



**Original Article**

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# The Role of Culture in International Marketing, Relying on Resistive Economy

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Received: 2017/11/18    Revised: 2018/01/09    Accepted: 2018/03/14

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**ABSTRACT:** Resistive economy concept is one of the unique concepts which as some experts state, in the field of theory and practice, has no precedent in the world. Considering the fact that most of the world's countries are multicultural and also they are growing rapidly, even in relatively the same sex countries, people are remarkably different in recognition, observance and practice of cultural norms. One factor contributing to the success of societies in global marketing activities, is understanding of cultural factors in the target markets. Lack of attention to this issue, will cause irreparable damage to communities. Therefore, a proper understanding of culture is an essential component in the development of effective marketing strategies and best practices of resistive economy. In this paper, the concept of culture is discussed. Then the main influencing factors on culture like: Hofstede's four-dimensional model, marketing, international marketing, and finally the role of culture in international markets with an emphasis on resistive economy have been studied. The results showed that there is a direct relationship between culture and marketing. In other words, success in the International Marketing depends on this issue that Marketing decisions conform to cultural norms and these criteria are the criteria to accept or reject marketing.

**KEYWORDS:** Culture, International Marketing, Resistive Economy.

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## **1. INTRODUCTION**

Before the seventies in the current literature, development, culture and cultural values, did not have rightful place and economic factors form the most significant scope of development discussion. But in the seventies with acceptance of this issue that when development emphasize on just economic concept will contribute to conflict and social crisis, Other factors, such as cultural factors were considered (Nazarpour, 1389). If the twentieth century, more than anything had the economic characteristics, twenty-first century, is cultural century and its cultural competition among nations, has drawn from economics to culture. By the help of scientists the economy is experiencing a cultural spin. When the cultures have been in fierce competition and the countries which are the owners of industries and cultural products in the world, seriously take advantage of this powerful knowledge, any management and cultural engineering without this fundamental fact and powerful tool will suffer from inefficiency and crisis. Now it seems that cultural competition among nations rather than competition between governments is competition between institutions and organizations.

These cultural institutions and organizations should take advantage of scientific approaches in knowledge management that one of these new approaches is marketing. Marketing knowledge is about building a stable and satisfactory relationship between the organization and the public on the needs of the people, in a competitive environment (Mohammed, 2009). So marketing has a very wide range and it is useful for any organization that satisfies a need or a desire. In other words, marketing encompasses all aspects of human life. (Roosta et al., 2006). If alongside economic factors in society, cultural factors also will take into serious consideration and if conducive values of development strengthen in the society, there will not be disproportionate gap between Islamic culture and today's economy (Azimi, 1992).

It is very important that we discuss about the importance of the concept of culture in international marketing after recognition of culture and international marketing. Culture is important in local marketing but its importance in international marketing will be doubled because in International Marketing, we are facing with people who have different language, nature and culture. All these aspects create problems for people's management in the international marketing therefore, the understanding of cultural differences before entering the international business is very significant for the organizations (Ahmed & et al, 2014). Motivation of access to international markets for economic development using cultural values and ideals is possible through a detailed explanation of the resistive economy and the valuing jihadist movement. In this paper, followed by introduction in the second section, culture, cultural components, factors affecting the culture, Hofstede's four-dimensional model, cultural imperialism, culture and globalization, will debate. In the third section: marketing, international marketing and international markets features are discussed in the fourth section some explanations about resistive economy will present, fifth section is about the role of culture in international marketing, relying on Resistive Economy, Finally, discussion ,conclusions and recommendations are presented.

## **2. LITERATURE REVIEW**

It is important for international marketers to know if they are supposed to integrate appropriate marketing system according to the requirements of each market or to use the same integrated marketing strategy used in the original or home country for different markets with various needs that are willing to gain the most market sharing in each market. Dynamism of international businesses and their multi-dimensional nature demand understanding of cultural complexities among countries.

Antunes et al. (2013) investigated the effect of national culture on the strategy of international marketing and the action of the subsidiary company from Portugal. They aimed to find out how small and average companies develop their complex strategies of international marketing in



their abroad branches. In their study, they applied Hofstede's (1990) theoretical framework in dimensions of power distance, uncertainty avoidance, individualism, male-orientedness, and long term orientation to evaluate the cultural differences among the countries and commercial methods of business to analyze the standardization of complex strategies of international markets for subsidiary companies of foreign Portuguese. The study benefitted from exploratory and qualitative methodology in which semi-structured interviews of four different sections of companies were done to reach desirable understanding of the strategy of international marketing. Findings indicated that national cultural differences had strong impact on the marketing strategies of subsidiary companies.

Yapark (2008) made an attempt to examine the critical review of culture study in the process of international marketing and suggested some points for the future developments in his paper entitled "culture study in international marketing; critical investigations and future suggestions". He conducted a comprehensive investigation of previous and current ways of culture study in international marketing and highlighted the gaps in previous research and made suggestions for future research. Results revealed that five ways in line with previous studies were found and four new solutions were suggested for future research developments.

Ahmed et al. (2014) conducted a study to explore the significance of culture in the success of international markets. They found that the culture of an organization in international markets is of high importance, and it is important for an organization to build and protect the culture for its competitive advantage. The obstacles each organization faces in international markets as well as different types of culture in terms of the essence of organization and market were explained in the study. It was found that if an organization was to perform its business activities in foreign markets, understanding of the culture market was necessary. The culture of an organization includes norms, values, and beliefs, and it is necessary for an organization to attend to different aspects of culture such as religion, value, attitude, education, social organization, technology, rule, and aesthetics and language. These eight dimensions of culture help to the understanding of culture market and each organization.

Ghassemi et al. (2014) conducted another study to look into the effect of coordination of international marketing strategies with external dimensions of organization (external coordination) and subsystems of international marketing (internal coordination) on the export performance of exporter companies of technical services. Data were collected from exporter companies of technical services among which 41 companies, that covered 95% of the export of technical services of the country, were selected with the application of non-probability judgment sampling for the purpose of the study. Results revealed that the two variables i.e. internal and external coordination and their interactional impact affected export performances of the companies. It was also found that internal coordination was more effective than external coordination in case of export performances. Quantitative model of the study based on the Step Wise Multivariate Regression Analysis showed that internal coordination had the value of 225% in prediction of export performances of companies while external coordination had the value of 162% acknowledging the high effectiveness of internal coordination on export performances of companies.

Salehnia et al. (2010) aimed to probe the role of culture in economic development. It was pointed that most of scholars believed that development has got an economic concept in the past decades. In other words, development had only economic aspect, and countries were to equip their economics to gain real development. However, this condition has changed as some countries encountered failure due to their sole planning and focusing on economics to reach development, leading to disregarding the one-dimensional concept of development. Findings showed that the main form of all activities done in a country is to a large extent dependent on its cultural essence. Although protection of a country apparently depends on dynamism and



independence of political and economical activities, the way people act in economy or policy in other sections relies on the culture of social mechanisms of that country. Therefore, it is largely believed that the source of development lies in cultural development. Therefore, it is the role of governments to change their view toward human being as a cultural creature to reach developments in all aspects.

Bazkhaneh et al. (2013) carried out a research to investigate the relationship between culture and resistive economics emphasizing the role of national media. They expressed that the most important factors leading to the formation of resistive economics include insight, attitude, and culture of society which is considered as motivating factor of human activities. In order to fulfill the purpose of resistive economics, the required culture of its appearance should be institutionalized in the society paving the way for all the people of the society to be in line with this purpose. Applying descriptive-analytic methodology, the study highlighted the role of society culture in the progress of resistive economics and the impressive role of national media in this process. Finally, some suggestions for better actions were proposed.

Sadat Najafi Zadeh (2008) did another study to evaluate the effective factors on the selection of standardization strategy or adjustment of international foreign companies in Iran. He aimed to answer this question that how product dimension and effective international factors influence the range of the selection of standardization strategy and adjustment, paving the way for international marketers to go for one appropriate strategies in line with the requirements of the foreign country market. Data were collected from five international foreign companies in Iran. Data were analyzed to test the hypotheses of the study. Results concluded that the factors connected to product dimension and effective external factors are in significant relationship with standardization strategy and adjustment. It was also found that product labeling (related to product dimension) and cultural-social and legal-political factors (linked to effective external factors) are among the points leading to the application of adjustment strategy by international decision makers of the studied companies.

Similarly, Hosseini et al. (2013) made an attempt to investigate the effective factors on market strategy to define market strategy as an important tool applied by companies that increase their product level and gain profit from international exchanges. They pointed to the role of strategies of international market entrance as well. The role of culture, moral principles, and internet in market strategy were also examined, and the study proposed some cultural patterns to understand and classify the culture, test the background of national cultures, and look into culture stability among other cultures. Finally, a framework of international marketing strategies was introduced.

### **3. CULTURE**

The concept of culture has been used first by Sir Advtart Barnett, English anthropologist, in 1871. He sees culture as a complex set including: Knowledge, beliefs, arts, laws, morality, customs and any other capabilities and habits acquired by man as a member of society, In other words, culture is: Common system of beliefs, values, customs, behaviors and issues that members of a society use it to adapt to their world and their relation to each other and transfer it intergenerational through education (Salehnia et al., 2010).

Culture is a set of beliefs and behaviors of human groups. Moeen Persian encyclopedia has defined culture as a word which is composed of two words "Far" and "Hang"(in Persian it is "Farhang") which means literature, education, science, knowledge, wisdom and culture. Culture is result of biological, environmental, psychological and human history factors. Due to the complexities of human relationships and set of traditions, even simple things which human needs as animals, form as cultural patterns. Culture is different way of life or the lives of a

group of people. For example, Japanese show a nation or a society. A Japanese person can be directly observed but Japanese culture is abstract rules or trends observed in orderly ways of life of the people there. Cultural environment consists of institutions and other forces that influence fundamental values, institutions, preferences, and behaviors of society. People bring up in a given society, the society that shapes their basic beliefs and values. They depict a world for themselves that determines their relationships with themselves and others (Habibi, 2013). Culture is the values, traditions and customs that are common in the majority of a society's people and it encompasses all stable social behaviors and its most important feature is the stability and cohesion. In long-term consuming behaviors of human, are considered as sustainable behaviors. This behavior cannot be changed without changing the culture. So if you are looking for a change in consuming behavior of society, we should ascribe special credibility for culture (Moses, 2009).

Scientists have proposed various definitions of culture that some of them are mentioned in the table below:

(Kroeber, 1952)	-Culture is the greatest virtue in arts and humanitarian affairs which is known as high culture -Integrated model of knowledge, beliefs and human behavior that depends on the capacity of symbolic thought and social learning -The collection of attitudes, values, goals and common actions that identifies an agency, group and organization
(Moeen2003)	- Culture is a set of beliefs and behaviors of human groups. In Moeen Persian encyclopedia, the word "culture"(Farhang in Persian) composed of two words "Far" and "Hang " means curtsey, education, science, knowledge, wisdom and Customs.
. (Ahmed & et al, 2014)	- Culture is common norms and values of each organization. Culture reflects the customs, religion, beliefs and traditions of a group of people.
(Gallivan & Srite, 2005)	- Culture is a combination of values, meanings and norms. While some aspects of culture are visible at the moment. (As symbols and rituals) Understanding the culture of a group needs a deep investigation about culture without such a profound study observers who are not informed and knowledgeable may think wrong about beliefs and behavior of the group members which their culture in under study .
(Carrigan & et al, 2005)	- According to Shane about the awareness levels of Azodo Ruby in 1994, they claimed that culture can be studied in three interrelated ways: 1.Symbols, artifacts, visible procedures and traditions 2. Values and beliefs which can be separated by the transferor.3. Hypothetical models which may be performed without conscious awareness.
(Bodley, 2000)	<b>Thematic:</b> Culture encompasses all topics or categories in a list, Such as classes in a social organization and themes of a religion or classes in an economy. <b>Historical:</b> Culture is social heritage, or tradition which will pass on to future generations. <b>Behavioral:</b> Culture is the shared learned human behavior, a way of life <b>Normative:</b> Culture is ideals , values and the rules of life <b>Active:</b> Culture is the way which humans choose to adapt themselves to the environment or living together to solve the problems. <b>Subjective:</b> Culture is a complex set of ideas or learned habits which prevent mental impulses and distinguishes man from animals. <b>Structural:</b> Culture consists of the beliefs, symptoms or associated and systematic behaviors. <b>Symbolic:</b> Culture, is fake meanings that are common in a community.

### 3.1. Components of Culture

**Beliefs:** are a set of mental processes that are effective in knowledge and estimation of people with respect to goods and services.

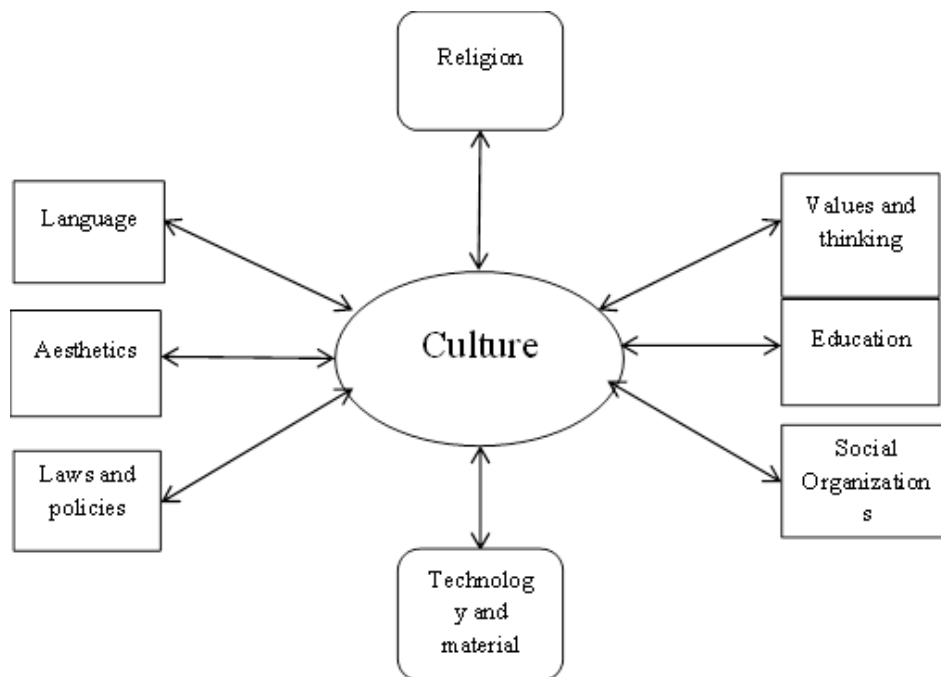
**Values:** are subjective indicators which customers use them to identify the appropriate behavior. Values are generally stable over time and are accepted by most members of a given market.

**Customs:** are evident behavioral models in individuals which occur in certain situations from individuals. Traditions are visible during major events of People (Doole & et al, 2004).

### 3.2. Factors Influencing the Culture

In understanding the culture all its aspects must be studied. This involves an examination of the following factors.

- Technology and material culture
- Social Organizations
- Education
- Values and thinking
- Religion
- Language
- Aesthetics
- Laws and policies (Doole & et al, 2004).



### 3.3. Hofstede's Four-Dimensional Model

Preparing business in the twenty-first century for competition is strongly related to codification of strategies to anticipate and respond to rapid changes in the global markets (Craig & et al, 2001). Gord Hofstede, influential and well-known writer and researcher in the field of national and organizational culture, understands this fact that there are national and regional cultures in the world which have a major impact on the



behavior of firms and consumers. He believes that cultural differences in various societies are caused by four main aspects:

- **Individualism vs. pluralism:** Do people of a society prefer to undertake individual or collective responsibilities?
- **Power distance:** is power distance in a community lot or a little? For example, in the Arabic countries and Iran the power distance is much more than U.S.A and European countries.
- **Avoidance of uncertainty:** In general, countries that avoid the uncertainty are more regular and employees prefer to stay longer with their employers.
- **Masculinity versus femininity:** Indicates specific traits in different cultures. Masculinity is more associated with competitiveness, ambition, collecting material and while Masculinity more pays attention to interpersonal relationships and quality of life (Soares & et al, 2007).

### **3.4. Cultural Imperialism**

In primary form, cultural imperialism is as a result of national- governmental occupation and in this process different aspects of local culture and way of life will be raised. But cultural imperialism ended up at the end of imperial and colonial period and a new type of product and increased services becomes clear in the cultural imperialism that strong and large organizations can offer their products in terms of culture in the world. Disney is one of the most powerful companies which buy the local TV station in the world and exhibit public programs for children or Coca-Cola and its global distributor who encourage people all over the world are to taste their drink or Microsoft Corporation which distribute computer programs in the world. One concept of the globalization is the view that globalization is in a huge global relation and in higher degrees results in a cultural assimilation. Cultural assimilation occurs largely through the products. But there is a worry and fear in this case and the fact is that the use of products will change the values. So if you have already drunk enough bitter coffee, you start to drink carbonated beverages. Then you enjoy it and it becomes a daily habit and in other words it will be a part of your culture. Cultural imperialism is supported by trade policies that have organizational benefit in the world development. These policies provide a lot of advantages in global relations (Leidner, 2010).

### **3.5. Culture and Globalization**

Globalization is a global system which runs in political institutions, technology and culture in the West, and they pay less attention to its symptoms and the reactions which it cause (Salzman, 2008). Friedman (2000) states that the integration of markets, governments and technology is in a way that individuals, companies and governments are working to gain the whole world deeper, faster and cheaper than ever. (Merrill, 2007). Lester Pearson states: Various civilizations must learn to live together in peaceful interaction; they might remember each other's experience, learn about each other's culture and ideas and add the richness of their life. If it won't be in this way in the crowded and small world, we see nothing but a misunderstanding, tension and conflict (Huntington, 1978).

## 4. MARKETING

Modern and traditional marketing which has been challenged in the postmodern era, has found its identity in the second half of the twentieth century. Basic principles which define the modern marketing and its social role emerged in this decade. Inspired by the theories of Alderson in 1970s, marketing concept was considered and crystallized in the form of modern marketing. Marketing concept has found its position in modern human history order and it explains the relationship between different organizations and their consumers and stakeholders. This special relationship - market and customer orientation has expanded as the wide range of institutions, corporations, non-profit organizations, government agencies, art, religion, and others. This concept has become a belief not only in marketing, but also in modern public culture to know your customers and serve them. In fact, modern marketing forms one of the cultural foundations of social and contemporary society (Urban, 2005).

Despite the imagination of most people, marketing, just not summarizes in short-term attempts to sell semi-essential, luxury and ceremonial goods, rather, it consists of a series of activities of production, distribution and trade which transfer the goods faster and easier to the final consumer. In fact, marketing is defined as a social - managerial process which provides their needs and desires by individuals and groups through production and exchange of goods and services with each other by means of an important intermediate named currency in a place called market. (Habibi, 2013) .totally marketing process, is a comprehensive performance and a set of processes for creating, communicating and creating value for costumers and management of relationships with their clients to create value and profitability in a business. (Keefe, 2008) .According to Carson and Gilmore, marketing is a process which is surrounded on all organizational processes. He believes that most entrepreneurs do not consider marketing only as a function but also they are looking for marketing to reach customers. In other words, from their perspective, marketing forms the main core of the business (Odwyer, 2009). Marketing means doing activities such as buying and selling of goods, transport and storage of them.

**Marketing:** is the collection of commercial activity that guides goods or services process from the manufacturer to the consumer or final user.

Marketing is the process by which individuals and groups provide their needs through the production and exchange of goods and benefit with others.

**Marketing is defined as:** the relationship between the value of the product (goods or services) and client. Marketing is sometimes also known as the art of selling. But sale is considered as small function of marketing (Kotler & et al, 2012). There are two aspects of marketing: 1. on one side, marketing is kind of management approach that focuses on customer satisfaction. 2. Furthermore, it is a series of activities to implement the marketing philosophy (Habibi, 2013).

### 4.1. International Marketing

In its simplest level, international marketing is a process in which a business has to decide on its marketing composition over national borders. Its most complicated level includes developing a production unit and coordinating company's marketing strategy





all around the world (Doole et al, 2004). In another definition international marketing is performing business tasks to supply goods and services of a company to its customers in more than one country in order to achieve profit (Ghauri et al, 2005). Globally, managers have recognized the need to increase companies and organizations, to develop skills, capabilities and knowledge to compete in international markets. International marketing refers to marketing tasks, profits and operations of an organization in more than one country (Doole, 2012).

On a global scale, marketing is naturally associated with problems more complicated than companies' internal marketing. These usually occur in a wide level involving tasks, management systems, certification, strategic association and common investment. International marketing requires a variety of environmental factors. It also manifests its development form through rapid rate of change in technological, economic, social and political forces. The changes are mostly influenced by various rates of the market (Craig, 2005). Stages and principles of marketing are considered as standards and can be implemented in all markets and countries. The only point used to distinguish domestic and international marketing is their activity field. This important difference has led to emergence of the novel issue of international marketing of the most considered matters in which is being aware of issues in other countries, adopting proper strategies to enter various countries and markets and taking specific actions in markets associated with lower trust and higher risk for foreigners (Babaei, 2008). In general, actions in marketing are divided into two parts: controllable and uncontrollable. Controllable factors include goods and services policies, sales plan, pricing and distribution which are called company's marketing composition and are directly controlled by the company itself. The company can conduct and implement its marketing composition plan based on market's competitive conditions, legal limitations, consumer interests and strategies.

Uncontrollable factors of international marketing are subdivided into two sub categories: domestic and foreign. Governmental general policies, legal structure and economic conditions are among domestic elements. In the foreign subcategory the conditions may vary (or even be contradictory) for every certain country. Some of these elements are political and economic status, technological level, geography and culture (Babaei, 2008).

#### **4.2. Characteristics of International Marketing**

The concept of mental distance and lack of environmental trust has attracted considerable attention in studying international distribution channels. Differences between transacting parties and their international markets it determined through differences in social, cultural, political, technical and economic environments. Differences such as regional time, language and systems put exchange of methods and management pattern models in trouble and have considerable effects on legal management of border relationships (Skarmeas et al, 2007).

When oppositions arise against domestic markets, international operations are not used by higher levels of lack of environmental trust which originates from lack of knowledge and information on foreign markets and numerous job environments in which companies are working. For example, currency rate changes and problems concerning



changes of customers' needs and preferences are more investigated in multinational marketing channels in which transacting parties are far from each other (Cleveland and Laroche, 2007).

#### 4. RESISTIVE ECONOMICS

In scientific literature the concept of resistive economics has not been employed so far but the perception can be deduced from viewpoint of Iran's leader, Ayatollah Khamenei, firstly used in 2010 in a meeting with Iranian entrepreneurs and later was emphasized in many speeches, and perspective of economic experts. Some definitions of the term "resistive economics" are presented below.

Ayatollah Khamenei (2012)	Resistive economy is an economy providing people with backgrounds of development and growth event in sanctions and under pressure
Ghasemi, 2012	Resistive economy means identifying pressure fields and consequent endeavor to control and neutralize them and transforming such pressures in ideal conditions to opportunities, the outcome of resistive economy, reduces dependencies and emphasizes on advantages of domestic production and make effort to achieve self-sufficiency.
Mombeini et al, 2013	Resistive economy is economic development, solving problems of economic subsections to prevent enemies' preferences and improving public well-being. Such a resistive economy should be active and dynamic not closed and dependent
Tari et al, 2012	Resistive economy can be defined as an economy in which country's economic security is maintained while actively interacting foreign countries and making use of free trade facilities. Moreover, changes of international economic environment and their threats have the smallest negative effect on the long term procedure of macroeconomic variables. In a resistive economy one or more sections of country's economic capacities are not overemphasized but effort is made to exploit all economic capacities as much as possible.
Mombeini, 2012	Resistive economy is a country's economic strategy in certain conditions. It produces and distributes specific goods and invests to reduce dependency on other countries, especially invading and enemy countries, so that if it fails to provide essential goods required by people from other countries, it can achieve mass production of those goods relying on local capacities.
Taj Abadi, 2012	Parallel economy: respecting its needs the Islamic government of Iran funded revolutionary institutions. Hence, it requires to develop parallel institutes to meet Revolution objectives Recovery economy: is a kind of economy seeking resistance, removing damages and porosities and recovering old and inefficient economic structures and institutions Defensive economy: concerns identifying invasions, attack and defense Model economy: essentially, resistive economy is not a short-term approach but has a macro-scale look on Iran's economy and is considered as a long-term action. We seek an ideal economy which is both Islamic and inspiring and efficient for the Islamic world and provides for formation of the great Islamic civilization.
Mir Moezi, 2011	Resistive economy is a resistive one against a variety of conditions. It develops scenarios respecting all domestic and foreign strengths and



	<p>weaknesses and external threats and opportunities. It also has plans for every circumstance and is the opposite point of consuming and dependent economy. Resistive economy is, in fact, identifying pressures and making effort to control and neutralize and transform them to opportunities in ideal conditions.</p>
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**5. THE ROLE OF CULTURE IN INTERNATIONAL MARKETING RELYING ON RESISTIVE ECONOMY**

Culture is associated with numerous consequences for marketers in formulating the effective message of marketing in cross-cultural scenarios. Since the present world is considered as a global economy it requires a correct understanding of culture and its effects. Therefore, it is necessary for marketers to be able to enhance their understanding of purchasers' behavior in international markets. The influence of culture on individual perceptions and behaviors while analyzing and deciding on purchase items and on decision-making (as a part of purchasers' behavior) is of great importance but is usually neglected by marketers who seek a proper pattern for all global markets (Fulford, 2001).

Cultural properties likely to influence marketing decisions include:

**Stability of cultural values and subcultures:** people in every community possess specific beliefs and values. Basic beliefs and values of a community are highly stable and individuals resist against factors threatening them. Hence, marketers have to pay sufficient attention to their potential customers' beliefs.

**Subculture:** every society possesses certain subcultures. Subculture includes groups of individuals in a certain culture who behave based upon different patterns making them distinct from other groups in the same culture. Members of subcultures have common beliefs, preferences and behaviors. Groups of subcultures can be selected as a target market if they have purchase behavior and different demands. Markets of different countries are influenced by a variety of factors one of the most important of which is culture. Advance of a successful international market depends highly upon understanding and recognizing differences between various countries and their different cultures.

**Culture is a complicated whole:** and involves knowledge, beliefs, art, morale, traditions and every capability and habit of members of a society influencing individual consuming behavior. Complicated whole means that culture is a system with interdependent components and this makes it difficult to identify it. Social and cultural factors affect all aspects of consumer and purchaser's behavior and the global variety of these factors is of considerable significance for most companies in their planning and implementing marketing strategies. Difference in languages change the mean of an advertisement and difference in cultural structure may cause an item meet needs of various levels of that society. In a certain culture, a sewing machine may be considered as an entertaining device but a necessary one for survival of a family in another (Habibi, 2013).



In international marketing literature culture is defined through various concepts. Lee Yung (2005) presented an extended definition of culture which involves values, habits, norms and behavioral patterns of a national group. House (2004) defined culture as "values and actions contrived in a society". Hofstede defines national/social level culture as "mind software" or mass thinking plans distinguishing one group from another (Yapark, 2008). Nakata and Hang (2002) define culture as "an overall composition of knowledge, belief, art, morale, law, tradition and skill and other habits acquired by individual members of a society". This definition may be the most appropriate one in international marketing since involves culture essence as a whole individual organizational system and social interactions.

While culture is usually studied in Hofstede's (1983) national level, Lee Yung (2005) and House (2004) emphasize on composition level thinking and state that in international marketing, culture is employed as a structure involving several intricate levels and this is to achieve a promising outcome in research and practice. For example, Lee Yung (2005) suggests that culture can be studied from the highest level (such as global culture) to national, industrial, organizational and even individual levels. In the global level, it is investigated regarding global networks, multinational institutions and cultural borders. The national level involves intricate organizations and networks devised in local culture and in the lowest level culture formation starts from sociability process. For instance, cultural values transferred to people from higher levels of a culture are acquired to form personal values and this causes an interaction among the mentioned levels (Yapark, 2008).

Moreover, it is noteworthy, in determining the relationship between culture and resistive economy, that resistive economy is not a sole consumer and resists against objectives of rule economy. The economy tries to change available economic structures and to localize them based on its own ideology with an active approach toward resisting against definitions, structures and products of ruling economies. Every community bases upon three main principles: culture, politics and economy. The three principles strengthen each other and culture is the most important among all. Basically, economy takes its values and directions from its prior culture. Therefore, the economy is not resistive unless the culture is and there is a longitudinal relationship between the two components (Bazkhane et al, 2013).

## **6. FINDINGS, DISCUSSION AND CONCLUSION**

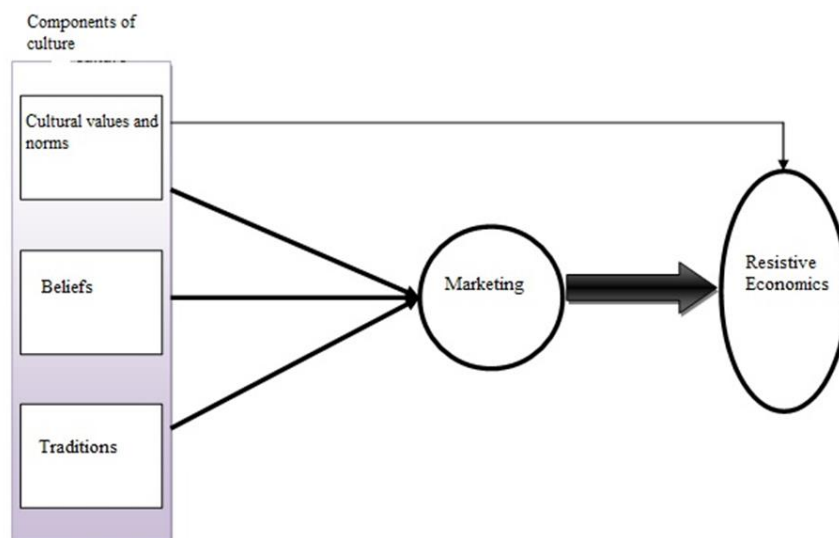
Culture is a main field in economy and, mutually, economy plays an important role in progress of culture in various social levels. Respecting definitions and principles of resistive economy and ideas of Iran's respected leader, this kind of economy is a basis for "school of Islamic economy" and other bases include "economic justice", "livelihood contrive" and "economic reasonability". The principles together are called "culture of economy". Marx recognizes economic system as the determinant of cultural characteristics. Emphasizing necessity of economics he argues that the economic system determines a society's cultural and economic features (Mohajer, 2011).

Specific stable economic behaviors originate from specific cultures. Besides, economic development is a certain status of economy very certain status is a result of specific behaviors (Roozbahani, 2008). Respect to religious idealism plays the main role in this economy culture. Thus, spirituality originating from religious lessons is a key factor in living style (Peyghami, 2012).

Markets of different countries are influenced by a variety of factors one of the most important of which is culture. Advance of a successful international market depends highly upon understanding and recognizing differences between various countries and their different cultures. Culture is a complicated whole and involves knowledge, beliefs, art, morale, traditions and every capability and habit of members of a society influencing individual consuming behavior. Complicated whole means that culture is a system with interdependent components and this makes it difficult to identify it. Social and cultural factors affect all aspects of consumer and purchaser's behavior and the global variety of these factors is of considerable significance for most companies in their planning and implementing marketing strategies. Difference in languages change the mean of an advertisement and difference in cultural structure may cause an item meet needs of various levels of that society. In a certain culture, a sewing machine may be considered as an entertaining device but a necessary one for survival of a family in another.

In fact, presence of ideologies, wishes, identities and determinations capable of coming to practice is a main requirement of development and progress in all fields. This national self confidence and self-esteem is the key to development and progress of our country and is defined and embedded in the field of culture. Hence, cultural beliefs and orientations should change to provide for manifestation of material effects of civilization such as extension of science and economy. One of the main approaches of resistive economy is to be both endogenous and exogenous to which Iran's leader has frequently pointed. Endogenous resistive economy may reinforce domestic production and affect saturation of local capacities whereas the exogenous version enables presence in international markets. Endogeneity results from Iranian thinking, Iranian science and technology, Iranian entrepreneurship and Iranian raw material. This approach results in extraversion thinking to exchange services and experiences with other countries. According Hofsted's model (2006) and research of Moni (1998), Braily and Acher (2006) it can be said that there is a direct relationship between social culture and marketing. In other words, success of international marketing depends highly on consistency of marketing decisions with cultural measures and the measures are considered as criteria to accept or deny marketing.

The model below is an aggregate of what discussed above.





Followings are suggestions to succeed in global competitions:

- Investigating and identifying destructive and constraining legal, social and cultural factors affecting presence in international markets;
- Providing organizational procedures and structures in business of managers with various cultures;
- Making managers familiar with culture and its advantages in global competition;
- Having a proper performance to succeed in the most important markets of the world (North America, Europe and Asia);
- Producing and supplying new products;
- Replacing country or region-based profit centers with production line-based ones;
- Using the so called "local – global" strategy based on terms used by Japanese researchers. This means making decisions on products, capitals and research on a global basis, yet, enabling local units to make required decisions on packing, marketing and advertisement;
- Selfishness must be removed. It is necessary to train individuals capable of thinking on a global and international basis. They must be sent abroad and equipped with the most advanced communication systems;
- Foreign employees must be allowed to be place on higher management levels;
- The best should be done according to situation. It is even possible to change primary and important managers;
- Coalition must be formed when it is not possible to enter markets lonely.

## **ACKNOWLEDGMENTS**

None.

## **ETHICAL CONSIDERATION**

Authenticity of the texts, honesty and fidelity has been observed.

## **AUTHOR CONTRIBUTIONS**

Planning and writing of the manuscript was done by the authors.

## **CONFLICT OF INTEREST**

Author/s confirmed no conflict of interest.

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