Integrated Business Services Marketing Model in the Field of Importing and Exporting of Small and Medium Enterprises

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ABSTRACT

Until recently, service firms had been far behind in marketing compared to manufacturing firms. On the one hand, most service providers were small, lacking formal management techniques and marketing techniques, and on the other hand, professional agencies recognized unprofessional the use marketing. That's why, they had low market share and low customer retention and attraction levels. This created a challenge for firms that could enter the service marketing area. The Missing Marketing Circle in Business Services stems from the fact that organizations and companies providing business services in small and medium-sized businesses are not able to provide optimal coordination between Different elements in successful marketing and customer attracting and retention. And creating a seamless integration of service marketing across the company and employing effective models, methods, and tools is one of the biggest challenges these firms face in enhancing the quality of marketing services, attracting and retaining customers. Therefore, in this study, by studying the previous studies and interviewing the experts in this field, we have extracted the effective factors in dimensions of service marketing and then, by using the Strauss and Corbin model, the factors are aggregated and classified. In the next phase, which is the quantitative phase of the research, the structural equation modeling approach and slight least squares is used to test the research hypotheses. Finally, it was found that the three hypotheses that influence the context on strategies, strategies on outcomes, and causal conditions on marketing of business services are meaningful and should be considered.
Keywords: Business Services Marketing, Structural Equation Modeling, slight Least Squares

Introduction

The feature of a product is that it is tangible and noticeable, while the service, despite the similarities with the product, is not tangible and noticeable. Because of the variety of services provided, its definition is usually not as simple as the product definition, and due to the intangibility of data and outputs, it is usually not easy to identify and understand how services are provided and implemented. The word service has a range of meanings and different people define it according to the circumstances and characteristics. Grönroos, for instance, defines service as: "A service is an activity (set of activities) that is somewhat

intangible, which usually takes place in the interactions between customers and employees, physical resources, goods or supply systems and are provided as solutions to customer problems" (Grönroos, 2000).

Owing to the increasing use of services, activities, and jobs that are engaged in these sectors are growing and increasing. Typically, whatever the commercial activity in any society is sophisticated and professional, accordingly, the service sector in these countries increased. That is why managers should look for management and leadership strategies in these sectors in proportion to the more complex business activities and the increase of competitors in the markets. One of the techniques that can be mentioned in this regard is marketing. According to Kotler, marketing is a managerial and social process by which groups and individuals meet their wants and needs through the production, supply, and exchange of useful and valuable products with others. In the above definition, concepts such as need, and demand; goods (including product, service, and idea) are highlighted.

This definition in marketing emphasizes the following basic concepts: needs, wants, and demands; goods (products, services, and ideas), utility and satisfaction; exchange and transaction; networks and relationships; market; marketers and customers. These concepts are shown in the figure below (Kotler et al, 2018).

Figure 1. Basic concepts in marketing (Kotler et al., 2018)

Due to the diversity of services offered and their competitiveness, the necessity for services marketing is becoming progressively obvious. Marketing is vital for business service providers to be able to compete. Service marketing is very different from product marketing and many variables are effective in improving service marketing. This study aims to identify the variables affecting business service marketing, provide an integrated model of business service marketing, and test the resulting hypotheses. Also, the field that this research focuses on is the field of export and import of small and medium enterprises (SME), which are examined in the following.

Extreme competition and the speed of changes in markets and unexpected economic trends have made it important to pay attention to marketing and sales. The need for consistent planning and observing the principles of marketing and sales are vital factors in maintaining the position of businesses in today's world. In such a way that maintaining the organizations' survival and profitability in today's business world depends to a large extent on the marketing and products and services sale. The direct relationship between the marketing and sales unit with the main pillar of any business, i.e. the customer, has increased the importance and position of this unit. Attracting, retaining, and striving for customer retention are influential factors in the importance of this unit. The following reasons clearly show the importance of the marketing and sales unit:

➢ Planning and implementing competitive strategies and tactics
➢ Efforts to create a positive mental image of the business brand
➢ Establish and maintain stable relationships with the customer
➢ Marketing research and presentation of new products to stabilize the business position in the market

On the one hand, these and many other things show the importance of marketing and sales in any organization. On the other hand, the missing link in marketing in the field of business services stems from the fact that organizations and commercial service provider companies in the small and medium businesses are not able to create optimal coordination between the various elements in successful marketing and attracting and retaining customers and creating an integration between the various stages of marketing services in the field of activity of the company and the applying the methods and tools

effectively, are the biggest problems that such firms are facing in line with improving the quality of provided services in the field of marketing, attracting and retaining customers.

Consequently, considering the presentation of various methods, tools, and mixtures in service marketing, in this research, after recognizing and analyzing, in accordance with the field of providing commercial services to small and medium enterprises, the factors influencing the marketing of services are extracted that by establishing the relationship between the various methods of marketing, channels, and tools, an integrated model be provided that by benefiting from the results of the data analysis, in an integrated, and coordinated way, create a significant impact on the performance of service providers in this field. The main purpose of this study is mentioned below.

Designing an integrated marketing model is for use by managers, owners, and marketing experts in companies providing commercial services (marketing services, the supply of goods, customs, and transportation) to small and medium enterprises to be able to obtain the best strategies and decisions to succeed in a competitive market, based on their environmental, contextual and internal conditions.

Theoretical foundations and research background

Analyzing, planning, executing, and monitoring programs to provide the desired exchange with target markets to achieve the organization's goals and strategies are called *marketing management*. Marketing management, according to the demand and needs of the target market, as well as the use of pricing, communication, and distribution strategies, tries to determine the organization's products.

Although most of the managers of the organization have some kind of relationship with the markets, the main responsibility of managing the market and customers for the final products of the organization is the responsibility of marketing management. Customers consider the main task of marketing managers to create demand for the organization's products, while this is not his/her only task and s/he has other roles such as adjusting the demand level, scheduling it, and providing demand specifications to achieve the organization's goals. In other words, marketing management is demand management (Rusta et al., 2004).

Marketing management is achieved when at least one potential exchange party is thinking about the means of getting the right response from the other parties. Marketing management is the process of planning, executing, pricing, advertising, distributing ideas, goods, and services to make exchanges that lead to the achievement of individual and organizational goals. The above definition of marketing management highlights the following (Kotler et al, 2018):

- Analysis of planning, implementation, and control
- Coverage of goods, services, and ideas
- Emphasis on exchange intent
- Provide satisfaction for both parties

There are many elements to marketing that combine to be called a marketing mix. The marketing mix represents the core business of marketing managers. After determining the target market, marketing managers must develop systematic plans to sell to customers and establish long-term relationships with them. This program includes decisions about product, price, promotion, and distribution. Items listed are the most important parts that marketing managers allocate resources to them to achieve sales goals and profitability. Mix means that there is a systematic and coordinated approach between the mentioned components to influence and satisfy customers. (Fakhimi Azar et al., 2011).

The marketing input theory was originally concerned with tangible and physical goods. Nonetheless, one of the main trends in this field has been the growth of the concept of service. It should be noted that it is not traditional institutions that provide services, but new types of service organizations are emerging every day to meet the needs of a changing population (Kotler et al, 2018).

Various factors have affected the expansion of the service sector, some of which are as follows (Nasehifar, 2002, 15):

- Technology advances in all areas of service
- Innovation in the field of computers, information, and communication
- Develop sales agencies that are merely service providers.
- Improving living conditions, increasing welfare, health, and education

- Outsourcing the internal services of companies and organizations (such as outsourcing cleaning and cooking services) to external service institutions
- Developing legal requirements by governments to provide some services such as insurance, health, education, banking, and stock exchange by public or private organizations
- Increasing rent instead of purchase (leads to the development of services provided through intermediaries)
- Increasing non-profit institutions such as consulting and research

Bingham believes that there are several characteristics that in addition to differentiating services from goods, also affect the development of commercial services marketing programs (G. Bingham et al., 2016). Gebauer et al. have examined how Chinese culture influences business marketing strategies and service revenue in manufacturing companies. Findings show the impact of China's cultural characteristics on the firm's potential to generate high revenue services in commercial marketing (Gebauer et al., 2007). Services include four major characteristics that have a significant impact on the design of their marketing plans (Kotler et al, 2018). These four characteristics are intangibility, inseparability, variability, and perishability.

In a study, Nasehifar divided the difference between goods and services into 9 groups. Of course, as mentioned, this division overlaps with the cases mentioned earlier (Nasehifar, 2002, 16-18).
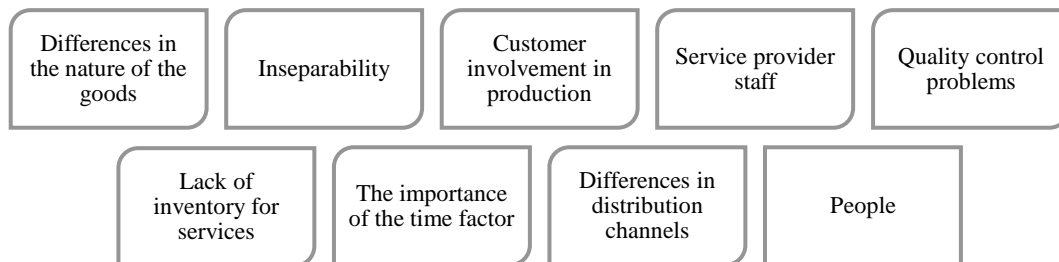
Differences in the nature of the goods	Inseparability	Customer involvement in production	Service provider staff	Quality control problems
Lack of inventory for services	The importance of the time factor	Differences in distribution channels	People	

Figure 2. Factors differentiating services and goods

Until recently, service companies were weaker in their use of marketing than manufacturing companies. On the one hand, a large part of the organizations were small service providers and did not use formal management and marketing techniques, and on the other hand, the institutions considered the professional use of marketing to be unprofessional. Institutions such as schools and hospitals also faced low demand (low competition) so they did not feel the need for marketing; but now these issues have changed (Mehdi, 1999).

Grönroos believes that service marketing not only needs external marketing but also internal marketing and cross-promotion. External marketing includes a description of the day-to-day activities that the organization performs to prepare, price, distribute, and promote customer service. Internal marketing also includes training activities and motivating employees to provide desirable services to customers. It includes what the company does to train and motivate its employees to provide better customer service. Cross-promotion involves the competence and ability of employees to provide customer service. The quality of customer service is not only based on technical quality (success of surgery) and also affects the professional quality (surgeon confidence), so service providers must be technically efficient while communicating properly (Grönroos, 2011).

Researchers have identified five factors that determine the quality of service, which are prioritized and based on customer allocation points as follows: reliability, sensitivity, trust and confidence, empathy, tangible. Service marketing can be divided into commercial and non-commercial service marketing. Marketing of customs services (export, import); international transportation services and marketing services are among the commercial services marketing. Non-commercial services include financial services marketing. However, since this field is outside the scope of research, its study has been ignored and we can refer to Nasehifar's book (Nasehifar, 2014) for further study of this field.

The first step in developing an export marketing plan is to set export marketing goals. These goals must be achievable, realistic, and clear and communicated to the company's employees. Given that the direction of the company and its actions depend on these goals, so management must allocate sufficient time and energy to set them. To formulate these goals, techniques such as SWOT analysis can be used.

SMEs also have dissimilar marketing strategies due to some constraints such as resource constraints (financial resources, time, and marketing knowledge), limited expertise, and limited market impact (Gilmore, 2011) and unique features. The desire to marketing is a key factor for the development of small businesses; some researchers have considered marketing skills as an effective factor in achieving the performance of small and large companies. They mentioned that increasing marketing skills leads to improving the company's capabilities. In simple terms, the company's capabilities consist of several features, which are called marketing skills, including communication, loyalty and trust, commitment to channel members, collaboration programs, and strong profiles (Pouya and Farmani, 2014).

Yan-Kai Fu in his article that examines the management of marketing activities in small and medium enterprises; introduces eight key factors for the marketing activity management system, one of which is innovative marketing. Planning marketing strategies, increasing market knowledge, distribution management, product decision management, advertising activities management, pricing management, obtaining marketing resources are other factors in the marketing activity management system presented by this researcher (Fu, 2011).

In the field of SME marketing, research has been conducted on the use and role of digital marketing communications (DMC) among B2B SMEs in the oil and gas industry. To understand the role of DMC, which is described for the use of DMC channels such as websites, social media, email, and mobile marketing, a comprehensive review has been conducted to identify the nature of marketing practices within SMEs and B2B marketing theory. In this study, a conceptual framework of critical success factors [CSF] for DMC has been developed to assess usage among B2B SMEs. Digital marketing theory is still emerging and more research is being done on B2B and SME marketing. This research includes a qualitative case study that according to the realistic research model uses three stages of data collection. The first step involves a systematic longitudinal observation of small and medium-sized oil and gas companies and their DMC practices. The second phase involves interviewing marketing agencies to provide an overview of the oil and gas industry and its marketing practices. The final step involves interviewing the managers of B2B oil and gas SMEs, to gain internal insights and visions into the use and role of DMC. This research has been able to contribute to digital marketing theory by examining five groups of factors influencing the DMC strategy for B2B businesses. These five groups are internal and external factors, marketing strategy, website, and DMC channels. Experimental data reveal that the two main groups of factors influencing the DMC strategy are internal and external factors and put B2B SMEs in a complex situation because they deal with limited resources inside the country and operate abroad in the field of industry. This study also shows that among B2B SMEs, DMC only plays a supportive role, while the focus is more on traditional communication techniques such as face-to-face communication (Setkute, 2018).

Companies from all over the world are increasing their global operations in an economic field that requires an understanding of global markets. Most of the researchers' attention has been focused on China and India, while they have neglected Latin America, a region as economically important as Germany, India, Japan, and South Korea. Latin America, even though includes developed and emerging markets has a strong presence in industrial or commercial transactions. Configuration and divergence and convergence of marketing capabilities are important to understand the phenomenon of globalization. Consequently, a study has been conducted in this case, which aims to examine the marketing capabilities of B2B companies in Chile, Mexico, and Peru (as Latin American countries) and seeks conceptual topics to understand their business viewpoints. While this study shows the convergence between Chile and Peru, there are some interesting differences between all Latin American countries and the United States. Finally, the researchers proposed a convergence-divergence model of nationwide B2B marketing capabilities and state propositions to test the hypothesis (Cortez & Johnston, 2018).

According to the conducted studies, the variables and factors affecting the marketing of commercial services in the field of import and export of goods of small and medium enterprises have been extracted (42 variables). These variables have a higher priority based on the opinions of experts active in this field and are presented in Table 1

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Table 1. Variables affecting the marketing of commercial services

Category	Source	Category	Source
Intangible services	(Nasehifar, 2002)	Commitment to quality	(Nasehifar, 2014)
Marketers' knowledge and marketing innovation	Experts	Variability	(Nasehifar, 2014)
Enjoy the facilities	(Nasehifar, 2014)	Marketing planning process	(Nasehifar, 2014)
Marketing tools	(Cooper & Lane, 1997)	Target market	(Boone & Kurtz, 1986)
Marketing mix (product-price-promotion-location)	(Cooper & Lane, 1997)	Market research	(Nasehifar, 2014)
Competitors	(Zikmund & Babin, 2006)	Market size and market share	(Nasehifar, 2014)
Development of new services	(Nasehifar, 2014)	Time horizon	Experts
Sanction	Experts	Capital market development	(Nasehifar, 2014)
Customer's need	Experts	Socio-cultural environment	(Zikmund & Babin, 2006)
Competitive environment	(Zikmund & Babin, 2006)	Economic environment	(Zikmund & Babin, 2006)
Cultural characteristics	(Nasehifar, 2014)	Political-legal environment	(Zikmund & Babin, 2006)
Being private or public	(Nasehifar, 2014)	Guerrilla marketing	(Levinson & Hanley, 1986)
Technological environment	(Zikmund & Babin, 2006)	Presence in social networks and cyberspace	(Nasehifar et al., 2010)
B2B marketing	(Nasehifar et al., 2010)	Expanding relationships and networking	(Nasehifar et al., 2010)
Create a mindset	(Nasehifar et al., 2010)	Critical thinking and creativity	(Nasehifar, 2014)
Strong negotiation	(Nasehifar et al., 2010)	Marketing environment	(Nasehifar, 2014)
Positioning strategy	(Nasehifar, 2014)	Marketing Perspectives	(Nasehifar, 2014)
Competitive marketing strategy	(Nasehifar, 2014)	Increase Productivity	(Nasehifar, 2014)
Creating a marketing structure and organization	(Nasehifar, 2014)	Entrepreneurship	(Nasehifar, 2014)
Target market selection strategy	(Nasehifar, 2014)	Financial performance	(Shir Khodaei et al., 2013)
Customer satisfaction	(Johari, 2008)	Customer attraction and loyalty	(G. Bingham et al., 2016)

Method
The present study is applied-descriptive and quantitative research. In terms of purpose, it is applied and in terms of method, it is descriptive. The statistical population of this study is all managers and experts in the field of marketing in companies and institutions providing commercial services in the field of import and export (including marketing services, the supply of goods, customs, and transportation) to small and medium enterprises, professors and students and researchers in the field of business and marketing.

Regarding the fact that the research is quantitative, the data analysis methods have been based on the structural equation modeling approach and PLS, as well as the developed model of Strauss and Corbin. In the quantitative section, related statistical methods including Cronbach's alpha test for reliability, K.S. to check the normality of the data, the mean test to determine the direction of the answers, and the correlation test were used to determine the relationship between the variables. In other words, the variables or influential categories should be identified first from the literature and experts in this field, and then these variables are classified using the Strauss and Corbin model. After defining the conceptual model of the research and related hypotheses, we can refer to the second tool of structural equation modeling. Structural equation modeling is a very general and robust multivariate analysis technique of the multivariate regression family, or more precisely, the development of a general linear model that allows the researcher to test a set of regression equations simultaneously. Structural equation modeling is a comprehensive statistical approach to test hypotheses about the relationships between explicit variables

(observed variable) and hidden variables (unobserved variable), sometimes called covariance structural analysis, causal modeling. In this section, it is used via SPSS and Smart PLS.

Table 2. Components and categories of qualitative model

Component	Category	Source	Category	Source
Casual conditions	Intangible services	(Nasehifar, 2002)	Commitment to quality	(Nasehifar, 2014)
	Marketers' knowledge and marketing innovation	researcher	Variability	(Nasehifar, 2014)
	Enjoy the facilities	(Nasehifar, 2014)	Marketing planning process	(Nasehifar, 2014)
	Marketing tools	(Cooper & Lane, 1997)	Target market type	(Boone & Kurtz, 2013)
	Marketing mix (product-price-promotion-location)	(Cooper & Lane, 1997)	Market research	(Nasehifar, 2014)
	Competitors	(Zikmund & Babin, 2006)	Market size and market share	(Nasehifar, 2014)
	Development of new services	(Nasehifar, 2014)	Organizational context	Experts
The main category or phenomenon of commercial services marketing	Customs services (export and import, clearance, issuance of documents, foreign trade documents, certificate of origin, trade forms, customs license, etc.), international transportation services, marketing services	Researcher		
Interfering conditions	Sanctions	Experts	Time horizon	Experts
	Customer's need	Experts		
Context	Competitive environment	(Zikmund & Babin, 2006)	Capital market development	(Nasehifar, 2014)
	Cultural characteristics	(Nasehifar, 2014)	Socio-cultural environment	(Zikmund & Babin, 2006)
	Being private or public	(Nasehifar, 2014)	Economic environment	(Zikmund & Babin, 2006)
	Technological environment	(Zikmund & Babin, 2006)	Political-legal environment	(Zikmund & Babin, 2006)
Strategy	B2B marketing	(Nasehifar et al., 2010)	Guerrilla marketing	(Levinson & Hanley, 1986)
	Create a mindset	(Nasehifar et al., 2010)	Presence in social networks and cyberspace	(Vahid Nasehifar et al., 2010)
	Strong negotiation	(Nasehifar et al., 2010)	Expanding relationships and networking	(Vahid Nasehifar et al., 2010)
	Positioning strategy	(Nasehifar, 2014)	Critical thinking and creativity	(Nasehifar, 2014)
	Competitive marketing strategy	(Nasehifar, 2014)	Marketing environment	(Nasehifar, 2014)
	Creating a marketing structure and organization	(Nasehifar, 2014)	Marketing Perspectives	(Nasehifar, 2014)
	Target market selection strategy	(Nasehifar, 2014)		
Consequences	Customer satisfaction	(Johari, 2008)	Increase Productivity	(Nasehifar, 2014)
	Customer attraction and loyalty	(J. Bingham et al., 2005)	Entrepreneurship	(Nasehifar, 2014)
	Financial performance	(Shir Khodaei et al., 2013)		

After extracting the model variables, the hypotheses and the effect of these factors on each other were inspected, which was done by extracting and examining 8 hypotheses as follows.

1. Hypothesis 1: The causal factor affects the main phenomenon.
2. Hypothesis 2: The context factor affects strategies.
3. Hypothesis 3: Interventional conditions affect strategies.
4. Hypothesis 4: The main phenomenon affects strategies.
5. Hypothesis 5: Strategies affect outcomes.
6. Hypothesis 6: The context factor affects the main phenomenon.
7. Hypothesis 7: Intervening conditions affect the main phenomenon.
8. Hypothesis 8: The main phenomenon affects the consequences.

Data analysis and Findings

As mentioned earlier, the main purpose of this study is to design an integrated marketing model for use by managers, owners, and marketing experts in companies providing commercial services (marketing services, the supply of goods, customs, and transportation) to small and medium enterprises to be able to obtain the best strategies and decisions to succeed in a competitive market, based on their environmental, contextual and internal conditions. To achieve the above goal and with the help of the described method, the most important variables and influential factors were identified, which are listed in the table below.

Table 3. Components and factors affecting the integrated marketing model of commercial services in the field of import and export of goods of small and medium enterprises

	Marketing of commercial services (main phenomenon)	Context	Strategies	Casual conditions	Interfering conditions	Consequences
Increase Productivity						✓
Financial performance						✓
Sanctions					✓	
Customer's need					✓	
Organizational context				✓		
Commitment to quality				✓		
Marketing tools				✓		
Marketers' knowledge and marketing innovation				✓		
Presence in social networks and cyberspace			✓			
Creating a marketing structure and organization			✓			
B2B marketing			✓			
Create a mindset			✓			
Competitive marketing strategy			✓			
Strong negotiation			✓			
Capital market development		✓				
Competitive environment		✓				
Technological environment		✓				
Economic environment		✓				
Cultural characteristics		✓				
Socio-cultural environment		✓				
Customs services (export and import, clearance, issuance of documents, foreign trade documents, certificate of origin, trade forms, customs license, etc.)	✓					
International transportation services	✓					

Now that the research model has been extracted by grounded theory, the hypotheses in the research model can be tested using structural equation modeling tools, which are discussed in the following method.

Since the partial least squares method in structural equation modeling, there is no need for the data to be normal or not, so there is no need to check the normality of the data, and data analysis by structural equation modeling can be done using the partial least squares method. Wold (1974) discovered the method of structural equation modeling with the partial least squares (PLS) approach and was later supplemented by Lohmöller (2013). One of the second-generation approaches to structural modeling is PLS-SEM. The component-based methods were later renamed the partial least squares (PLS) method. This method consists of two steps: examining the fit of measurement models, structural model, and general model - testing the relationships between structures.

In this study, to investigate the model fit, the existing methods for reliability and validity in the PLS approach are used. For this purpose, the study of factor load coefficients and their significance is used for the reliability of the model, and those variables that are not significant are removed from the model; finally, the fitted model in terms of factor load coefficients can be shown as follows. It can also be said that these coefficients of factor loading of these observable variables are significantly greater than the value of *t*, i.e. 1.96, which is therefore significant.
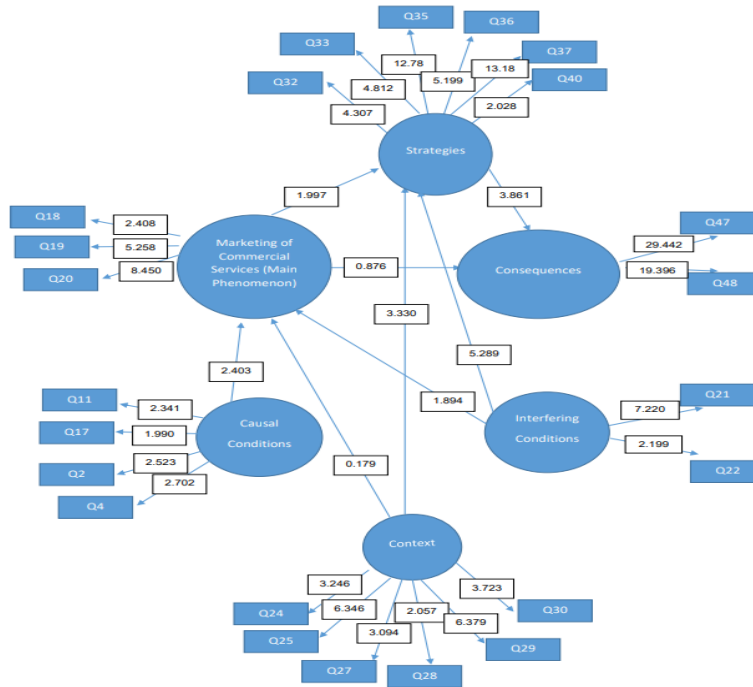
Figure 3. Factor load coefficients along with path coefficients

Now that all the remaining observable variables have a coefficient greater than 0.4 and a significance value higher than 1.96, it can be said that the observable variables have a good fit within the model. Convergent validity is used to test the validity of the model. Table 2 lists the values for the AVE criterion (mean of extracted variance) that are used for the convergent validity test. The AVE criterion represents the mean-variance shared between each structure and its indices. Given these ACE values, all of which are greater than 0.5, it can be said that the model has good validity.

Table 4 . Convergent validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Marketing of commercial services (main phenomenon)	0.726	0.814	0.843	0.645
Context	0.735	0.745	0.821	0.54
Strategies	0.754	0.783	0.83	0.554
Casual conditions	0.82	0.851	0.882	0.654
Interfering conditions	0.64	0.643	0.847	0.735
Consequences	0.836	0.837	0.924	0.859

Now that it has been found that the model has a good fit (validity and reliability), we can test the hypotheses or in other words, examine the beta coefficients of the paths of the structural model of the research.

According to Figure 4, the coefficients placed on the vectors are the same as the beta coefficients of the path of the structural model of the research, which shows the strength of the effect of each component on the other. Now, to test the hypothesis of these paths, a *t*-test must be performed to determine the significance of the beta coefficients of the paths. This test is presented in Table 3.
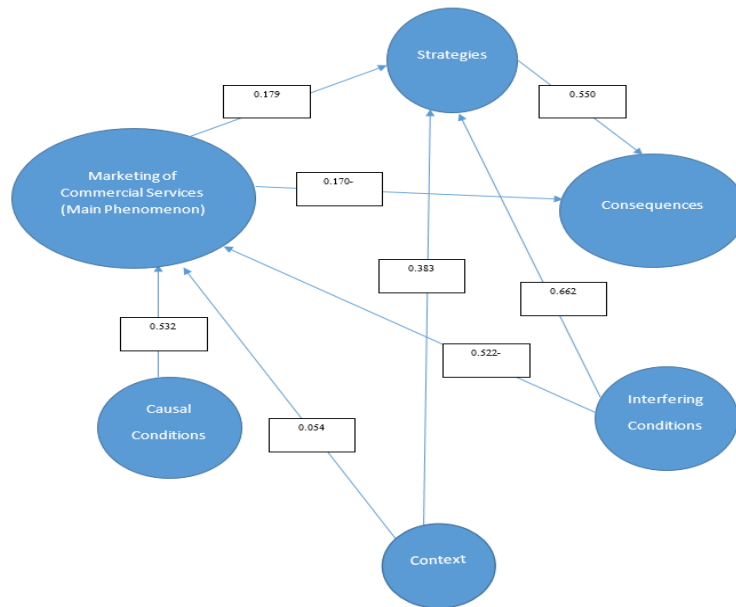
Figure 4. Structural model path beta

Table 5. Significance of structural model path beta

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Marketing commercial services (main phenomenon) -> Strategies	0.179	0.168	0.09	1.997	0.046
Marketing of commercial services (main phenomenon) -> Consequences	-0.17	-0.165	0.194	0.876	0.381
Context -> Business Services Marketing (Main Phenomenon)	0.054	0.06	0.3	0.179	0.858
Context -> Strategies	0.383	0.395	0.115	3.33	0.001
Strategies -> Consequences	0.55	0.565	0.142	3.861	0
Causal Conditions -> Business Services Marketing (Main Phenomenon)	0.532	0.522	0.221	2.403	0.017
Interfering Conditions -> Marketing Business Services (Main Phenomenon)	-0.522	-0.494	0.276	1.894	0.059
Interfering Conditions -> Strategies	0.662	0.642	0.125	5.289	0

Accepted Hypotheses:
➢ Hypothesis 1: The causal factor affects the marketing of commercial services.
➢ Hypothesis 2: The context factor affects strategies.
➢ Hypothesis 3: Interventional conditions affect strategies.
➢ Hypothesis 4: Marketing of business services affects strategies.
➢ Hypothesis 5: Strategies affect outcomes.
Rejected hypotheses:
➢ Hypothesis 6: The context factor affects the marketing of commercial services.
➢ Hypothesis 7: The intervening conditions factor affects the marketing of commercial services.
➢ Hypothesis 8: Business service marketing has an impact on outcomes.

Consequently, according to the mentioned cases, it can be said that in the developed model, causal conditions affect the marketing of commercial services. Also, the context, intervening conditions, and commercial marketing affect strategies and strategies that affect the consequences.

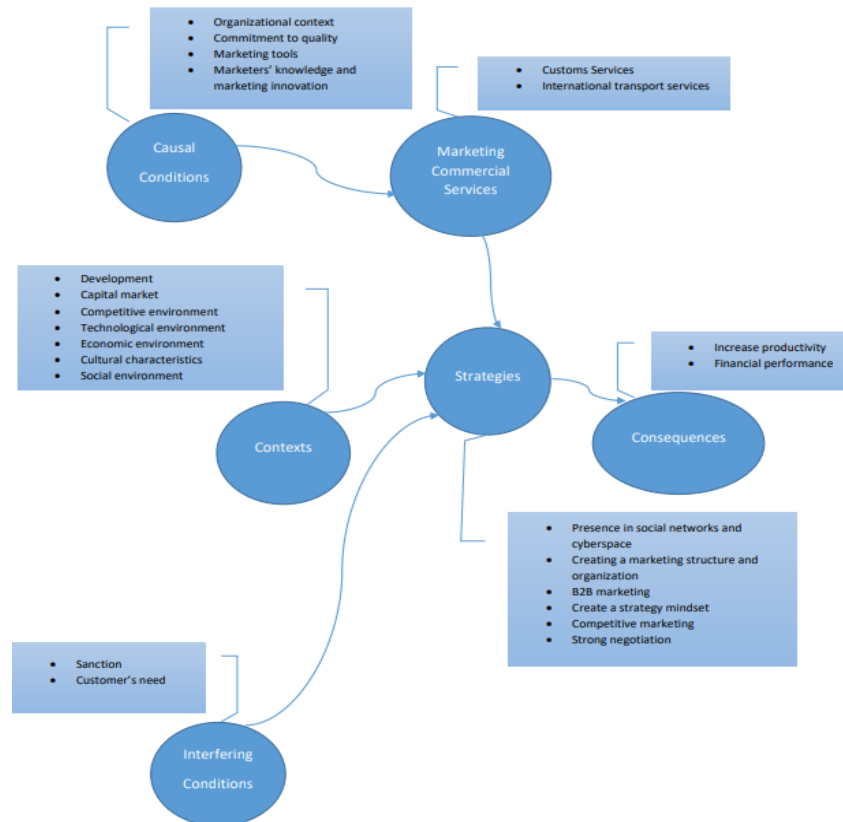So, the final research model is presented as follows.

Figure 5. Final research model

Conclusions and suggestions

This study focused mainly on topics such as marketing, service marketing, B2B marketing, business services, business service marketing, and marketing in the field of SME companies. Consequently, the variables or components that could affect the commercial services marketing in the field of import and export of SME goods were recognized through previous studies and experts. Since this study aimed to provide an integrated model of business service marketing, it used the grounded theory and the developed model of Strauss and Corbin. The variables identified by the experts were embedded in the components of the Strauss and Corbin model so that they could measure that component. Likewise in this model, three main features of this study are discussed, which are:

1. Influential marketing variables in the field of business services
2. Influential components in the field of B2B companies
3. Influential components in the field of SMEs

Lastly, after extracting the research conceptual model, using the SEM and PLS approaches, the reliability, validity, and testing of the hypotheses and the model were discussed. Via examining the coefficients of factor loads and composite reliability, the reliability of the model was evaluated. By removing items that were not significant, the model enjoyed good reliability. The validity of the model was also investigated using the AVE criterion, which indicates the average variance shared between each structure with its indicators. The value of this criterion is more than 0.5 for each domain, which indicates the acceptable validity of the model. Finally, after determining the fit of the variables with the components, the final fitted model is identified. In this model, the significant variables that affect commercial services marketing are marketing services, international transportation services, and customs services. Besides, competitive environment, socio-cultural environment, capital market development, economic environment, etc. are among the influential items in the field of SME that are embedded in the context component and have a significant relationship with each other. Likewise, the variables that are significant

in the components of causal conditions, strategies, and intervention conditions indicate the influential variables in the field of B2B companies. Finally, only five of the eight research hypotheses are significant, which can be stated that the intensity of the impact of commercial services marketing on strategies, context on strategies, strategies on consequences, causal conditions on commercial services marketing, and intervention conditions on strategies are 0.179, 0.383, 0.55, 0.532 and 0.662, respectively. While the paths between businesses service marketing and its consequences, the context, and marketing of business services as well as the intervening conditions on business service marketing are not significant and thus the intensity of the effect between these paths is zero.

Based on the results, the following items are presented as practical suggestions for future studies as well as practical suggestions to the authorities.

❖**Practical suggestions for officials**

➢ Developing appropriate strategies for marketing firms

➢ Providing causal conditions and necessary infrastructure

➢ Paying attention to the contexts in formulating strategies

➢ Influence of intervening conditions.

❖**Suggestions for future research**

➢ Researchers are advised to use the proposed research model to improve service marketing in other fields and compare and analyze their results with the research results.

➢ It is recommended that researchers use other scientific methods to examine the issue of improving service marketing.

According to the results, future researchers can also enter any of the service areas in more detail and develop research in the field of services.

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