

An Investigation of the Success Factors among Tradespeople of Kashmar

Mohammad Shorkraei¹ and Zohreh Mokarian Farg²

¹ M.A. of Management of Cultural Affairs, Department of Cultural Planning and Management, Islamic Azad University, Science and Research Branch, Tehran,

² Ph.D. student of Dahaqan Azad University, & Lecturer at Payam-Noor University of Kashmar

Received: July 24, 2015

Accepted: September 31, 2015

ABSTRACT

Subject: investigating the success factors among tradespeople of Kashmar.

Objective: every human is naturally interested to become successful in his business and tries to achieve it. Now the main question is what factors contribute to achieve success?

Method: this study is quantitative survey which is conducted on a sample of 100 tradespeople of Kashmar selected randomly.

Findings: in this study a significant relationship was found between belief in Quran in business principles and optimism toward market and customer-orientation. But no significant relationship was found between level of education and having skills in work.

KEYWORDS: tradespeople, market, success, skill, goods.

1. INTRODUCTION

Sometimes an ice-cream seller becomes so successful in his business that can absorb customers from all over the city. All of us know such instances. Many people run successful businesses that become popular, and some others develop their small trade into a large business. What is the mystery in the work of such people that makes them ahead of their counterparts?

The term market had various definitions. In its primary definition, market is a physical space where sellers and buyers gather to exchange goods and services. According to economists, market includes all sellers and buyers who are engaged in the exchange of certain goods or services. According to marketers, market is a collection of actual and potential customers of a certain good. Market is a collection of customers and industries and sellers [1].

Work and practice is highly respected and recommended by Islam, regarding the result it makes. When we pay attention to the result of our working and efforts we see that relief from poverty and hunger is not its only benefit but it is associated with many other benefits: it promotes the dignity and character of human, makes him respectful and creates sense of self-respect and trust to personality. It is clear that anything which brings about respect for human is respectful and valuable itself. Hence, work is respected in Islam. We should not be unaware of the relation between work and refinement of moral, and the relation between idleness and moral decadence, depravity of soul, mind, and feelings. In the present research we try to find an answer to the question that what factors contribute to the success of a business.

2. The necessity and significance of research

Faithful Muslims consider Quran and God's words as the strongest and most certain reason and document for the growth and eminence of people and society and accept it without any doubt.

In the Holy Quran this everlasting miracle of Prophet of Mercy for the humankind, which is looked at by Muslims as the book of law and human rights, many issues are expressed and explained for guiding humans and helping them to grow and develop, including work and effort. It is said that in Quran the word "endeavor" is only used when the work is associated with hardness and problems and there are some obstacles to be removed.

وَمَنْ أَرَادَ الْآخِرَةَ وَسَعَىٰ لَهَا سَعْيَهَا وَهُوَ مُؤْمِنٌ فَأُولَٰئِكَ كَانَ سَعْيُهُمْ مَشْكُورًا

(Esra, verse 19) [2]: and those who seek for the other world and "endeavor" for achieving it, while he has faith, his endeavor will be responded by God.

The Holy Quran's clear voice has announced during the long history of Islam to humankind that O humans know that "there remains nothing for a human except what he has done for himself" (Sura Najm, verse 39) [2]. It means that the survival of humankind and his "existence", his material and spiritual life, personality and identity, and his everything all depend on his efforts and works [3]. Moreover, in Holy Quran 400 verses encourage people to working.

* **Corresponding Author:** Mohammad Shorkraei, M.A. of Management of Cultural Affairs, Department of Cultural Planning and Management, Islamic Azad University, Science and Research Branch, Tehran, shorkraei@yahoo.com

The quotes of great people about work

Ralf Waldo Emerson:

"Finish each day and be done with it. You have done what you could. Some blunders and absurdities no doubt crept in; forget them as soon as you can. Tomorrow is a new day. You shall begin it serenely and with too high a spirit to be encumbered with your old nonsense."

Benjamin F. Fairless:

What is the recipe for successful achievement? To my mind there are just four essential ingredients: Choose a career you love, give it the best there is in you, seize your opportunities, and be a member of the team.

Dale Carnegie:

Searching for faults inside you and others is useless and if you get used to it, it may damage your work largely.

Kahlil Gibran

"Work is love made visible. And if you cannot work with love but only with distaste, it is better that you should leave your work and sit at the gate of the temple and take alms of those who work with joy."

Johnny Carson:

"Never continue in a job you don't enjoy. If you're happy in what you're doing, you'll like yourself, you'll have inner peace. And if you have that, along with physical health, you will have had more success than you could possibly have imagined."

Bobby Unser:

Desire is the one secret of every man's career success. "Not education, not being born with hidden talents. Desire!"

Lou Holtz:

"I think everyone should experience defeat at least once during their career. You learn a lot from it."

Mark Twain:

"Keep away from people who try to belittle your ambitions. Small people always do that, but the really great make you feel that you, too, can become great."

Hamilton Holt:

"Nothing worthwhile comes easily. Work, continuous work and hard work, is the only way to accomplish results that last."

3. REVIEW OF LITERATURE

3.1. Definition of market

Market is a term which is expressed everywhere without being considered what it really means and what are its effects on economic and social macro decisions. For example, it is usually heard that the market of cellphone is growing, the market of such automobile is stagnant, or the market of stocks of X company or factory had a sharp decline; however, the fact is even using such words needs some information. Although the term market represents the concept and meaning of itself but the economists define it as a physical place where sellers and buyers gather for the exchange of goods and services. In other words, it refers to the collection of buyers (potential and actual customers) and sellers (companies and productions) who exchange goods. Sometimes market takes a potential form and sometimes an actual one, both of which are a function of the environmental condition. In the economic bloom and growing condition market is completely different from the potential market at the time of economic stagnation. Regarding companies, if it is said that the market is potential it refers to the marginal limit of goods demand. This is realized when marketing activities increase compared to its competitors and reaches its highest levels.

Exchange is one of the most basic needs of humankind. Market is an institution that provides the opportunity of exchange. Despite that the subjects of economy are very extensive, market-related issues have certain features that affect all the other parts. In market, supply and demand stand against each other and through determining the cost it specifies allocation of resources and distribution methods. Nowadays, markets such as the market of goods and services, factors, and resources have become very extensive. These markets work under the capitalist theory of economy in most countries and the role of market in their system is so great that is also called "market economy". Hence, one of the necessities is to recognize the views of capitalist economy. In this view, the most important basic element of market is competition which has been defined diversely since classic theories of economy to the present. On the other hand, we Muslims believe in comprehensiveness of Islam and think that Islam has its special programs for different aspects.

In economic texts we observe different definitions of market. One of the reasons of this variety is the various understandings from this concept by its definers.

Here, some definitions are provided in brief:

1- Market is a place or location where sellers and buyers trade goods, services, and resources. For every good, service, or source which is traded in the economy there is a market [4].

This definition has two elements:

a) Market is defined as a place or location. This definition is both in concordance with modern markets and the historical markets when the economy was very simple and people gathered in a place to exchange their goods.

b) It is general and includes the market of goods, services, and resources.

2- Market is a network of relationships between traders or the organized concentration of demand and supply related to the goods and services [5].

This definition does not limit market to the place and location; but it also includes the historical markets. Meanwhile, it is consistent with the present situation that communicative facilities developed and extended beyond a certain location. Second, this definition includes the market of goods and services.

3- Market is a process in which the interface of sellers and buyers of a product determines the price and amount of the product [6].

This definition also removes the limitation of location and time; hence it is more suitable with the situation of present markets. Also, it only refers to the market of goods and services; but the important point is that nowadays the term "market" is used beyond these definitions. In the economic texts, the term "market economy" is used for the economies in which the major share of wealth and production is in the hands of private sector despite the large intervention of the government, and "the market mechanism" coordinates most activities. In "market economy" the main parameters such as production, distribution, and consumption are determined by supply and demand procedure. In these economies, the main questions of economic agents are responded by supply and demand procedure, including: what they should produce? How they should be produced? How distribution should work? How economic sources should be allocated to different sections? How the economic situation of the society can be stabilized and maintained? [7]. In the market economy, the price determined through supply and demand procedure is a determinant of the above questions.

Competition as a behavioral principle

Some of the definitions of market were provided. Market has also different types:

- Perfect competition market
- Imperfect competition market
- Monopoly market

If we consider the definitions of market, all of them contain the "competition" as the most basic element. Economic agents produce based on competing to have more earning, and customers consume based on competing to have more enjoyment. Although, competition has been debated since long before, but Adam Smith is the first person who dealt with this concept in particular. According to Smith's idea, the government should not interfere in the market. Then, individuals will act based on their private interests and an 'invisible hand' will coordinate their activities and the interests of society would be obtained.

The meaning of competition

Competition means that a group of people struggle together to achieve economic facilities and each one tries to precede the other one. It is crystal clear that the foundation of competition in this definition is giving originality to one's following private interests i.e. the primary propaganda of classic and neoclassic economists. Hence, the basis of competition in the capitalist system is rivalry to achieve more economic luxuries than other people. Although the term competition is usually used in the form of "perfect competition" which is the optimal model, but it exists in all types of markets and as it is conceptualized above manifests more in non-competition markets. Some economists say when competition is stronger, economic agents see each other less as a competitor; because in this way their power effect on each other decreases. Hence, none of them feels to be under pressure by others. On the contrary, where competition is low and producers are few, each producer feels being under pressure; but many economists do not accept this. They believe that an increase in the number of competitors increases competition [8].

Success: Success refers to advancing all dimensions of a human (spirituality, wealth, health, peace, love, and service to others) [9].

Optimism: researchers define optimism as expecting positive and good occurrences in the future. Martin Sigelman states optimism is the way people define their success and failures for themselves [10].

Success definition

Success is a continuous process in which we are eager and wishful to have more victories. In fact, the road of success is always being built. Success is moving on the road, not reaching the final point. Trying, exploring, finding, and never giving up are the secrets of real success that if we can achieve them, we will find satisfaction with all our heart [9].

Ways to achieve success

No remorse on the past failures

One of the main obstacles of success and self-confidence is thinking about the past failures and regretting them. Past is past, we also cannot make a clear picture of future. The only tangible reality between the two is present. The present time is all we have, all we can count on certainly and enjoy every moment of it [10].

Determination and will

It is one of the great powers that God has bestowed man; developing and fortifying it can give human a great power which enables him to achieve his wishes. Will is a very strong and wonderful power and when directed helps us to show more resiliency and effort at the face of problems and difficulties. Never ignore your decision making and intentions, but try to fortify them [10].

Efforts and endeavor

Efforts and endeavor is a vast canal to high dreams and objectives. To achieve success, make your ego to follow your reason and wisdom and make effort for doing your plans and achieving your goals.

Self-knowledge

Human achieves success and perfection when he knows himself and his weak and strong points. Every human has some weak and strong points that awareness of them can help him to remove them and get closer to the goal he has selected [10].

Success in business

Know yourself and the work you want to do.

At first you should know what you exactly expect yourself and the business you intend to start. Then you should specify the needs of you and the work. This is the first and most important step to reach goals.

Make an accurate investment.

Certainly, every business requires a primary capital and a minimum investment is required to start a business. However, remember that spending all your savings on a new business is not a principle and you can consider other options such as banking loans.

Be aware of rules.

To avoid being trapped in sensitive situations, don't risk without having adequate information. Be sure that you know all the rules which are regulated for running a business and do every detail to avoid legal impediments, because solving such problems with the existing bureaucracy takes your time for days and even months.

Design and develop a detailed business program.

Proceed based on a program so that works are done as you expect. Before you enter the operational phase, write down stages of your work on paper with the most possible details so that fewer problems emerge at the operation phase. Always consider a place for unexpected things.

Define the competition domain for yourself.

Monitor your competitors in the new business. Know who exactly they are and what their situation in this business is. Find and apply the best and most up-to-date marketing and advertisement strategies for your business because it is the most effective factor on the customers especially in the primary stages of development of a business.

Choose a suitable brand name.

Selection of a suitable, distinguished, and beautiful brand name is very important and all people will know you by this name. Hence, the more clear and distinguished a brand name is, a better image will be given to the customer.

Prepare what you really need.

The resource and appliances for the business should be enough, not less or more. If you are at the first stages of a business and you are the only person working don't waste your money on preparing an office with several chairs, desks, and computers.

4. Method

Statistical population

The population of this study includes all tradespeople and marketeers of Kashmar city.

Sample

The statistical sample includes 100 people of the tradespeople of Kashmar.

Sampling

Sampling method was survey random selection.

5. Findings

The average age of sample was 38 years old, the youngest member was 22 and the oldest member was 75 years old. 46% of the sample included women and 54% men. Regarding educational level, 4% had primary school certificate, 34% secondary school, 46% high school, and 16% higher educations. With respect to work experience, 2% had less than 2 years of work experience, 44% 2-5 years, 28% 5-10 years, and 26% more than 10 years.

5.1. There is a significant relationship between belief in Quran's rules about business and success in market.

According to the level of significance=0.01 which is lower than 0.05, and the result of chi-square test, the first hypothesis is confirmed, i.e. there is a significant relationship between belief in Quran's rules about business and success in market.

5.2. There is a significant relationship between appropriate price of goods and success in market.

According to the level of significance=0.03 which is lower than 0.05, and the result of chi-square test, the second hypothesis is confirmed, i.e. there is a significant relationship between goods' price and success in market.

5.3. There is a significant relationship between customer-orientation and success in market.

According to the level of significance=0.000 which is lower than 0.05, and the result of chi-square test, this hypothesis is accepted, i.e. there is a significant relationship between customer-orientation and success in market.

5.4. There is a significant relationship between skillfulness and success in market.

According to the level of significance=0.385 which is bigger than 0.05, and the result of chi-square test, this hypothesis is rejected, i.e. there is no significant relationship between skillfulness and success in market. Most people believed that they have medium work skill but have been very successful.

5.5. There is a significant relationship between education level and success in market.

According to the level of significance=0.22 which is higher than 0.05, and the result of chi-square test, this hypothesis is rejected, i.e. there is no significant relationship between education level and success in market.

6. Conclusion

Naturally every human being is interested in success and tries to achieve it. Success in business is one of the most important issues that tradespeople and marketeers face it every day and try day and night for achieving it. In the present research the factors of success in the market were investigated as: belief in God and Quran, accurate investment, optimism, and customer-orientation. These variables had a significant relationship with success and no significant correlation was found between skillfulness, education level, and success in the market.

6.1 Suggestions for future research

- This issue can be investigated on a larger sample to achieve more accurate results
- everyone should obtain the necessary skills before starting a business
- we should persist on a job we are familiar with and have the related skills to success
- It is better that tradespeople and marketeers pay attention to the customers' demands for success.

6.2 Limitations of research

1) Lack of cooperation of respondents with the researcher; 2) participants' losing the questionnaires and not delivering them; 3) taking time of researcher for answering questions.

REFERENCES

- [1] Ghaninejad, M., On Hayek, 2005. 1st edition, Tehran: Negah-e Moaser.
- [2] Holy Quran.
- [3] Mutab, H., the importance of working and effort in Quran, 2012. Quran research, Institute of Quran Research.
- [4] Salvatore, D., Microeconomic: Theory and Applications, translated by Hassan Sobhani, 1993. Tehran: Ney publication.
- [5] Montazere zohor, M., economic, 1990. Tehran: Tehran university press.
- [6] Masomi nia, A., Favorable market- Full competition, 2004. Journal of Islamic economic, Fourth year, No. 15.
- [7] Leftwich H.L., the price system and resource allocation, translated by Mirnazam Sajadi, 1975. Tehran: Banking Sciences Institute.
- [8] Ranani, M., Market or non-market, 1997. Tehran: Plan and Budget Organization.
- [9] Haghighi, M.A., Technology and Engineering of thought, 2010. Tehran: Fararavan publication.
- [10] Alam al-Hodaie, H., success ways in business. The collection of economy articles, Journal of economy, 2005.