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Commercialization of the saffron brand and the key problems arising from International law via mixed method

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Abstract

Considering the importance and role of foreign trade in the economic development of the country, as well as the emphasis that the country's economic planners have on the expansion of non-oil exports, as well as in order to get rid of the single-product economy, it is necessary to pay more attention to the single-product economy. From Mian Export products have the relative advantage of saffron, due to its special position in terms of job creation in the agricultural sector and the creation of significant foreign exchange income for the country, it is considered an important product in the economy. Despite the extensive production and export of Iranian saffron products, it can be said that there is no powerful and reliable brand of Iranian saffron in the world market. In other words, the lack of strong brands of Iranian saffron in the world markets has caused almost no name of Iran in this field. Hence, awareness of the importance and position of branding for export products such as saffron. The research of 12 factors that have been mentioned by a large number of experts has been analyzed. The opinions of 10 experts have been used for the survey. The method used for prioritizing the factors is the ism interpretive structural modeling and for the quantitative analysis and the interaction between the factors, the dematel method has been used. The important factors in the key problem of the international suitable target market,Retention period, Metal pacaging ,Lack of awareness of target markets

Keywords: *commercialization, saffron brand,international law,dematel, ISM,MCDAM method*

Introduction

In the process of globalization, economic and trade activities, especially in the international dimension, are accelerating. (Farahmand et al,2012).A lot of things are changing and evolving, so much so that the economy of all countries is affected.It gives an increase in commercial activities through the growth of exports and influence in global markets. Getting rid of a single product economy to achieve continuous and sustainable economic growth The economy of many countries, including Iran (Barghandan, 2011).today export development Non-oil is a necessity, because it increases foreign exchange earnings, implements and as a result development of the

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economic program that includes the cost but in It is a foreign currency,(Tajiani & Koopahi,2005) it is possible. Iran usually pays attention to non-oil growth and development when the export of oil Its sales revenues have stagnated. Iran's saffron producers (Spain and the UAE) and the main countries of demand saffron producer in the world market (France, Japan and America) can be He realized that the majority of Iran's saffron exports to There are countries that play the role of intermediaries in the market and after importing Iranian saffron, which is often in the form of Felhai has repackaged it with the name and logo they sell their business (Parmeh et al,2010).

Experience. In addition, in the past drop in Iran in the field to provide foreign exchange earnings that the policy of Job May, especially in increasing non-oil exports and so on he export of agricultural products can be carried out. Saffron is one of the most valuable agricultural products and has a unique place in the world (Gholamveisy et al,2023). Saffron plays an important role in the foreign currency income of agriculture. The share of saffron export in relation to the total non-oil export and the export of agricultural goods is high in the traditional year, and there have been increasing positive changes recently. On the one hand, the growing trend of saffron export share and income generation and entrepreneurship for the country's villagers doubles the need to pay attention to this product(Taszaki ,2011).

With the arrival of the third millennium, Iran is witnessing the competition of intensive and production hubs, economic governments in the world, especially in the commercial sector of every country. Koushd gained a greater share of the privileges, facilities and opportunities available in the business field at home and abroad. The countries of Iran, Greece, Morocco, India, Spain and Italy are the largest producers of saffron in the world, but the fame and quality of saffron belongs to Iran as its origin (Gholinezhad et al ,2015).

The existence of high capacities and capabilities of the country in production Saffron can promise the creation of powerful brands Which is the brand of Iran in the current conditions and based on the indicators.The current acceptance does not have a suitable position and perspective (Gholamveisy ,2021).

To promote the geography of the region and the world. Because in the country whice have not paid much attention to this issue and it is one of the concerns

Therefore, awareness of the importance of branding for products such as saffron and also Solutions for top brands to be present and survive in the global market they use it, it can be a breakthrough in this direction.

However, in addition to the various difficulties and problems that farmers face regarding the methods of production and processing of saffron, mainly due to the lack of control of its traditional production structure, there are many international legal problems with the export of

this valuable herb. Therefore, in this research, the commercialization of the saffron brand will be examined with regard to its international legal problems

Literature review

Khairandish and Gowda(2012) in their study on saffron market efficiency and price increase in Iran.In this study, an attempt has been made to investigate the effectiveness of marketing and expansion of saffron prices and to identify its major problems in Iran, and based on this, primary data collected from 51 local traders, 12 wholesalers, 11 retailers, 11 Processors and 7 exporters (in Moshahid, Torbet Heydarieh and Qain markets) were randomly selected. Secondary data were gathered from published sources in Iran, such as the European Commission, Customs, ITC, and Ministry Agricultural Jihad. without employing any tricks. To determine marketing efficiency, the standard concepts for analyzing marketing costs, marketing channels, marketing margin and price expansion, and the deposit index were applied.This study demonstrates the marketing of saffron by wholesalers and middlemen in Mashhad to merchants in Spain, the United Arab Emirates, Italy, and other Arabic-speaking countries. The majority of marketing expenses as well as the task of grading are typically the responsibility of packaging and finishing businesses.In the direct marketing channel, specifically, the retail price is the highest.

Internal consumption production, with the producer having the lowest (17.76%) percentage in the channel. foreign consumption by foreign merchants; intermediaries. Iran's saffron marketing was broken down into a total of 11 channels, and across all 11, the producer's share of the consumer price was 51.29 percent. This study demonstrated that straw farmers can use cooperative marketing unions as a profitable distribution channel for their products if the number of intermediaries is reduced and the share of the produced product in the consumer price is increased. Hich has no real power over middlemen in the saffron market. Forward contracts between manufacturers and marketing organizations can help solve issues with indirect supply. Farmers are concerned because the price of saffron is experiencing frequent and even daily fluctuations.

Aspasia Valchia et al. (2012) explained branding strategies and reviewed and discussed

About the main branding strategies in the beverage industry of Greek companies and opportunities. It is important. This study describes the strategic branding approaches of different companies as follows

States:

- A) Manufacturers try to have a certain competitive advantage as signs of good quality

to consumers.

 B) Producers are professional on the image of the brands with regard to the style of life

Consumer experiences are investing.

c) To improve the "loyalty" and "awareness" of Bernad tourism industry networks and clusters.

they give.

 D) Companies will provide themselves with electronic forms of distribution and communication channels according to our needs

Hamid et al. (2017) analyzed the economic analysis of saffron marketing and price expansion in one of the states of India. This research was conducted in Pulwama region of Kashmir region. The village of the district was selected based on the highest level of saffron. After that, a sample of farmers, commission representatives, wholesalers and retailers were randomly selected, so that a total of 15 samples were included, which included 51 farmers, 15 wholesalers, There were 21 retailers and 11 representatives.The primary data related to saffron product was done by interviewing saffron farmers, retailers and wholesalers with specially designed programs and visiting farmers, different markets and contacting different media involved in marketing saffron products.

This research showed that intermediaries (retailers and agents) and wholesalers from saffron producers unfairly handle the marketing of saffron. According to the study, if there are fewer intermediaries, there will be more producers. As a result, the government should actively organize the saffron market and create agricultural unions so that farmers can use these unions as lucrative distribution channels for their goods (Gholamveisy, 2021).

Vani (2018) in an experimental study investigated the special brand value of Kashmiri saffron. In this research, it is stated that: saffron is a high-value product and a low-volume medicinal plant. This research has shown that the main factors of the decline of saffron in Kashmir are: inadequate marketing opportunities and the inefficiency of the government to control saffron smuggling and fraud.

This study helps to establish a strong brand name for Kashmiri saffron, which can be a way to regulate The market of saffron and dealing with the problems of its counterfeiting. This research has been conducted empirically with data collected from different cities of India and it concludes that for an agricultural product like saffron, all dimensions of brand value and brand (according to the conceptualization of Aker (1991)) do not accept the responsibility of promoting the brand (Gholamveisy, & Heidari,2023).

Reyhani et al (2023), in the essay examining the Contribution of Saffron Business Clusters to Rural Development (Case study: South Khorasan Province). The proper bolstering and

exploitation of current commercial and productive capacities as well as the creation of new ones will lay the foundation for the village's sustainable economic development in addition to facilitating rural development, production, and service delivery.

The foundation for the village's sustainable economic development, as well as the facilitation of rural development, production, and service delivery, will be laid by the proper bolstering and exploitation of existing commercial and productive capacities as well. The saffron business cluster's contribution to rural development is the research's dependent variable, and economic and social factors are included among its independent variables according to the findings, factors had a positive effect on the rate of development with a 95% confidence level As a result, it is possible to create a strong network from the village to the market, commercialize the saffron product under a well-known brand, support the government financially and creditably, offer low-interest bank loan facilities to saffron farmers and workshops, and create policies for rural development. According to the information presented regarding the location and role of saffron in the country's non-oil exports, the present article tries to use the gravity model and the method of multi criteria decision making is used to solve aproblem.

Research method

In this section, regarding the data collection method, Validity and reliability testing method of the questionnaire, group Experts and analysis tools; that means Interpretive Structural Modeling (ISM) method DEMATEL is discussed.).

This research in terms of the purpose of a research applied-developmental and in terms of data collection method,It is a type of descriptive research. Collection method Data in this research, design and distribution of questionnaires. It is a group of experts. In this research, two questionnaires One of them was designed to collect data. required for analysis by ISM method and another for

Data

When the DEMATEL method of data collection for analysis was used to create the questionnaire for the ISM method, experts were asked to describe the kind of relationship that should exist between the desired factors in terms of their respective levels of efficacy. In order to determine the quantitative strength of each factor's influence on the other using the DEMATEL method, experts were consulted.

The validity method has been used in this study to test and ensure the validity of questionnaires. In order to achieve this, it is appropriate to consult 10 experts in relation to the format of questionnaires(Gholamveisy, 2021).

Being the way of designing the questionnaires, being clear Definitions of factors used and comprehensible The questions were asked for opinions and the opinions given in Questionnaires were applied.

Variable:

Import traiff

Knowing about the customs tariff of saffron export is one of the main concerns of exporters. Do you know that Iran produces more than 95% of saffron in the world and exports its product to 45 countries? About 250 tons of saffron are produced annually in the world, of which 230 tons belong to Iran. About 7 tons of saffron are exported from Iran to other countries every year, which somehow makes this product a strategic product.

Customs fee for clearance

To start the process of exporting goods like saffron, the first step is to set a suitable price for it, and for this purpose, you must refer to the rate commission. In this commission, you can check different prices and make a decision about the right price for your export. This initial stage is very critical and requires careful research and investigation into the market and related export laws.

Choosing unsuitable brands for presence in foreign markets

The lack of important factors in building a brand name and exporting bulk saffron to other countries causes Iranian quality saffron to leave the country in a closed box. Double saffron with the brand name of others not only gives the added value to the export of this product to others, but also causes the loss of the market of the target countries and the name remains unknown. Therefore, paying attention to this basic factor is also important in the growth of the export of this product.

Lack of Making a box based on a pattern

Today: the conditions governing the market and numerous other factors show the importance of Packaging has grown as a powerful marketing tool. Growth and expansion of network broadcasting In most countries of the world, including Iran, the role of packaging asraw seller closed). 2005 Rand Bo (more than before and very colorful, a final opportunity. It allows manufacturers to get the opinion of potential customers before making a final decision to attract, and a strong primary motivator in relation to many purchasing decisions in products intermediate nodes of some). 2005, Villa Ampuro and the international food of saffron .Some of the Persian Gulf countries (mainly UAE) or European countries (mainly Spain).

They sell, and those countries sell it in the world markets after packaging, and the value (Nabavieh, et al., 2019)

Added (it was brought to the hand of May Moazzami Goderzi). 1387 classification and attention to the package today.The classification of manufactured products has become very important in the domestic and foreign markets, and It is equally important to produce the product. Therefore, it is necessary to identify the impact factors.The packages should also be filled with saffron sand, problems and shortcomings should be solved and put aside. An inappropriate and low-quality packaging will take away the opportunity to be in the global trade market from the saffron brand.

Traditional buyer methods

Another problem of exporting saffron in Iran is the embargo and the weakness of the banking system as a result. Buying and selling saffron at the international level requires the opening of LC.

Because the foreign customer wants saffron, but he certainly cannot trust the exporter and send the money before buying the goods. On the other hand, the exporter cannot trust and send the goods.But Iranian executives cannot open an LC because of the sanctions imposed on this country; This is where the foreign customer goes to the Spanish, Emirati and other suppliers. They also buy saffron from Iran and sell it under their own brand

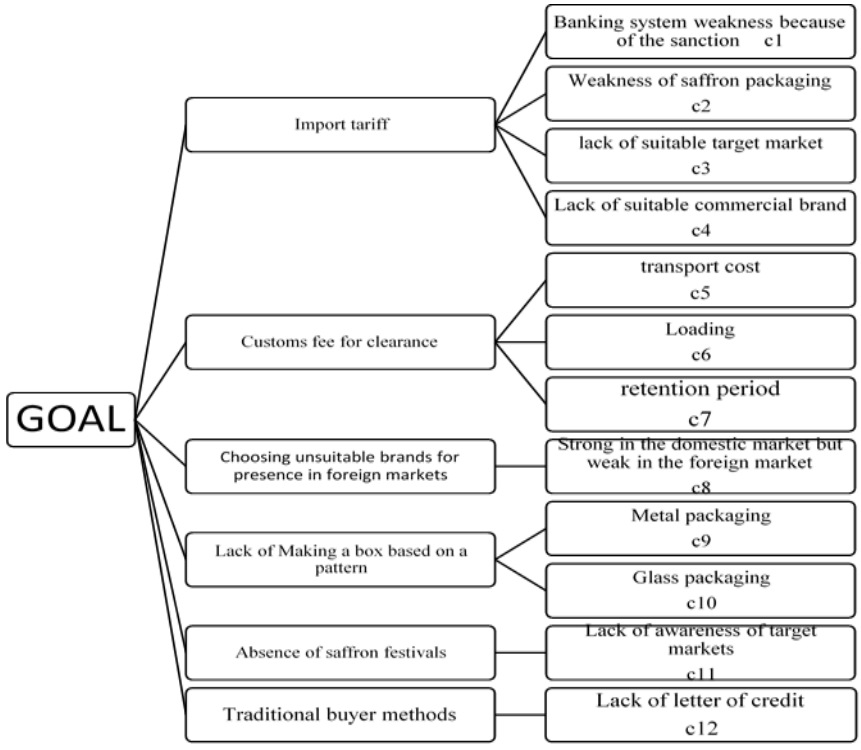

Fig1 : conceptual model

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Analysis tools

Dimetal technique

In 1971, Fontella and Gabos introduced the Dimetal method.By utilizing the expertise of specialists in extracting the factors of a system and methodically structuring them by applying the principles of graph theory, Dimtel's technique, one of the types of decision-making methods based on pairwise comparisons, presents a hierarchical structure of the factors in the system along with the relationships of influence and mutual influence, in such a way that the intensity of the effect of the said relationships is determined.

The criteria are investigated for mutual relationships using Dimtel's method, and a network relationship map is created.

The Dimtel technique is built on diagrams that can divide the involved factors into two groups of cause and effect and make the relationship between them a structural model of understanding because directed graphs can better show the relationships of the elements of a system.

They have identified four steps to perform the Dimetal technique (Mousavizadeh et al., 2019):

1-Forming the direct correlation matrix (M):

When multiple people's opinion is used, the simple average of opinions is used and we form M.

2- Normalizing the direct correlation matrix:

- $N=k*M$ (1)

K is calculated in this formula as follows.

The first step is to calculate the sum of all the rows and columns. The largest row and column number k are formed by the inverse.

$$K=\frac{1}{\max \sum_{j=1}^{n} a_{ij}} \quad (2)$$

3- Calculation of the complete correlation matrix

$$T=N\times(I-N)^{-1} \quad (3)$$

- Create causal diagram

The sum of the elements of each row (D) for each factor indicates the influence of that factor on other factors of the system. (the degree of influence of the variables)

The sum of the elements of the column (R) for each factor indicates the degree of influence of that factor on other factors of the system. (The degree of influence of variables)

Therefore, the horizontal vector (D + R) is the degree of influence of the desired factor in the system. In other words, the higher the D + R value of an agent, the more interaction that agent has with other system agents.

The vertical vector (D - R) shows the influence of each factor. In general, if D - R is positive, the variable is considered a causal variable, and if it is negative, it is considered an effect.

Finally, a Cartesian coordinate system is drawn. In this device, the longitudinal axis is based on D + R values and the transverse axis is based on D - R. The position of each agent is determined by a point with coordinates (D + R, D - R) in the device. In this way, a graphic diagram will also be obtained.

Interpretive structural modeling

Sage introduced interpretive structural modeling in 1977. This method classifies factors and identifies relationships between criteria. The interpretive structural modeling approach is an effective and efficient methodology for issues in which qualitative variables at different levels of importance interact with each other.

By using this technique, it is possible to discover the connections and dependencies between the qualitative variables of the problem (Charan et al., 2008). All the steps required to develop the desired model using the ISM technique are introduced below (Govindan et al., 2012).

Result and funding

Dimtel results

In this section, Dimtel's method is used to investigate the effectiveness and effectiveness and to determine meaningful relationships between factors. In order to form the direct communication matrix, the opinions of 10 experts have been used, and the effectiveness of the two criteria is based on the spectrum. It was obtained up to 4, then it was integrated with the arithmetic mean method, which is given in Table 1.

Then, to calculate the complete correlation matrix based on equation 4, first the same matrix (I_(12*12)) is formed. Then we subtract the same matrix from the normal matrix and invert the resulting matrix. Finally, we multiply the normal matrix by the inverse matrix. The total relationship matrix is given in Table 2.

Table 1: initial direct-relationship matrix

	C1	C2	C3	C4	C5	C6	C7	C8	C9	C10	C11	C12
C1	0.000	2.200	2.600	2.600	2.300	2.400	2.600	2.600	2.100	2.200	2.300	1.500
C2	2.200	0.000	1.400	2.100	2.700	2.800	2.400	2.500	2.300	1.900	2.200	1.500
C3	1.400	1.600	0.000	3.100	2.300	2.400	2.800	2.800	2.200	1.600	1.600	2.100
C4	1.700	1.200	2.400	0.000	2.400	2.300	2.500	2.700	2.600	2.300	2.500	1.500
C5	2.100	1.900	2.700	2.500	0.000	3.100	2.300	2.400	2.100	1.800	1.900	2.100
C6	2.500	1.500	2.100	3.100	2.100	0.000	1.700	1.200	2.300	1.500	2.400	2.500
C7	2.700	2.300	1.900	2.400	0.800	1.900	0.000	2.900	2.100	2.300	2.200	2.000
C8	1.000	1.800	2.900	1.800	1.600	2.300	2.300	0.000	2.000	1.300	3.100	1.800
C9	2.500	1.800	2.000	2.400	2.000	2.800	2.200	2.800	0.000	2.600	2.400	2.500
C10	1.600	2.000	2.300	2.300	2.500	1.900	3.000	2.900	2.600	0.000	2.200	2.000
C11	2.300	2.300	2.600	1.900	2.300	2.200	2.000	2.600	2.200	2.500	0.000	1.600
C12	1.100	1.400	1.800	2.300	1.900	2.800	1.900	3.100	2.100	1.600	2.300	0.000

Table 2: Total influence matrix

	C1	C2	C3	C4	C5	C6	C7	C8	C9	C10	C11	C12
C1	0.357	0.409	0.499	0.524	0.455	0.521	0.510	0.551	0.479	0.435	0.496	0.408
C2	0.411	0.321	0.442	0.486	0.448	0.511	0.482	0.524	0.464	0.407	0.472	0.390
C3	0.382	0.370	0.391	0.513	0.431	0.495	0.490	0.530	0.458	0.395	0.450	0.405
C4	0.396	0.363	0.474	0.420	0.440	0.497	0.487	0.533	0.475	0.421	0.482	0.392
C5	0.417	0.392	0.493	0.513	0.373	0.533	0.491	0.535	0.471	0.414	0.475	0.419
C6	0.405	0.357	0.447	0.500	0.416	0.405	0.444	0.468	0.449	0.382	0.461	0.406
C7	0.417	0.389	0.448	0.486	0.383	0.474	0.396	0.528	0.450	0.412	0.464	0.397
C8	0.345	0.353	0.453	0.442	0.384	0.460	0.444	0.406	0.422	0.360	0.464	0.370
C9	0.444	0.404	0.490	0.527	0.454	0.542	0.506	0.567	0.419	0.454	0.508	0.446
C10	0.408	0.402	0.488	0.512	0.458	0.504	0.520	0.559	0.492	0.362	0.491	0.422
C11	0.419	0.402	0.486	0.489	0.444	0.501	0.479	0.537	0.469	0.432	0.407	0.399
C12	0.351	0.344	0.426	0.462	0.397	0.481	0.437	0.510	0.430	0.372	0.446	0.315

Based on Table 2, the values of D and R are calculated, which are given in Table 3. Then the cause-effect diagram is formed based on D+R and D-R values, which is shown in Figure 1. Based on this, criteria that have a negative D-R have a causal and influential nature, and criteria that have a positive D-R have a causal and effective nature.

Interpretive Structural Modeling (ISM) method

In this section, using the ISM method, the levels of influence and effectiveness of the factors are investigated. Using the output of Dimtel method as the input of ISM is an efficient tool to check the influence levels using Dimtel relationships (Wang et al., 2018). In fact, because the nature of

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two methods, Dimetal and ISM, are almost similar to each other, therefore, in cases where from two.

Questionnaires should be used for the analysis of each, because the inputs of the two methods are not the same, so it is possible to obtain results that are somehow contrary to the results of the two methods, so the use of the combined method of Dimetal and ISM can achieve more accurate results. The following are the steps of this method.

Table 3: Arrangement of elements in different approaches of DEMATEL technique

	D	R	D+R	D-R
C1	5.645	4.753	10.398	0.893
C2	5.358	4.505	9.863	0.854
C3	5.311	5.538	10.849	-0.227
C4	5.380	5.873	11.253	-0.494
C5	5.527	5.083	10.610	0.444
C6	5.140	5.926	11.067	-0.786
C7	5.244	5.687	10.931	-0.443
C8	4.902	6.248	11.150	-1.345
C9	5.760	5.477	11.237	0.282
C10	5.618	4.847	10.464	0.771
C11	5.465	5.615	11.080	-0.150
C12	4.970	4.769	9.739	0.202

Fig 1: Overall DEMATEL prominence–causal graphs

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Formation of the achievement matrix

In this step, the threshold value (arithmetic average) should be taken from the total communication matrix of Dimtel, and then the domains that are greater than the threshold value will be given the values of 1 and otherwise, zero. This process is done in Table 4, which is actually the same as the achievement matrix.

Table 4: The Initial reachability matrix

	C1	C2	C3	C4	C5	C6	C7	C8	C9	C10	C11	C12
C1	0	0	1	1	0	1	1	1	1	0	1	0
C2	0	0	0	1	0	1	1	1	0	0	1	0
C3	0	0	0	1	0	1	1	1	0	0	0	0
C4	0	0	1	0	0	1	1	1	1	0	1	0
C5	0	0	1	1	0	1	1	1	1	0	1	0
C6	0	0	0	1	0	0	0	0	0	0	0	0
C7	0	0	0	1	0	1	0	1	0	0	0	0
C8	0	0	0	0	0	0	0	0	0	0	0	0
C9	0	0	1	1	0	1	1	1	0	0	1	0
C10	0	0	1	1	0	1	1	1	1	0	1	0
C11	0	0	1	1	0	1	1	1	0	0	0	0
C12	0	0	0	0	0	1	0	1	0	0	0	0

Formation of a compatible initial acquisition matrix

After the initial acquisition matrix is obtained, its internal consistency must be established. For example, if variable 1 leads to variable 2 and variable 2 leads to variable 3, then variable 1 should also lead to variable 3, and if this condition is not established in the access matrix, the matrix should be modified and such relations should be modified and created. This consistency is added to the primary achievement matrix by using secondary relationships that may not exist. In Table 5, the cells marked with 1^* are the relationships created in the adapted matrix.

Determining the levels of factors

In this step, we calculate the set of input (prerequisite) and output (achievement) criteria for each criterion and then specify the common factors. After identifying this variable or variables, we remove their row and column from the table and repeat the operation again on other criteria. Outputs and inputs are extracted from the adapted primary achievement matrix (Table 5). For this purpose, the number of 1's in each row represents the output, and the number of 1's in the column is equal to the input. To determine the levels, the results are given in Table 6.

Table 5: Final reachablity matrix with driving power and dependence

	C1	C2	C3	C4	C5	C6	C7	C8	C9	C10	C11	C12	Driving power
C1	1	0	1	1	0	1	1	1	1	0	1	0	8
C2	0	1	*1	1	0	1	1	1	*1	0	1	0	8
C3	0	0	1	1	0	1	1	1	*1	0	*1	0	7
C4	0	0	1	1	0	1	1	1	1	0	1	0	7
C5	0	0	1	1	1	1	1	1	1	0	1	0	8
C6	0	0	*1	1	0	1	*1	*1	*1	0	*1	0	7
C7	0	0	*1	1	0	1	1	1	*1	0	*1	0	7
C8	0	0	0	0	0	0	0	1	0	0	0	0	1
C9	0	0	1	1	0	1	1	1	1	0	1	0	7
C10	0	0	1	1	0	1	1	1	1	1	1	0	8
C11	0	0	1	1	0	1	1	1	*1	0	1	0	7
C12	0	0	0	*1	0	1	0	1	0	0	0	1	4
Dependence	1	1	10	11	1	11	10	12	10	1	10	1	

Table 6: Level partition-iteraction

	Reachability set	Antecedent set	Intersection set	Level
C1	C1-C3-C4-C6-C7-C8-C9-C11	C1	C1	3
C2	C2-C3-C4-C6-C7-C8-C9-C11	C2	C2	3
C3	C3-C4-C6-C7-C8-C9-C11	C1-C2-C3-C4-C5-C6-C7-C9-C10-C11	C3-C4-C6-C7-C9-C11	2
C4	C3-C4-C6-C7-C8-C9-C11	C1-C2-C3-C4-C5-C6-C7-C9-C10-C11-C12	C3-C4-C6-C7-C9-C11	2
C5	C3-C4-C5-C6-C7-C8-C9-C11	C5	C5	3
C6	C3-C4-C6-C7-C8-C9-C11	C1-C2-C3-C4-C5-C6-C7-C9-C10-C11-C12	C3-C4-C6-C7-C9-C11	2
C7	C3-C4-C6-C7-C8-C9-C11	C1-C2-C3-C4-C5-C6-C7-C9-C10-C11	C3-C4-C6-C7-C9-C11	2
C8	C8	C1-C2-C3-C4-C5-C6-C7-C8-C9-C10-C11-C12	C8	1
C9	C3-C4-C6-C7-C8-C9-C11	C1-C2-C3-C4-C5-C6-C7-C9-C10-C11	C3-C4-C6-C7-C9-C11	2
C10	C3-C4-C6-C7-C8-C9-C10-C11	C10	C10	3
C11	C3-C4-C6-C7-C8-C9-C11	C1-C2-C3-C4-C5-C6-C7-C9-C10-C11	C3-C4-C6-C7-C9-C11	2

C12	C4-C6-C8-C12	C12	C12	3

Forming an interpretive structural model

After determining the levels of each index and considering the final achievement matrix, an interpretive structural model is drawn. The final model can be seen in Figure 2. This model consists of 3 levels. 5 indicators C1, C2, C5, C10 and C12 which are in the third level are the most influential criteria which directly affect the criteria of the second level. C8 which is in the first level is the most influential criterion.

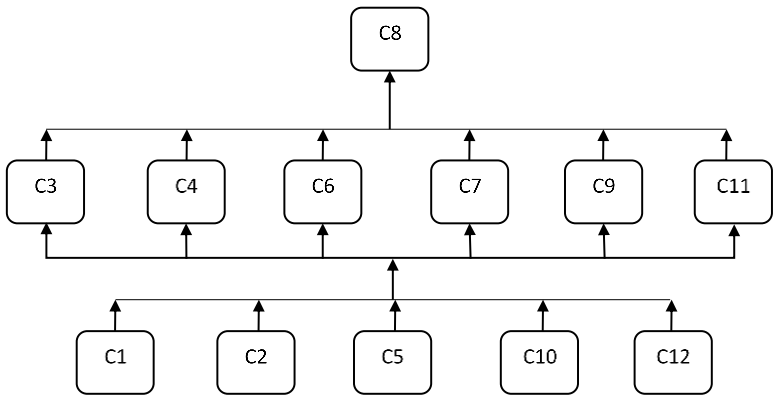

Fig 2: ISM-based attribute model

Analysis of Intensity of Influence and Dependency (MICMAC)

Using the intensity of influence and dependence of each of the enablers (Table 5), it is possible to group the indicators using the mix-and-match analysis method as follows.

- The first cluster consists of the autonomous attributes which have weak driving power and weak dependence.
- The second cluster consists of the dependent attributes which have weak driving power and strong dependence.
- The third cluster consists of the linkage attributes which have strong driving power and strong dependence.
- The fourth cluster consists of the driver/independent attri- butes which have strong driving power and weak dependence.

Based on this, criteria C1, C2, C5 and C10, which are in cluster 2, have low dependence and high direction, in other words, high influence and low influence are the characteristics of these variables. Criterion C12 is in cluster 1, which has a very weak driving power and dependence, this variable usually has no effect on the system. Criterion C8 is in cluster 4, it has strong dependence and weak direction. Basically, this variable has high influence and little influence on the system. The rest of the criteria are in cluster 3 and have high dependence and high guiding power, in other words, the effectiveness and effectiveness of these criteria is very high and any small change on these variables causes fundamental changes in the system.

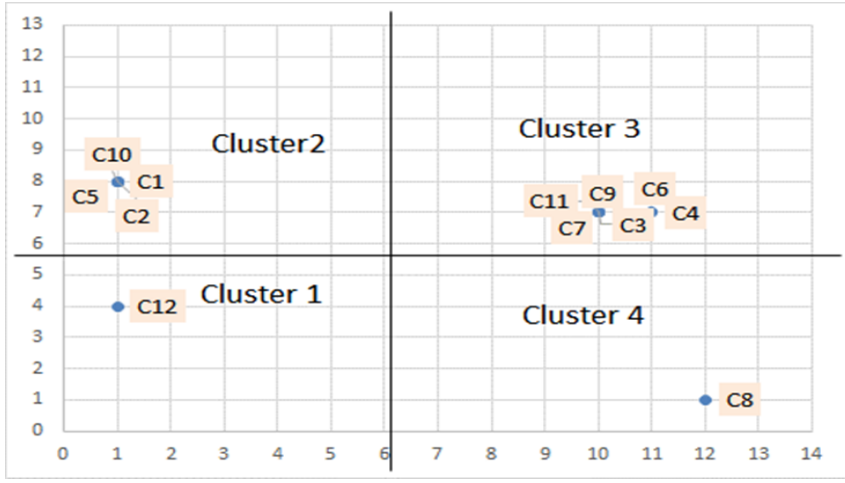

Fig 3: Driving power and dependence diagram

Conclusion

Iran is currently looking for a way to earn foreign exchange due to the oil sanctions and many economic problems, and it is definitely paying more attention to the agricultural sector and its traditional products than in the past. Saffron is one of the widely used products that brings significant foreign exchange to the country. This red gold has been subject to many adversities, both from the internal and external dimensions. So far, the government has not taken basic measures to prevent the smuggling of saffron onions to the neighboring countries, especially Afghanistan, and this issue will cause significant damage to Iran's saffron export base in the long term. Currently, Afghanistan will have a growing era in the saffron industry due to the comprehensive aid it receives from Europe, especially since it has been recognized as the best saffron in the world for the third year in a row. The only weakness of Afghanistan is the lack of a strong brand in the saffron industry, which is the same major problem of Iran's saffron, which causes only 20% of its saffron to be distributed under the name of Iran despite the fact that Iran has the highest amount of saffron cultivation and quality. Not having a strong commercial brand

practically takes the possibility of proper marketing from Iranian businessmen and leaves the work to Chinese middlemen and brokers. In this thesis, an attempt has been made to present the problems of saffron export, including import tariffs, lack of suitable commercial brand, packaging, lack of suitable target market, etc. The present research is practical and has been carried out in a library method and intends to prove that the most important reason for the failure of Iranian saffron in export is due to the lack of a strong commercial brand.

In this research, first through the review and analysis of Studies and research conducted in commercialization of saffron brand and the key problems of arising from international law .

The key problem were identified and then used From the interpretive structural modeling (ISM) metho Using the DEMATEL method for the quantitative analysis of Ruabu

And the interaction between the factors was discussed .At the same time, the results of this research are inconsistent According to people's opinions, there is news that is in question are placed and may change in the statistical sample

The suggestions of this research include:

- **Professional marketing at the international level**

Agricultural products, especially saffron, need precise and scientific marketing due to some characteristics. For example, due to perishability and the loss of color, taste and aroma of saffron, an accurate calculation must be made for its packaging and the duration and form of its transportation.

On the other hand, saffron occupies a large volume compared to its weight. A significant part of it is water, which evaporates quickly in the dry air of Iran. Therefore, it should reach the consumption markets in a short distance from the harvest time so that it does not lose its properties and quality.

Therefore, according to these cases, there is a need for a special marketing system that can deliver saffron to foreign consumers at the lowest cost and change the current situation of saffron export.

- **Attention to the needs and tastes of foreign customers**

It is very important and vital to pay attention to the needs and tastes of customers in the matter of export. For example, some countries use saffron for its aroma and taste; Therefore, we should export grade 3 and 4 saffrons, which have both fragrance and lower prices.

On the other hand, some countries use saffron for coloring; So saffron grade 1 and 2 should be exported to these countries. Since such a system meets the needs of each consumer according to his wishes, while improving the current situation of saffron exports, it also brings more profit.

Quality control and compliance with standards

One of the things that is effective in increasing the export of saffron and improving the current situation of saffron export in Iran is analyzing the quality of saffron and observing different things, especially when separating stigmas from flowers. Farmers should replace the traditional methods with modern planting and harvesting methods.

Traditional harvesting of saffron causes loss of its quality. If we grow and harvest saffron according to international standards, in addition to observing hygiene, the quality of saffron will be preserved and it will be more welcomed in the consumer market.

Developing a sales plan for products with different qualities, prices, and packaging in different target markets.

• Compilation of a program to reduce saffron production costs

• Compilation of a comprehensive program for improving the efficiency of saffron production

• Supporting the export of new and innovative products from saffron

• Managing the purchase and export of saffron produced by neighboring countries.

• Preventing the export of saffron seeds abroad

• Preventing the smuggling of manufactured products out of the country

Creating a unique image of Iranian saffron (imaging) is the essence of branding, imaging and trying to change the current unfavorable image and mindset, which is unfair, to a desirable and desired image. Irani for various reasons such as non-observance of sanitary points, nozzle quality and availability

Fake materials do not have a favorable image in the minds of foreign audiences. The operational plans of the mentioned strategy include:

• Cooperation with prominent Iranian and foreign marketing and branding consulting companies.

• Requiring exporters to have relevant international certificates (management, health, etc.).

• Geographical indication registration of Iranian saffron in international references.

• Introducing Iranian saffron and its features and benefits in international media.

• Creating geographic tracking codes on product packages.

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