

The impact of good Packaging policy on the international marketing - Effective pricing policy as a mediator –Sudanese export companies

اثر سياسة التغليف الجيد على التسويق الدولي – الدور الوسيط لسياسة التسعير الفعالة – دراسة
شركات الصادر السودانية

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Abstract:

The research aims to investigate the connection between a good Packaging policy and international marketing; the mediating impact of effective pricing policy, the data have been collected from 50 senior manager of Sudanese firms. Questionnaire was used to collect the data; overall response rate was 80%. Many statistic tools have been utilized, reliability test, exploratory factor analysis, correlation analysis and hierarchical regression to the goodness of measures and interrelationships. The outcomes exhibited that good Packaging policy significantly influenced international marketing, also effective pricing policy significantly influenced the international marketing, together with the significantly connotation between a good Packaging policy and effective pricing policy.

Keywords: good Packaging policy, international marketing and effective pricing policy.

Abstract in Arabic:

يهدف هذا البحث إلى التحقق من العلاقة بين سياسة التغليف الجيدة والتسويق الدولي ؛ الدور الوسيط لسياسة التسعير الفعالة ، تم جمع البيانات من 50 من كبار مديري الشركات السودانية. تم استخدام الاستبيان لجمع البيانات. وكان معدل الاستجابة الكلي 80 ٪. تم استخدام العديد من الأدوات الإحصائية واختبار الموثوقية وتحليل العوامل الاستطلاعية وتحليل الارتباط والتراجع الهرمي لسلامة التدابير والعلاقات المتبادلة. أظهرت النتائج أن سياسة التغليف الجيد أثرت بشكل كبير على التسويق الدولي ، كما أثرت سياسة

التسعير الفعالة بشكل كبير على التسويق الدولي ، إلى جانب الدلالة المهمة بين سياسة التغليف الجيدة
 وسياسة التسعير الفعالة: **Keywords (in Arabic):** التغليف الجيد، التسعير الجيد، التسويق الدولي ، .

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| | |
|--|---------|
| Total questionnaires sent to the companies | 50 |
| Returned questionnaire(not filled-up) | 10 |
| Completed questionnaires from the respondent | 40 |
| Useable response rate | 80 % |

Source: prepared by researcher, (2018).

Table 2 **General Characteristics of the Respondents(N=57)**

| Variable s | Categories | freque ncy | Percent |
|---------------------|--------------|---------------|---------|
| Age | less than 30 | 20 | 50 |
| | 30 – 40 | 10 | 25 |
| | 40 – 50 | 5 | 12.5 |
| | More than 50 | 5 | 12.5 |
| Gender | Male | 35 | 85 |
| | Female | 5 | 15 |
| Educatio n level | Secondary | 5 | 12.5 |
| | Bachelor | 20 | 50 |

| | | | |
|---------------------|-------------------|----|------|
| | postgraduate | 15 | 37.5 |
| Work's experience | Less than 5 years | 15 | 37.5 |
| | 5 less than 10 | 15 | 37.5 |
| | 10 less than 15 | 5 | 12.5 |
| | 15 and more | 5 | 12.5 |
| Number of employees | Less than 10 | 17 | 42 |
| | 10 less than 25 | 12 | 30 |
| | 26 less than 50 | 5 | 12.5 |
| | 50 and above | 8 | 15.5 |

Source: prepared by researcher, (2018)

Reliability Analysis

Table 3 Cronbachs alpha for study variables

| Variables | Number of items | Crombach's alpha |
|-------------------------|-----------------|------------------|
| Packaging Policy | 6 | .717 |
| Pricing policy | 7 | .811 |
| International marketing | 5 | .723 |

correlation analysis

Table 4 Person's Correlation coefficient for all variables

| Variables | PAP | PRP IM | |
|-------------------------|---------|-----------|------|
| Packaging policy | 1.00 | | |
| Pricing policy | .843 ** | 1.00 | |
| International marketing | .914 ** | .490 ** | 1.00 |

Hypothesis testing

The table 5 below shows the result from hierarchical regression between Packaging policy and International marketing. the table displays significant link between the variables ($\beta = 0.614$; F change = .390),

Multiple regressions: Packaging policy and International marketing

Table 5
(Beta coefficient)

| Variable | International marketing |
|-------------------------|-------------------------|
| Packaging policy | . 614 ** |
| R^2 | .008 |
| Adjusted R^2 | -.014. |
| Δ R^2 | 008 |
| F change | .390 ** |

Note: level of significant: * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

The second hypothesis of the study indicated that there is a positive relationship between Packaging policy and Pricing policy. The result shows (table 6) that the Packaging policy is a positive significantly influenced Pricing policy ($\beta = .634$; F change = 176)

Table 6 (Multiple regressions: Packaging policy and Pricing policy)

(Beta coefficient)

| Variable | Pricing policy |
|-------------------------|----------------|
| Packaging policy | 634 ** |
| R^2 | .009 |
| Adjusted R^2 | -.026 |
| Δ R^2 | 009 |
| F change | 176 ** |

Note: level of significant: * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

Also the study investigated that there is a positive relationship between Pricing policy and International marketing The result on below table (7) shows that

Pricing policy is a positive significantly influenced International marketing ($\beta=0.008$; F change= 8.998)

Table 7 (Multiple regressions: Pricing policy and International marketing)

(Beta coefficient)

| Variable | International marketing |
|-----------------------|-------------------------|
| Pricing policy | .008 ** |
| R^2 | .210 |
| Adjusted R^2 | .223 |
| R^2 | .201 |
| F change | 8.998 ** |

Note: level of significant: * $p < 0.10$, ** $p < 0.05$, *** $p < 0.001$.

Table (8) below displays the outcome of hierarchical regression analysis the mediation effect of Packaging policy on the Association between Pricing policy and International marketing. In model 1, the result showed that Packaging policy significantly influence Pricing policy ($B=0.423$) and International marketing ($B=0.412$) in model 2, As the result showed in table (8); that Pricing policy partially mediate the Relationship between Packaging policy and International marketing *hierarchical regression: mediating effect of Packaging policy and International marketing* Table 8

(Beta coefficient)

| Variable | Model 1 | model 2 |
|------------------|---------|---------|
| Packaging policy | .423 ** | .412 |
| R^2 | .008 | .005 |
| Adjusted R^2 | -.024 | -.028 |
| R^2 | .008 | .003 |
| F change | 198 *** | .240 |

Introduction

Most physical products have to be packaged and labeled. Some packages – such as the coke bottle and the eggs container – are world famous. Many marketers have called packaging a fifth P, along with pricing, place, product and promotion. Marketers however treat packaging and labeling as an element of product strategy. Warranties and guarantees can also be an important part of the product strategy, which often appear on the package.

Packaging is defined as all activities of designing and producing the container for a product. Packages might include up to three levels of material. Paco Rabanne cologne comes in a bottle (primary package) that is in a cardboard box (secondary package) that is in a corrugated box (shipping package) containing six dozen boxes of Paco Rabanne. Kotler and Keller (2006, p.569) and display packaging, display the product at the point of sale. J. Baker (1988, p.487) Active marketing in the several countries compounds the number of pricing problems and variables relating to pricing policy. Unless a firm has a clearly thought-out, explicitly defined price policy, expediency rather than design establishes prices. The country in which business is being conducted, the type of product, variations in competitive conditions, and other strategic factors affect pricing activities. Pricing and terms of sales cannot be based on domestic criteria alone. International marketing is defined as the performance of business activities designed to plan, price, promote, and direct the flow of a company's goods and services to consumers or users in more than one nation or a profit. The only difference between the definition of domestic marketing and international marketing is that marketing activities take place in more than one country. Also, the answer is not in the different concepts of marketing but with the environment within which marketing plans must be implemented. The uniqueness of foreign marketing comes from the range of unfamiliar problems and the variety of strategies necessary to cope with the different levels of uncertainty encountered in foreign markets.

Literature Review and Conceptual Framework

Packaging

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Well – design packages can create convenience and promotional value. We must include packaging as a styling weapon, especially in food products, cosmetics, toiletries and small consumer appliances.

Various Factors have Contributed to the Growing use of Packaging as a Marketing Tools:

- **Self – Services.** An increasing number of products are sold on a self service basis.
- **Consumer Affluence.** Rising consumer affluence means consumers are willing to pay a little more for the convenience, appearance, dependability, and prestige of better a packages.
- **Company and Brand image.** Packages contribute to instant recognition of the company or brand.
- **Innovation Opportunity.** Innovative packaging can bring large benefits to consumers and profits to producers.

Developing an effective package requires a number of decisions from the perspective of both the firm and consumers, packaging must achieve a number of objectives:

1. Identify the brand,
2. Convey descriptive and persuasive information,
3. Facilities product transformation and protection,
4. Assist at – home storage and
5. Aid product consumption. M. Lemson and Delozier (p.399)

Packaging Criteria Briston and Neill distinguish five criteria which have to be considered in developing a package namely: Appearance; Protection; Function; Cost; Disposability. J. Baker (1994, p.487)

Labeling

Seller must label products. The label may be a simple tag attached to the product or an elaborately designed graphic that is part of the package. The label might carry only the brand name or a great deal of information. Even a seller prefers a simple label, the law may require additional information. Labels perform several function. First, the label identify the product or brand. The label might also grade the product: who made it, where it was made, when it was made.. finally label might promote the product through attractive graphics. Label eventually become outmoded and need freshening up.

Warranties and guaranties

All sellers are legally responsible for fulfilling a buyers normal or responsible expectations. Warranties are formal statement of expected product performance by the manufacturing. Products under warranty can be returned to the manufactures or designated repair center for repair, replacement, or refund. Warranties, whether expressed or implied, or are legally enforceable. Kotler and Keller (2006, p.569)

International marketing

International marketing defined as the performance of business activities designed to plan, price, promote, and direct the flow of companies goods and services to consumers or users in more than one nation or a profit. The only difference between the definition of domestic marketing and international marketing is that marketing activities take place in more than one country. Also the answer not in the different concepts of marketing but with the environment within which marketing plan must be implemented. The uniqueness of foreign marketing comes from the range of unfamiliar problems and the variety of strategies necessary to cope with the different levels of uncertainty encountered in foreign market.

Regular Foreign Marketing: At this level the firm has permanent productive capacity devoted to the production of goods to be marketed in the foreign markets. A firm may employ foreign or domestic overseas intermediaries or it may have its own sales subsidiaries in important foreign markets. The primary focus of operations and production is to service domestic market needs. However, as overseas demand grows, production is allocated for foreign markets, and products may be adapted to meet the needs of individual foreign markets. Profit expectations from the foreign market move from being seen as a bonus to regular

domestic profits to a position in which the company becomes dependant on foreign sales and profit to meet its goals. The internationalization of Indian and American business is proceeding with increasing place. The globalization of markets and competition necessitates all managers to pay attention to the global environment. International marketing is defined as the performance of business activities including pricing, promotion, product and distribution decisions across national borders. The international marketing task is made more daunting because environmental factors such as laws, customs, and cultures vary from country to country. These environmental differences must be taken into account if firms are to market products and services at a profit in other countries. Key obstacles facing international marketers are not limited to environmental issues. Just as important are difficulties associated with the marketers own self-reference criteria and ethnocentrism. Both limit the international marketers abilities to understand and adapt to deference's prevalent in foreign markets. A global awareness and sensitivity are the best solution to these problems, and these should be nurtured in international marketing organization. Three different strategic orientations are found among managers of international marketing operation. Some see international marketing as ancillary to the domestic operations. A second kind of company see international marketing as a crucial aspect of sales revenue generation but treats each market as a separated entity. Finally a global orientation views the globe as the marketplace and market segments are no longer based solely on national borders – common consumer characteristics and behaviors come into play as key segmentation variables applied across countries. R Cateora, graham, Salwan, (2008, p.609)

Figure 2.. international market task

The Benefits of International Marketing Many companies enter the complex of the international marketing without fully reflecting upon the merits of doing so. It is not unusual for firms to embark upon the internationalization process simply through an accidental sale abroad or through a desire to visit foreign lands. Clearly, neither of these reasons need be commercially viable. A compelling message that is transmitted to us at frequent intervals from governmental and institutional bodies is the fact that 'selling abroad' is a good for the national interest. Undoubtedly this is a valid argument. International marketing must be right within the strategic context of the firm. In a free economy the national interest is an added bonus, an adjunct to a sound strategy, and not an end in itself.

On the other hand, there are a few vital factors that provide a powerful rationale for the internationalization route: Exploiting the product life cycle as fast as possible, the benefits of volume and experience curve, cushioning the firm against the vagaries of national economic cycles. Why go abroad? theoretically, the motivation to expand into foreign markets may arise through different means. Porter (1986) has explained this phenomenon of internationalization in terms of: 1. Currents which drive international competition. 2. Cross-currents which make the pattern of international competition different from earlier decades.

Reasons for being abroad? 1) product life-cycle effects. 2) Competition 3) Excess capacity utilization 4) Geographical diversification 5) Potential of population and purchasing power 6) Strategic competitive advantage. Risk: international marketing differs from domestic marketing in that when the company is dealing with its own domestic market, key variables can be taken as known, such as: political risk, economic risk, commercial risk, taxes and legislation relating to company incorporation. J. Baker, (1994)

This chapter gives an overview of the process of international marketing research, focusing on the issues that are specific to international marketing research. It emphasizes the vast difference between domestic and international marketing research. The problems that are faced by researchers in data collection and other stages bear testimony to this fact. In addition, we provide general information and statistics on the international marketing research industry. It is observed that nearly half of the revenue earned by the top 25 marketing research firms comes from international marketing research. In the past there has also been a move for top marketing research firms to form strategic alliances to gain entry into the global market. There has been a steady growth in international marketing research expenditure by firms all over the world. V. Kumar, (2002, p31)

Export Contract – Cost Description the export contract should mention the export cost comprising the fixed and the variable cost. As regards pricing for overseas buyers, the cost evaluation exercise needs to be done on the basis of some internationally accepted term. These are: *Ex-Works*: as per this term, the buyer holds all responsibilities for the product after it is lifted from the exporters warehouse. The full cost of shipment, transit risk and all other costs up to the destination are borne by the buyer. Contrary to this, if the necessary documents (including duty taxes paid at the point of the delivery of goods) are made available to the buyer, to enable him to take delivery of goods at the designated destination,

it is known as delivery duty paid (DDP) terms of trade. This does not include the value added tax (VAT) unless mention specifically.

Free on Rail/Truck (FOR/FOT) the obligation of the exporter are fulfilled when the goods are delivered to the transporters either by rail or by road. Rajagopal, (2007, p.389).

Pricing Policy

Active marketing in the several countries compounds the number of pricing problems and variables relating to pricing policy. Unless a firm has a clearly thought-out, explicitly defined price policy, expediency rather than design establishes prices. The country in which business is being conducted, the type of product, variations in competitive conditions, and other strategic factor effect pricing activities. Pricing and terms of sales cannot be based on domestic criteria alone.

Pricing Objectives in general, price decision are viewed two ways: pricing as an active instrument of accomplishing marketing objectives, or pricing as a static element in a business decision. If prices are viewed as an active instrument, the company uses price to achieve a specific objective, whether a targeted return on profit, a targeted market share, or some other specific goal. The company that follows the second approach, pricing as a static element, probably exports only access inventory, places a low priority on foreign business, and views its export sales as passive contributions to sales volume. When U.S and Canadian international business were asked to rate, on a scale of 1 to 5, several factors important in pricing setting, total profits received an average rating of 4.7, followed by return on investment (4.41), market share (4.13), and total sales volume (4.06). Liquidity ranked the lowest(2.19).

The more control a company a company has over the final selling price of product, the better it is able to achieve its marketing goals. However, controlling end prices is not always possible. The broader the product line and the larger the number of countries involved, the more complex the process of controlling prices to the end user.

Approaches to International Pricing whether the orientation is toward control over net prices, company policy relates to the net price received. Cost and market considerations are important; a company cannot sell goods below cost of production and remain in business, and it cannot sell goods at a price unacceptable in the marketplace. Firms unfamiliar with overseas marketing and firms producing

industrial goods orient their pricing solely on a cost basis. Firms that employ pricing as a part of the strategic mix, however, are aware of such alternatives as market segmentation from country to country or market to market, competitive pricing in the marketplace, and other market-orientated pricing factors including cultural differences in perceptions of pricing.

Skimming Versus Penetration Pricing firms must also decide when to follow a skimming or a penetration pricing policy. Traditionally, the decision of which policy to follow depends on the level of competition, the innovativeness of the product, market characteristics, and company characteristics.

Price Escalation people traveling abroad often are surprised to find goods that are relatively inexpensive in their home country price outrageously high in other countries. Because of the natural tendency to assume that such prices are a result of profiteering, manufacturing often resolve to begin exporting to crack these new, profitable foreign market only to find that, in most cases, the higher pricing reflect the higher costs of exporting. A case in point is a pacemaker for heart patients that sells for \$2,100 in the United states. Tariffs and the Japanese distribution system add substantially to the final price in Japan. Beginning with the import tariff, each time the pacemaker change hands an additional cost is incurred. The product passes first through the hands of an importer, then to the company with primary responsibility for sales and services, then to a secondary or even a tertiary local distributor, and finally to the hospital. Markups at each level result in the \$2,100 pacemaker selling for over \$4,000 in Japan. Inflation results in price escalation, one of the major pricing obstacles facing the MNC marketer. This is true not only for technical products like the pacemaker but for such products as crude oil, soft drinks, and beer. Estimates are that if tariffs and trade barriers on these products were abolished, the consumer would enjoy savings of 6.57 trillion yen.

Costs of Exporting excess profits exist in some international markets, but generally the cause of the disproportionate difference in price between the exporting country and the important country, here termed *price escalation*, is the added costs incurred as a result of exporting products from one country to another. Specifically the terms relates to situation in which ultimate prices are raised by shipping costs, insurance, packing, tariffs, longer channels of distribution, larger middlemen margins, special taxes, administrative costs, and exchange rate fluctuations. The majority of these costs raise as a direct result of moving goods

across border from one to country to another and often combine to escalate the final price to a level considerably higher than in the domestic market.

Taxes, tariffs, administrative costs, Inflation, deflation and Dumping should be drawing attention of the making policy.

Approaches to Reducing Price Escalation three methods used to reduce costs and lower price escalation are lowering cost of goods, lowering tariffs, and lowering distribution cost.

Transfer Pricing Strategy as companies increase the number of worldwide subsidiaries, joint ventures, company-owned distributing systems, and other marketing arrangement, the price charged to different affiliates becomes a preeminent question. Prices of goods transferred from a company's operations or sales units in one country to its units elsewhere, known as *intracompany* pricing or *transfer pricing*, may be adjusted to enhance the ultimate profit of the company as a whole. The benefits are as follows:

- Lowering duty costs by shipping goods into-tariff countries at minimal transfer prices so that duty base and duty are low.
- Reducing income taxes in high-tax countries by overpricing goods transferred to unit in such countries; profit are eliminated and shifted to low-tax countries. Such profit shifting may also be used for "dressing up" financial statements by increasing reported profits in countries where borrowing and other financing are undertaken.
- Facilitating divided repatriation is curtailed by government policy. Invisible income may me be taken out in the form of high price for products or components shipped to units in that country.

Price Quotation in quoting the price of goods for international sale, a contract may include specific elements affecting the price, such as credit, sales terms, and transportation. Parties to the transaction must be certain that the quotation settled on appropriately locates responsibility for the goods during transportation and spells out who pays transportation changes and from what point. Price quotations must also specify the currency to be used, credit terms, and the type of documentation required. Finally, the price quotation and contract should define quantity and quality. A quantity definition might be necessary because different countries use different unit of measurement. In specifying a ton, for example, the contract should identify it as a metric or an English ton, and as a long or short ton.

Quality specification can also be misunderstood if not completely spelled out. Furthermore, there should be complete agreement on quality standards to be used in evaluating the product. For example, “customary merchantable quality” may be clearly understood among U.S. customers but have a completely different interpretation in another country. The international trader must review all terms of the contract; failure to do so may have the effect of modifying pricing even though such a change was not intended.

Administrated pricing

Administrated pricing is an attempt to establish prices for an entire market. Such price may be arranged through the cooperation of competitors, through national, state, or local governments, or by international agreement. The legality of administrated pricing arrangements of various kinds differs from country to country and from time to time. A country may condone price fixing for foreign markets but condemn it for the domestic market, for instance.

In general, the end goal for administrated pricing activities is to reduce the impact of price competition or eliminate it. Price fixing by business is not viewed as an acceptable practice (at least in the domestic market), but when governments enter the field of price administration, they presume to do it for the general welfare to lessen the effect of “destructive” competition.

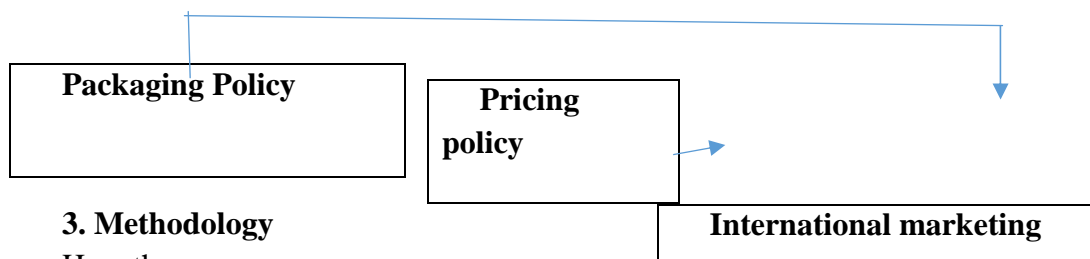
The point at which competition becomes destructive depends largely on the country in question. To the Japanese, excessive competition is any competition in the home market that disturbs the existing balance of trade or gives rise to market disruptions. Few countries apply more rigorous standards in judging competition. Economists, the traditional champions of pure competition, acknowledge that perfect competition is unlikely and agree that some form of workable competition must be develop.

The pervasiveness of price-fixing attempts in business is reflected by the diversity of the language of administrated prices; pricing arrangement are known as agreements, arrangements, combines, conspiracies, cartels, communities of profit, profit pools, licensing, trade associations, price leadership, customary pricing, or informal interfirm agreements. The arrangements themselves vary from the completely informal, with no spoken or acknowledged agreement, to highly formalized and structured arrangements. Any type of price-fixing arrangement can be adapted to international business, but of all the forms mentioned, cartels are the most directly associated with international marketing. R

Cateora, L Graham, Salwan, (2010) Pricing is one of the most complicated decision areas encountered by international marketers. Rather than deal with one set of market conditions, one group of competitors, one set of cost factors, and one set of government regulations, international marketers must take all these factors into account, not only for each country in which they are operating, but often for each market within a country. Market prices at the consumer level are much more difficult to control in international than in domestic marketing. But the international marketer must still approach the pricing task on a basis of established objectives and policy, leaving enough flexibility for tactical price movement. Controlling costs that lead to price escalation when exporting products from one country to another is one of the most challenging pricing tasks facing the exporter. Some of the flexibility in pricing is reduced by the growth of the internet, which has a tendency to equalize price differential between the country markets. The continuing growth of third world markets coupled with their lack of investment capital has increased the importance of countertrades for most marketers, making countertrading an important tool to include in pricing policy. The internet is evolving to include countertrades, which will help eliminate some of the problems associated with this practice.

pricing in the international marketplace requires a combination of intimate knowledge of market costs and regulations, an awareness of possible countertrade deals, infinite patience for detail, and a shrewd sense of market strategy. R Cateora, L Salwan, (2010)

Figure 1: The research conceptual framework



3. Methodology

Hypotheses

Several hypotheses were developed in this study:

H1: There is a positive relationship between a good Packaging Policy and International marketing

H2: There is a positive relationship between good Packaging Policy and effective Pricing policy

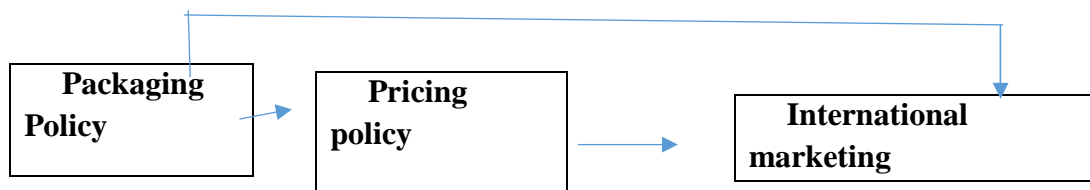
H3: There is a positive relationship between effective Pricing policy and International marketing

H4: effective Pricing policy mediates the relationship between a good Packaging Policy and International marketing

Administrative of the field works

Seniors of the firms in the international markets have provided information relating to research. The College cover letter attached to the first part of the questionnaire explains the objectives of the research and ensured the confidentiality of the information. A total of 50 copies of questionnaire were sent to the Target respondents. telephone calls and recommendation from some employees were used to give confidence participation among the target respondents. The questionnaire consisted of two sections. The first section gathered the demographic profile such as gender, age, level of study, and marital status, whereas the second section was about the main focus of this study and gathered respondents regarding the main variables of the study. The data collected was keyed-in the Statistical Package for Social sciences (SPSS) version 23.0. Both descriptive and inferential statistics were reported. Bivariate correlation and linear multiple regression were used to test the hypothesized model.

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H3: There is a positive relationship between effective Pricing policy and International marketing

H4: effective Pricing policy mediates the relationship between a good Packaging Policy and International marketing

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Conclusion :

The general target of this study was to examine how good Packaging policy effect International marketing. This study is an attempt to investigate the relationship between the good Packaging policy and International marketing. Also the study investigated the relationship between the a good Packaging policy and effective Pricing policy. Also the study examined the relationship between Pricing policy and International marketing. Further, the mediating impact of Pricing policy on the relationship Packaging policy and International marketing. The findings reflect that The good Packaging policy definitely related to the International marketing, and the same time linked with the effective Pricing policy positively. Furthermore the effective Pricing policy is positively related to International marketing

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