

Perception of Research and Development among Handmade Carpet Entrepreneurs

A case study of Isfahan Carpet Industry

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Abstract

The aim of the present study explores the Perception of Research & Development among Carpet Entrepreneurs in the city of Isfahan. This research is applied research and qualitative methods were used in data analysis. The research instrument was interviewed. The research communities were hand-made carpet manufacturers among them as much as saturated with 20 Carpet Industry entrepreneurs were interviewed. The findings of the study showed that research and development at three levels: performance marketing, operational performance and customer satisfaction, transition effects. Use of research and development in the industry of carpets in the operational functioning of supply and support process improvement are causing, improvements to the production process (design and texture). In the marketing function, speed is an important factor. As well as customer satisfaction was assessed on three levels.

Keywords: *Handmade Carpets, Research and Development, Marketing, Customer Satisfaction, Performance Marketing*

Introduction

The basis of research and development, market development, as well as market penetration are important for industry; the Iranian carpets in front of its traditional competitors (China and India) that in recent years, exporters have been better than him; and carpet sales rank of produced in Iran, among the top exporters of these goods fall into the third world, of the importance is much greater [1]. One of the key factors of success in research and development discusses how to use the technology in this industry, but during a review of the literature related to crafts and its relationship with technology we faced with a paradox. Because that's about the relationship between technology and crafts people believe that throughout history, arts and handicrafts that applied in the realm of art to art, and not upon a direct relationship, you must consistently and cross between the production, industry and technology in this field is going on. Also the handicraft as art is mentioned in the industrial history of the native peoples and cultural continuity and tradition, they are different Nations and cultures are worthwhile in the age of supremacy of modernity. Although this was less in our country, but today, in most countries with industry and handicrafts in science and technology, the gate of the market and trade, [2] but at the same time on the other coin is the use of technology in the sophisticated and elegant crafts, being used in the field of modern techniques. Among intellectuals, historians and other experts shared perspectives and there is a spirit that commercialization of ethnic crafts and artwork to be worthless is the leading [3] Therefore, you must see whether the integration of art and technology,

the benefits may not be effective for the entire carpet industry and brings, or perhaps in order to prevent harmful impact on the value of handmade rugs need to define limits on the application of technology to the industry.

Design Question

Crafts, a unique expression of the culture of a society, especially which of the local community through its craftsmanship and products offered. Nowadays, in many developing countries, the production of crafts is a major form of employment, and in some countries constitutes a significant portion of the export economy is the land [4]. Handmade carpet industry as well as one of the most important components of the country's crafts and outstanding cultural and artistic features of it, in the past decades and centuries as one of the leading non-oil export goods in Iran and is the long fly over the years; the first and highest non-oil export in the row of about 7% of total employment in the country as well as the livelihood of several million people is assigned [5].

According to the statistics of the customs of the Islamic Republic, as well as carpet exports in 2011, compared to a year ago fell 15.45 percent to have their (National Center of Iranian carpets, 2012). The exports of goods during the annual process, in which the following is a table of bulging, can be used as evidence on the issue said. As can be seen, and during these years of intermittent loss of export volume to definitively make carpets, we've witnessed

Table 1- Handmade Carpet Exports

Year	Million dollars	Tons
2008	654.9308	46.5893
2007	562.4873	51.7773
2006	578.7900	54.8898
2005	648.6733	64.2591
2004	615.5710	58.0692
2003	684.9151	78.71497
2002	607.7275	54.7830
2001	624. 6311	53.4631
2000	581.2417	54.4904

(Business Planning Office, 2009, quotes Haghshenas, 2009)[5]

Since one of the possible causes of the occurrence of the issue on the carpet industry, moving the industry to stop a development instrument, Halabisaz (2011) believes that this industry includes authentic Persian culture and values, and it is necessary that this industry must continue to work towards the development of artisans and producers find the perfect place to propel that triggered global market development and exports, non-oil revenues and an increase to achieve and share Economic and social development in the country [2].

Haghshenas (2010) believes that in recent years because of neglect and the lack of basic question on the structural dimensions of organizational, managerial, production, especially business and trade, and fragile records during the decline of the Iranian rugs of the world has seen in the sphere of competition and is now in critical condition to take over. On the other hand, disregard to the principles and the basics of marketing and trade that also involves the production process,

competitive handmade carpet inside and especially faced with the serious stakes on the global level [5].

In addition, the industry span of activities and the other side jobs, which will increase the rate of job creation in the industry; including side jobs to work spinning, color, designer, plump, knot woman exporter, and businessman. In General, side careers carpet industry about 26 jobs [6] Several researches have ever sought to identify and examine the challenges of development, especially in the crafts have been carpet industry and also during their suggestions to overcome the obstacles facing this industry is provided;

Saeedi et al. (2012) in research as an overview of the status of the Iranian carpet industry on international markets is the most important Iranian carpet market problems and weak marketing and market development for managers of traditional carpets, Iran vs. competitors, some management strategies such as creating a database, create different distribution channels in target countries, identifying target customers around the world and produce goods according to customer wishes to enhance the Customer capital and also occurred, such as new marketing techniques training, international business and e-commerce to exporters, advertising and marketing research "and focus more on quality, sustainability and beauty and compete with Internet rivals to improve competitive intelligence the emphasis [1] Some are also of the opinion that the main obstacle in the development of structural obstacles, carpet market. In the original with the title "compilation of the main components of the National Iranian carpet Center organizational pathology by examining its role in the export of carpets, Iran" is that it reveals the findings of scholars between the enterprise and damage carpet export Center, there is a significant relationship between national Iranian carpet; including life in the Organization's rights and the damage component had the highest injury and later of the useful components of mechanism (software agents), the destination organization, organization, structure, and the purpose of communication The Organization and leadership of the injuries are important. also including other findings about the export of carpets which are the emphasis of this study, is that about 60 percent of the exporters of carpets in this society, unfortunately, were not entitled to the University education; that was a carpet industry can disadvantage and decreasing export carpets to know the relevant time [7] Jafarinejad et al (2009) as well as continuous reduction strategy for overcoming the carpet using the market share of e-commerce and the main obstacles facing the use of e-commerce to review and prioritize[8].

Research and development unit in the company with the aim of identifying both the strengths and improve, in order to plan for the consolidation of recovery points and strengths in force. For the expression of the importance of research and development in the world today should say research and development from the standpoint of the fringes of Israel and in the front line of innovation and competition. The production of information requires study. Therefore, the expected research in the information age, is considered the most important jobs. Evaluation shows that the average return on capital in research and development is one of the 30 industrial and the issue of the important role of research and development in the world economy prosperity shows [9] But regarding the identification of the role of setting up r & d and its impact on the performance of the research so far compiled carpet industry.

The term research and development is a creative work is said to be mainly done by organizing the existing knowledge and to add this knowledge to devise new applications to work. Research and development of the structure of the organizations, which generally has the task of innovation and development of products, services, systems and The safety process (service) to new opportunities in a manner that (competitive and commercial) to do or provide company management. From the

perspective of others regarding that business growth and market in this study, and design units of output, this is regarding. This is a little more than a hundred years, topics, and during this time the developments experienced by frequency and at the same time, also play an important role in the development of the industry and economy of the is area [10]

Research and development of innovation and the development of products, services, systems and the safety process (service) to new opportunities in a manner that (competitive and commercial) to provide company. From the perspective of others regarding that business to grow and lead the market in design and this unit and of the output of such activity [11] In a relatively comprehensive, divided into Schumpeter (1943) of the output of innovation in product innovation or new product presentation, innovation in the process of a new way to provide meaning in the process of production or the presentation of products and services, log in or create new markets, innovation, innovation in communication with suppliers of the new way and new innovations in organization, this means that any change in the organizational structures or organization or method of shaping the new Division to the Board.

So it's time to look after innovation as the core of economic Schumpeter change where new combinations, new products, processes, markets and resources of the new activities introduced economic input, which it described as "creative destruction" name is used and the profits of the enterprise to entrepreneurs in the wake, called, The definition of innovation can be used in order to distinguish from the research and development base (Basic research is a form of research in order to increase the understanding of the basic principles The final results in many cases there is no direct commercial advantage or does not have a quick and basic research can be caused by curiosity to imagine.

Innovations in the long term, however, the basis for many commercial products and applied research. Innovation is the basis of the results obtained from a new development arises from the combination of existing technology and this means that research and development is an important part of the process of innovation. So innovation can be described as the next stages of the research and development activities, Mansfield is one of the pioneers of research in the field of technology and economy of expression, communication and innovation activities and economic growth is a function of the R&D activities.

It seems to pay attention to the processes of research and development, especially in the handicraft and handmade carpet can have positive special effects. Hence the researcher has followed by reviews of this question, the answer to this question, what is the ratio of the carpet industry entrepreneurs perceptual into research and development in this industry? In fact, an important step is the perception they could identify the creation of research and development in this industry.

Aim of Research

The aim of the present study reviews the research and development of the perception of entrepreneurs in the carpet industry

Research Method

The method of research is qualitative, and through the analysis of the interviews with the carpet industry entrepreneurs. For this purpose, with 20 people from entrepreneurs in the industry was calculated and then analyzed and categorized the contents on them are for the table, and the concept of building. These findings are on the three levels of operational performance, customer satisfaction, and marketing performance and discussed more.

Findings

Table- 1 Represents first level concepts extracted from the interviews and the concepts of the second level. These concepts in the operational performance of the Department.

Table 1- first level and second level concepts extracted from the operational performance in the interviews section

The system in the process of supply of raw materials and tools	Supply and support process improvement	Operational performance
Innovation in the supply of raw materials and tools		
The development of technology acceptance in the supply of raw materials and tools		
Reducing the cost of sourcing in supply of raw materials and tools		
Energy consumption optimization in the design and production of		
Improve the health status and environmental workshops		
Reducing the cost of product development and design (reduced price)	Improvement of production process (and design)	
Reducing the activities of step boat craftsmen: surprising weaving, processing and final operations		
Improve the quality of existing product		
Reduce waste production		
The development of technology in design and production section reception (combined with considerations of handicrafts (apart from the texture operations department)		
The use of new technology, such as nanotechnology and plasma for phase change materials are		
The groundwork for the design and production of a timed (on order)		
Innovation in design and new product development		
Standardization processes		
The system construction in the process of designing and producing carpets		
Improve the system for washing of carpets		
Improve the system of weaving carpets		
Improve the method of making a fluffy rug		
Improving the process of drying the wet at the time of being		

Table2-Represents the first level concepts extracted from the interviews and the concepts of the second level. These concepts in performance marketing.

Table 2- first level and second level concepts extracted from the interviews in the marketing function

Use of e-commerce	Speed to market	Marketing performance
Reduce the cost of marketing and sales		
In the process of selling and distribution system		
The existing market development	speed on the market	
Innovation in marketing and sales		
New market development		

The use of new techniques in international marketing		
Review and development of business with an international approach and export		
Innovation in promotions and advertising		

Table 3 represents the first level concepts extracted from the interviews and the concepts of the second level. These concepts in customer satisfaction.

Table 3-the first level and second level concepts extracted from the interviews in customer satisfaction

Preparation of the product for identification and deepen	Before purchase	Customer satisfaction
Brand-building in the field of product and location (PRODUCT BRANDING & PLACE BRANDING)		
The seal of authenticity for products		
The quality certificate (ISO, ...) for the product		
Create the client database as well as innovations in customer relationship management (optimization and honest information in relation to the aforementioned topics)		
Production based on customer order and taste		
Get a sense of being desirable product in comparison with competitors	While purchasing	
To provide quality insurance and guarantee		
Proper support and after sales available	After purchase	
Create loyal customers process projection		

Operational Performance (OP)

In the definition of operational performance refers to the internal company performance in terms of cost, reduce waste, improve the quality of products and improving productivity, But given that we strive to innovation and research and development, therefore apart from the Schumpeter innovation pattern review (1943) in which the dimensions of the innovation has been determined, can be used as expected outputs of the research and development section in each industry will be considered as operational performance (including product innovation, process improvement and efforts to the new sourcing as well as the use of technology) and the performance marketing (innovations in the market while maintaining a market Shows the available).

Marketing Performance (MP)

Distinct from other subjects in this model is the separation of the Marketing Department of the sourcing and production (all three for integrated supply chain management in the industry make up). dedicated to the importance of addressing this afternoon; this is the most basic kind of waiting Esfahan carpet industry entrepreneurs set up a research and development unit upgrades the performance of marketing in this industry is the way many of them; the role of research and development in This industry, as Saeedi and colleagues (2102) On the part of the article itself has pointed out, that the development of the market. In this dimension can be carried out in conjunction with the research examining the role of communication between research and development and marketing. Set of institutions and of our marketing processes is to create, communicate, and Exchange what is for our customers, clients, partners, and the macro can be value to society is used ,

As well as in other marketing management process definition is to determine and meet the requirements, predicting the profitable customers.

In relation to the link between research and development and marketing of a variety of studies has been that some has also led to the presentation model, the root of this relationship can be found in literature relating to the marketing of the emergence of second generation research and development followed.

Buy and develop market share and thus increasing the profits of the most major reasons is marketing a company. According to the Mission of these two units is identical in principle. In fact, investing on the development of the R&D market, which cost up to market, is also done and therefore the same result from the Organization. The two words speed to market and speed that is the basis of the success of the company, with the help of these two units formed response to customers' needs. After their diagnosis-by-marketing unit to R&D efforts. This concept of according to "speed to market". If there is a company on the market of products and an earlier response to the production needs of our customers and the market to the situation and improve the terms of the design and supply of products "in market".

According to the evaluations come of the meeting come from industry, "speed to market" is the same as the magnitude of the importance that "speeds up the market: it is important. The first role of the unit in terms of sales and marketing R&D products of two to three years before the design and prototyping of products for R&D begins. The successful experience of the marketing before the design process begins, and, in fact, very high priorities for their products before there are products.

Customer Satisfaction (CS)

On customer satisfaction, customer satisfaction is a key element of competition for companies and can be used as the main essence of success in a competitive business world today will be considered. Oliver (1999) customer satisfaction as an estimate of the difference of perception between the previous expectations of the performance of a product and its real product or service definition.

As well as Katler (2000) as customers feel the disappointment of the performance comparison received from customer expectations with product definition. Kim, et al. (2003) also have stressed that the attitude of customer satisfaction after purchase that through a comparison of the quality of product or service that a customer expects to receive it through the swap, arise. Therefore, given the industry's market share decreased during recent years carpet seems to be one of the most important that should be mentioned in the performance industry in its research and Development Department, on the subject of customer satisfaction.

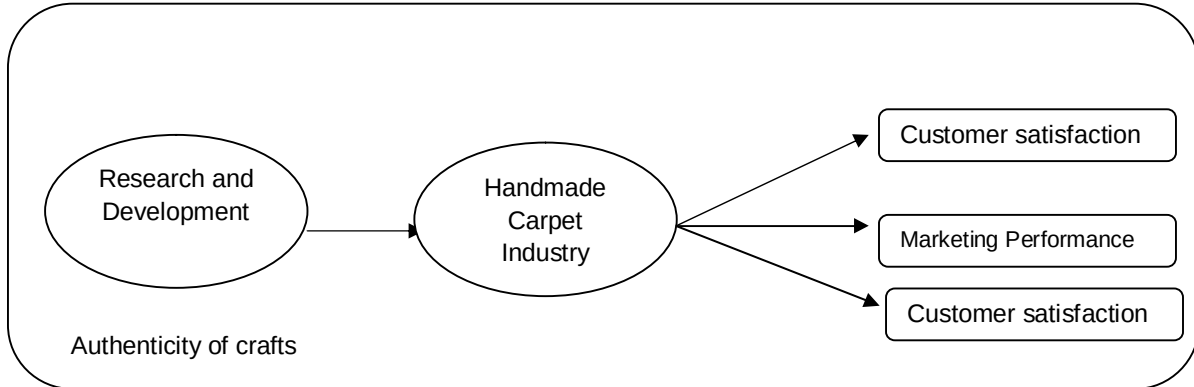
The overall data analysis

In conjunction with the aforementioned model parts have said all expectations in order to improve the performance of the carpet industry r & d is expected to be part of the initial testing and research is required, and if it can answer to this industry, to the commercialization stage, serve and its specialized sectors ranging from engineering and sales support, will be operational in earnest.

Also, in one of the most important journalists on launching that must be in place and the development of r & d should not forget the main point of distinction and exactly the same subject and mission of research and development in the car industry and the axis of the craft, and how the use of it. Among intellectuals, historians and other experts shared perspectives and there is a spirit that commercialization of ethnic crafts and artwork to be worthless is the leading (Cohen, 1989).

Therefore, should the border entering the human-centric technology to craft and be determined exactly, because that may be the product of artistic value and originality have undergone change and destruction. Therefore, as this has been shown to model parts, technology and machine Industries

reserve reserves the right to log on to the operation to which the texture will not be mentioned to explain the point of prominence, as designed model



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