing information regarding manufacturing, import and export companies in the world;
- Providing commercial guidance for exporters usage.

Commercial advertisements services:

- Advertising Iranian products in target markets;
- Introducing Iranian trademarks;
- Holding professional seminars on Iran and foreign countries commerce and investment;
- Introducing important and credible medias;
- Negotiating with medias for advertising exporters and providing technical supports in this regard;
- Publishing catalogues and brochures in different languages and distributing in the markets;
- Designing websites proper for introducing Iranian goods and services.

Business and Marketing training services:

- Holding training courses of international and export marketing concepts;
- Holding professional training courses of international and export marketing concepts;
- Holding training courses about global trade new issues;
- Providing professional export marketing services at the exporters request.

Promotion services:

- Introducing appropriate exhibitions to the exporters;
- Helping exporters participation (financial and non-financial) in exhibitions;
Helping samples design and decoration in exhibitions;
- Dispatching the business and marketing board to the target countries;
- Sending invitations for presence in boards on timely;
- Attending monthly boards of joint commission meetings;
- Hosting other countries business boards in Iran;
- Holding exhibitions and providing exporters with exhibition facilities.

The third part of the questionnaire is derived from the standard questionnaire of measuring services quality. It has been developed on the basis of Gap Analysis Model (Parasuraman et al.). So for collecting data, a two-part questionnaire, based on effective factors on the services quality, has been prepared and submitted to exporters in order to assess the current status of the whole marketing services quality (exporters’ perceptions) and the desired status.

Assessing Research Hypotheses:

First main hypothesis:

‘There is a significant difference between current status of TPO marketing services and exporter’s desired status.’

Paired-sample t test has been used for testing the first main hypothesis. So the below hypothesis must be assessed. If $H$ is rejected, then the above main hypothesis will be approved. Comparative table-between current status of TPO marketing services and exporter’s desired status- is available in table(1):

$$H_0: \mu_1 = \mu_2$$
$$H_1: \mu_1 \neq \mu_2$$

As per the above table, in the error level of $\alpha=0.05$, we have $\text{sig.} = ... < \alpha \ldots = 5$. Then it is presumed that the null hypothesis of ‘existing a significant correlation between current status of TPO marketing services and the exporters desired status’ is rejected. In other words, the first main hypothesis indicating ‘There is a significant difference between current status of TPO marketing services and exporters desired status’, is approved.

First sub hypothesis:

‘There is a significant difference between current status of trade information and exporters desired status.’

Paired-sample t test was used for testing the above hypothesis. If $H$ is rejected, then the above hypothesis will be approved and vice versa. Comparative table- between current status of trade information and exporters desired status - is available in table(2):

$$H_0: \mu_1 = \mu_2$$
$$H_1: \mu_1 \neq \mu_2$$

The mean -1.468 indicates mean difference between current status of information services and the exporters’ desired status. It is seen that $t$ is located in the critical area. The null hypothesis indicating ‘there is no difference between status of trade information and exporters desired status’ is rejected. Thus the first sub hypothesis is accepted with 95% confidence level.

Second sub hypothesis:

‘There is a significant difference between current status of TPO commercial ads services and the exporters desired status.’

Paired-sample t test was used for testing the above hypothesis. In the below hypothesis, if $H$ is rejected, then the above hypothesis of existing a significant difference between the two variables mean, will be approved. Comparative table- between current status of TPO commercial ads services and the exporters desired status - is available in table(3):

$$H_0: \mu_1 = \mu_2$$
$$H_1: \mu_1 \neq \mu_2$$

Table 1: The Result of Main Hypothesis Test Via SPSS

<table>
<thead>
<tr>
<th>Paired Differences</th>
<th>Mean</th>
<th>Standard Deviation</th>
<th>Standard Error Mean</th>
<th>95% Confidence Interval</th>
<th>t</th>
<th>Degree of Freedom</th>
<th>Significance level</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>-1.144</td>
<td>0.560</td>
<td>0.062</td>
<td>-1.268</td>
<td>-1.020</td>
<td>-18.378</td>
<td>80.000</td>
</tr>
</tbody>
</table>

Table 2: The Result of Testing Information Services

<table>
<thead>
<tr>
<th>Paired Differences</th>
<th>Mean</th>
<th>Standard Deviation</th>
<th>Standard Error Mean</th>
<th>95% Confidence Interval</th>
<th>t</th>
<th>Degree of Freedom</th>
<th>Significance level</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>-1.468</td>
<td>0.716</td>
<td>0.080</td>
<td>-1.678</td>
<td>-1.258</td>
<td>-18.455</td>
<td>80.000</td>
</tr>
</tbody>
</table>

Table 3: The Result of Testing Commercial Services

<table>
<thead>
<tr>
<th>Paired Differences</th>
<th>Mean</th>
<th>Standard Deviation</th>
<th>Standard Error Mean</th>
<th>95% Confidence Interval</th>
<th>t</th>
<th>Degree of Freedom</th>
<th>Significance level</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Table 3: The Result of Testing Commercial Ads Services

<table>
<thead>
<tr>
<th>Paired Differences</th>
<th>Degree of Freedom</th>
<th>Significance Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean</td>
<td>Standard Deviation</td>
<td>Standard Error Mean</td>
</tr>
<tr>
<td>-1.230</td>
<td>0.757</td>
<td>0.084</td>
</tr>
</tbody>
</table>

As it is seen, the difference between the variables mean, namely the current status of advertisement services and the exporters’ desired status, is -1.23. Again t is located in the critical area as in error level of α=0.05, we have sig = ...< α /. =5 . So the null hypothesis indicating ‘there is a significant correlation between current status of TPO commercial ads services and the exporters desired status’ is rejected. In other words, the second sub hypothesis is accepted with 95% confidence level.

Third sub hypothesis:

Table 4: The Result of Testing Training Services

<table>
<thead>
<tr>
<th>Paired Differences</th>
<th>Degree of Freedom</th>
<th>Significance Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean</td>
<td>Standard Deviation</td>
<td>Standard Error Mean</td>
</tr>
<tr>
<td>-0.731</td>
<td>0.668</td>
<td>0.074</td>
</tr>
</tbody>
</table>

As it is seen, the difference of the variables mean, namely the current status of training services and the exporters’ desired status is -0.731. We can conclude that in error level of α=0.05, we have sig = ...< α /. =5 . So the null hypothesis indicating ‘there is a significant correlation between current status of TPO training services and the exporters desired status’ is rejected. In other words, the third sub hypothesis is approved.

Fourth sub hypothesis:

Table 5: The Result of Testing Promotion Services

<table>
<thead>
<tr>
<th>Paired Differences</th>
<th>Degree of Freedom</th>
<th>Significance Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean</td>
<td>Standard Deviation</td>
<td>Standard Error Mean</td>
</tr>
<tr>
<td>-1.146</td>
<td>0.767</td>
<td>0.085</td>
</tr>
</tbody>
</table>

As per the above table, the difference between the current status of TPO promotion services and the exporters' desired status is -1.146. We can conclude that in the error level of α=0.05, we have sig = ...< α / 0 = 0.05 . So the third sub hypothesis is approved.

Second main hypothesis:

There is a significant difference between exporters perceptions and expectations regarding TPO marketing services quality.

In this part, TPO marketing services is assessed in terms of quality. In so doing, Servqual Model has been used for measuring services quality.

There is a significant difference between current status of TPO business and marketing training services and the exporters desired status.

Paired-sample t test was used for testing the above hypothesis. So the below hypothesis must be assessed. Comparative table- between current status of TPO business and marketing training services and the exporters desired status - is available in table(4):

\[
\begin{align*}
H_0: \mu_1 &= \mu_2 \\
H_1: \mu_1 &\neq \mu_2
\end{align*}
\]

Paired-sample t test was used for testing the above hypothesis. So the below hypothesis must be assessed. If \( H \) is rejected, then the hypothesis of existing difference between current status of promotion services and the exporters' desired status will be approved. Comparative table- between current status of TPO promotion services and the exporters desired status - is available in table(5):

\[
\begin{align*}
H_0: \mu_1 &= \mu_2 \\
H_1: \mu_1 &\neq \mu_2
\end{align*}
\]

Paired-sample t test was used for testing the above hypothesis. So the below hypothesis must be assessed. If \( H \) is rejected, then \( H \) hypothesis will be approved and vice versa. The null hypothesis indicates a significant correlation between exporters perceptions and expectations regarding TPO marketing services quality. Comparative table- between exporters perceptions and expectations regarding TPO marketing services quality - is available in table(6):
Table 6: The Result of Testing Second Main Hypothesis

<table>
<thead>
<tr>
<th>Paired Differences</th>
<th>95% Confidence Interval</th>
<th>t</th>
<th>Degree of Freedom</th>
<th>Significance Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean Standard Deviation</td>
<td>Standard Error Mean</td>
<td>Lower</td>
<td>Upper</td>
<td></td>
</tr>
<tr>
<td>-1.034</td>
<td>0.620</td>
<td>0.069</td>
<td>-1.171</td>
<td>-0.897</td>
</tr>
</tbody>
</table>

As it is seen, the mean difference between exporters perceptions and expectations regarding marketing services quality is -1.034. As per this test, in the error level of α=0.05, we have sig.= ...< α.0 = 0.05 . So the null hypothesis indicating 'there is a significant correlation between exporters perceptions and expectations regarding TPO marketing services quality' is approved.

In order to achieve a more accurate assessment of services quality, each of five servqual dimensions has been tested separately in below. These dimensions are measured in 5-9 sub hypotheses.

Fifth sub hypothesis:

Table 7: The Result of Testing Reliability

<table>
<thead>
<tr>
<th>Paired Differences</th>
<th>95% Confidence Interval</th>
<th>t</th>
<th>Degree of Freedom</th>
<th>Significance Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean Standard Deviation</td>
<td>Standard Error Mean</td>
<td>Lower</td>
<td>Upper</td>
<td></td>
</tr>
<tr>
<td>-1.638</td>
<td>0.801</td>
<td>0.089</td>
<td>-1.815</td>
<td>-1.461</td>
</tr>
</tbody>
</table>

As it is seen, the mean difference between exporters perceptions and expectations regarding marketing services quality in terms of reliability is -1.638. Also, in the error level of α=0.05, we have sig.= ...< α.0 = 0.05 . So the null hypothesis indicating 'there is a significant correlation between exporters perceptions and expectations regarding TPO marketing services quality in terms of reliability' is approved.

Sixth sub hypothesis:

Table 8: The Result of Testing Responsiveness

<table>
<thead>
<tr>
<th>Paired Differences</th>
<th>95% Confidence Interval</th>
<th>t</th>
<th>Degree of Freedom</th>
<th>Significance Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean Standard Deviation</td>
<td>Standard Error Mean</td>
<td>Lower</td>
<td>Upper</td>
<td></td>
</tr>
<tr>
<td>-1.046</td>
<td>0.790</td>
<td>0.088</td>
<td>-1.221</td>
<td>-0.872</td>
</tr>
</tbody>
</table>

As it is seen, the mean difference between exporters perceptions and expectations regarding marketing services quality in terms of responsiveness is -1.046. Here, in error level of α=0.05, we have sig.= ...< α.0 = 0.05 . So H hypothesis indicating 'TPO marketing services quality does not comply with exporters expectations in terms of tangibility' is approved.

Seventh sub hypothesis:

Table 9: The Result of Testing Tangibility

<table>
<thead>
<tr>
<th>Paired Differences</th>
<th>95% Confidence Interval</th>
<th>t</th>
<th>Degree of Freedom</th>
<th>Significance Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean Standard Deviation</td>
<td>Standard Error Mean</td>
<td>Lower</td>
<td>Upper</td>
<td></td>
</tr>
<tr>
<td>-0.583</td>
<td>1.080</td>
<td>0.120</td>
<td>-0.822</td>
<td>-0.344</td>
</tr>
</tbody>
</table>
The difference between exporters perceptions and expectations regarding marketing services quality in terms of tangibility (facilities and equipments) is -0.583. Also, in the error level of $\alpha=0.05$, we have sig. = $< \alpha = 0.05$. So $H_0$ hypothesis is rejected with 95% confidence level and $H_1$ hypothesis indicating 'TPO marketing services quality does not comply with exporters expectations in terms of tangibility' is approved.

**Eighth sub hypothesis:**

'TPO marketing services quality does not comply with exporters expectations in terms of assurance.'

Paired-sample t test was used for testing the above hypothesis. $H_0$ hypothesis indicates there is a significant correlation between exporters perceptions and expectations. If it is rejected, then $H_1$ is approved. Comparative table- between exporters perceptions and expectations regarding marketing services quality - is available in table(10):

$$\begin{align*} H_0: & \mu_1 = \mu_2 \\ H_1: & \mu_1 \neq \mu_2 \end{align*}$$

<table>
<thead>
<tr>
<th>Paired Differences</th>
<th>Mean</th>
<th>Standard Deviation</th>
<th>Standard Error Mean</th>
<th>95% Confidence Interval</th>
<th>t</th>
<th>Degree of Freedom</th>
<th>Significance Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>-0.583</td>
<td>1.080</td>
<td>0.120</td>
<td>-0.822</td>
<td>-0.344</td>
<td>-4.859</td>
<td>80.000</td>
<td>0.000</td>
</tr>
</tbody>
</table>

The difference between exporters perceptions and expectations regarding marketing services quality in terms of assurance is -0.867. And, in the error level of $\alpha=0.05$, we have sig. = $< \alpha = 0.05$. So $H_0$ hypothesis indicating 'TPO marketing services quality does not comply with exporters expectations in terms of assurance' is approved.

**Ninth sub hypothesis:**

'TPO marketing services quality does not comply with exporters expectations in terms of empathy.'

Paired-sample t test was used for testing the above hypothesis. Comparative table- between exporters perceptions and expectations regarding empathy dimension - is available in table(11):

$$\begin{align*} H_0: & \mu_1 = \mu_2 \\ H_1: & \mu_1 \neq \mu_2 \end{align*}$$

<table>
<thead>
<tr>
<th>Paired Differences</th>
<th>Mean</th>
<th>Standard Deviation</th>
<th>Standard Error Mean</th>
<th>95% Confidence Interval</th>
<th>t</th>
<th>Degree of Freedom</th>
<th>Significance Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>-0.819</td>
<td>0.729</td>
<td>0.081</td>
<td>-0.980</td>
<td>-0.657</td>
<td>-10.102</td>
<td>80.000</td>
<td>0.000</td>
</tr>
</tbody>
</table>

As it is seen, the mean difference between exporters perceptions and expectations regarding empathy dimension is -0.819. Also, by 95% confidence, we have sig. = $< \alpha = 0.05$. So $H_0$ hypothesis indicating 'a significant correlation between exporters perceptions and expectations regarding empathy dimension' is rejected and $H_1$ hypothesis indicating "TPO marketing services quality does not comply with exporters expectations in terms of empathy' is approved.

With reference to the research results, there is a significant difference between the current status of TPO various marketing services as well as quality of the services and the exporters desired status. But it is worth mentioning that the gap rates of current and desired statuses in each of the assessed dimensions are not identical.

1-2discussion and conclusion:

The results illustrated that generally various marketing services provided by TPO do not comply with exporters expectations, achieving a more accurate assessment of this issue, the mean of current status and exporters desired status regarding such marketing services as information services (trade information), commercial ads, marketing and business training services, and promotion services were compared in 1-4 sub hypotheses according to the table 1 till 5 and the results showed a remarkable gap in each type of services. So, all 1-4 sub hypotheses, which indicate significant differences between current status of marketing services provided by TPO and exporters expectations, were approved. Yet the gap rates of current and desired statuses in various marketing services are not identical. Consequently it becomes evident that the related marketing strategies have not been effective and comprehensive and according to Brodrechtova [13], TPO has only marginally cares about the effective factors on export marketing strategies. According table 6 the second main hypothesis, indicating difference between provided marketing services quality and the exporters expectations, was assessed and approved in order to accomplish a careful scrutiny about pros and cons of TPO marketing services quality. As per Navarro [6] opinion and the results of this research, the
companies have lost their motivations for export promotion and improvement due to the lack of successful marketing through Trade Promotion Organization. Services quality dimensions were assessed in 5-9 sub hypotheses all of which were approved. In other words, none of the services quality dimensions do comply with exporters expectations based on table 7-11. It must be considered that though TPO marketing services quality does not comply with exporters expectations, their assessments of the services quality in dimensions of tangibility, empathy, assurance and responsiveness, have been more than the average rate.

Suggestions:

Practical Suggestions:

1. Financial contributions to export companies for participating in national and international exhibitions particularly competitive small and medium companies;
2. Expanding promised data pertaining to manufacturing, import and export companies all over the world;
3. Providing basic, practical and updated data regarding markets with export attractions in a creditable website;
4. Introducing marketing services to the exporters fully and on-timely in the organization website and guiding to get and use these services;
5. Updating catalogues, brochures and other advertising publications about export goods and services and Iranian exporters specifications;
6. Providing due supports for media advertisements and Iranian products in export target markets;
7. Developing professional training courses in the fields of marketing and export at the exporters request;
8. Creating incentives for exporters in utilizing TPO various marketing services;
9. Creating proper communication facilities for providing various marketing services to the exporters in different provinces;
10. Providing the exporters required data with an absolute mastery and within the due date, and guiding customers in recognizing their needs;
11. Following-up continuously the exporters problems resolution in order to increase exporters confidence in TPO and its staff.

Suggestions for Future Studies:

- Identifying electronic services and facilities required by exporters specially small and medium companies in a particular commodity group;
- Measuring electronic services quality of export support organizations such as Chamber of Commerce, Iran Trade Point, Trade Promotion Organization, Customs, banks, insurance and transport.

References