

The role of the brand in the development of non-oil export of medicinal plants and supplements' industry in 22nd district of Tehran province

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Abstract

The main objective of this study is to investigate the relationship between non-oil exports of medicinal plants and medicinal supplements in District 22, Tehran province. The methodology of present study is descriptive survey and the statistical population is District 22, Tehran province. Morgan table and simple random sampling with proportional allocation of 383 people were selected. Data collection instruments include, Acker Model (1990) brand equity questionnaire by 868.0 reliability coefficient and The Export Performance Measurement Questionnaire of Zhu et al. (1998) 0.800 reliability. Data analysis was performed using descriptive statistics and inferential statistics (including: Kolmogorov-Smirnov test, Spearman correlation coefficient test) using SPSS software. The research findings indicate that there is a significant interrelationship between brand and its components with non-oil exports development in the scope of District 22, Tehran province. Therefore, a brand has a significant impact on the non-oil export development of medicinal plants and medicinal supplements.

key words: Brand, Non-oil export, Medicinal plants, Medicinal supplements