

عنوان مقاله:

The relationship between global economy and the effect on export pricing strategy of Petrochemical products

محل انتشار:

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نویسندگان:

Mohammademad Mostajerian - *Department of Economics, Isfahan (Khorasgan) Branch, Islamic Azad University, Isfahan, Iran*

Saeed Daei-Karimzadeh - *Department of Economics, Isfahan (Khorasgan) Branch, Islamic Azad University, Isfahan, Iran*

Ali Dehghani - *Department of Economics, South Tehran Branch, Islamic Azad University, Tehran, Iran*

Sara Ghobadi - *Department of Economics, Isfahan (Khorasgan) Branch, Islamic Azad University, Isfahan, Iran*

خلاصه مقاله:

The export of petrochemical products in Iran has a magnificent position due to making added value for the country. Exporting these products, which is considered the largest volume of non-oil exports of the country, has a great impact on the country's GDP. In addition, "Price" as the only element of the marketing mix that generates revenue, has great importance for petrochemical companies. In addition, pricing has been used as a major tool to increase company profitability & also been known as a key element in marketing strategy. Pricing strategy can be observed in a set of internal and external political and economic influences which affects the pricing decisions of a company. As well as the other companies petrochemical companies must be able to arrange for pricing commensurate with the value of their product. These factors depend on the strategies of the petrochemical companies by-product pricing and also how they envision themselves in the future. In this research, descriptive and inferential methods have been used; In the descriptive method, to determine the desired components, the exploratory factor analysis technique and through SPSS software and in the inferential method, the effect of the discovered components of the pricing strategy in increasing exports, using the SEM technique, the desired structural model through software AMOS is provided. Factor analysis of the research shows that ۴ hypotheses including "Restriction of entry into the export market", "Penetration strategy", "Market development strategy" and "opportunity creating" have been recognized as effective in the export of petrochemical products in Iran.

کلمات کلیدی:

Pricing Strategy, Exporting Petrochemicals Products, pricing

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