

## **Socio-cultural implications for the development of the marketing process in home-based entrepreneurial businesses (Case study of handicrafts of North Khorasan province)**

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### **Abstract**

**Goal:** The present study intends to identify and explain the socio-cultural consequences of marketing home-based entrepreneurial businesses in the handicrafts sector of North Khorasan province through innovative research and convergence between the two fields of marketing and entrepreneurship.

**Methodology:** The research method was qualitative (grounded theory method) and data were collected using in-depth semi-structured interviews and research backgrounds. The statistical population includes faculty members of the country's universities with specialization in marketing and entrepreneurship, members of the Employment and Entrepreneurship Working Group of the Ministry of Cooperatives, Labor and Social Welfare and selected entrepreneurs in the home business sector in the field of handicrafts sector of North Khorasan province. Theoretical saturation was finally selected as the sample after 21 interviews. It should be noted that data analysis was performed in three stages of open, axial and selective coding.

**Findings:** Based on the results of the study, the socio-cultural consequences of home entrepreneurial business marketing include five components under the headings of improving quality of life, sustainable employment, improving infrastructure, entrepreneurial institutionalization, increasing the tendency to home-based businesses.

**Discussion and Conclusion:** Convergence between the two areas of marketing and entrepreneurship creates a competitive advantage and wealth creation and will bring many social and cultural benefits for entrepreneurs of North Khorasan province and society.

**Key words:** Marketing, Home-Based Businesses (HBB), North Khorasan

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