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Conceptualizing Entrepreneurial Marketing for Home-Based Businesses with a Resistance Economy Approach

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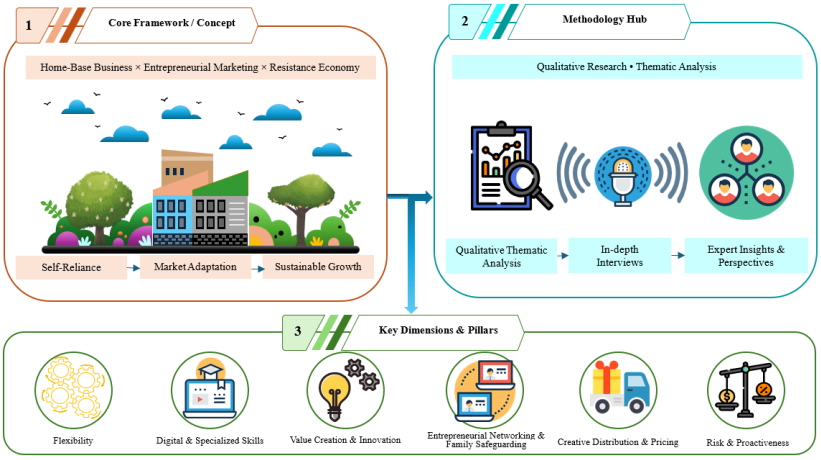
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A B S T R A C T

In the current economic climate, home-based businesses provide an excellent opportunity for job creation and self-sufficiency among young entrepreneurs. The present study aims to identify the dimensions of the concept of entrepreneurial marketing in home-based businesses within the framework of a resistance economy approach. This research adopts a qualitative method, and data were collected through in-depth semi-structured interviews with eight experts in the fields of entrepreneurial marketing and the resistance economy. Thematic analysis based on Braun and Clarke's (2006) six-phase model was employed for data analysis. The findings from the interview analysis revealed that the components constituting entrepreneurial marketing in home-based businesses with a resistance economy approach include: flexibility, resource leverage, specialized training and digital skills, proactiveness, advertising, positioning, advocates for home-based business marketing, creativity in accessing distribution channels and target markets, value creation, technological, informational, and communication infrastructures, entrepreneurial networking, family institutional safeguarding, work processes, opportunity orientation, the home-based business environment, creative pricing, quality of goods and services, Innovativeness, risk.



1. Introduction

The directive on Resistance Economy, as articulated by the Supreme Leader of the Islamic Republic of Iran, affirms that the country's economic challenges and their adverse effects on the population can be addressed through endogenous development. Resistance Economy seeks to achieve economic growth and prosperity by reducing the vulnerability of various social strata, enhancing productivity, and increasing investment in domestic production. In this context, it is essential to strengthen the culture of work and entrepreneurship among families and to institutionalize the consumption of domestically manufactured goods and products. Entrepreneurs who establish home-based businesses within the framework of Resistance Economy, often with limited capital, can achieve satisfactory returns in a relatively short period. These businesses contribute to increased household income and create employment opportunities for entrepreneurs, including youth, women, and other vulnerable groups. In recent years, novel scholarly inquiries have emerged at the intersection of marketing and entrepreneurship, giving rise to the concept of entrepreneurial marketing. Entrepreneurs and home-based

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business owners who become familiar with entrepreneurial marketing can better ensure the survival and prosperity of their ventures. The primary research question of the present study is to identify the dimensions of entrepreneurial marketing in home-based businesses through the lens of Resistance Economy. The researchers seek to explore and elucidate the concept of entrepreneurial marketing in home-based businesses with a Resistance Economy approach, aiming to provide practical guidance for entrepreneurs and home-based business owners in the current economic climate.

1.1. Theoretical Foundation and Literature Review

1.1.1. Entrepreneurial Marketing

Historically, marketing and entrepreneurship have been treated as two distinct concepts. Nevertheless, the linkage between them has been increasingly substantiated by a growing body of research. Studies have demonstrated that both domains possess strengths and weaknesses. Marketers are often not sufficiently entrepreneurial or innovative, while entrepreneurial ventures that neglect marketing tend to be less competitive in the marketplace compared to those that adopt marketing practices [1]. When marketing and entrepreneurship are integrated into a unified concept "entrepreneurial marketing" organizations can more effectively identify and exploit new market opportunities [2].

Entrepreneurial Marketing (EM) has emerged as a strategic approach for managing business growth during economic downturns and crises. Crick et al., Hadiyati & Hendrasto, and Krishnan et al. contend that entrepreneurial marketing is a flexible, innovative, and opportunity-driven marketing approach designed to accommodate the constraints and uncertainties inherent in business endeavors [3].

Entrepreneurial marketing has been proposed as a conceptual framework for addressing the challenges faced by small and medium-sized enterprises (SMEs), particularly those operating with limited resources in dynamic and turbulent environmental conditions.

Entrepreneurial marketing is particularly beneficial for small businesses, as it offers innovative marketing methods at relatively low cost [4].

Morris et al. [5] define entrepreneurial marketing as the proactive identification and exploitation of opportunities for acquiring and retaining profitable customers through innovative approaches to risk management, resource leveraging, and value creation.

1.1.2. Home-Based Businesses

In Iran, given the country's demographic composition, small-scale home-based businesses can yield favorable returns and effectively address unemployment in the short to medium term. Therefore, organizing, updating, and systematizing home-based businesses represent an evident necessity. At present, from a managerial and policy-making perspective, no specific organization is formally responsible for overseeing small home-based businesses. These enterprises are largely conducted in a traditional manner and lack coherent strategic direction. However, if these businesses are to be developed sustainably and in alignment with global standards, they require supportive and educational programs, periodic updating, and the adoption of modern technologies [6].

Enhancing sales skills, acquiring minimum competencies in launching small businesses, seeking guidance from experienced individuals, and consulting with those who have succeeded in home-based ventures are among the entrepreneurial enablers that influence the development of home-based businesses. As some studies emphasize the role of government in providing legal and moral support, cultural cultivation, promotion of entrepreneurial spirit, and advisory and service assistance in the development of home-based businesses, the government can also formulate impactful policies through strategic planning and the design of financial and legal support mechanisms. These include offering special banking facilities and loans, reducing bureaucratic complexity, and streamlining administrative procedures for establishing home-based businesses [7].

In many cases, home-based businesses are initiated with minimal capital and traditional skills, sometimes emerging through imitation or necessity. The compatibility of home-based work with caregiving responsibilities serves as a critical facilitator for women. Nevertheless, financial constraints, lack of formal training, gendered social norms, and limited access to external markets constitute significant barriers. The ability to participate in the economy without leaving home represents a culturally appropriate solution for conservative rural areas. The benefits accruing to a single household generate a ripple effect throughout the rural community. In this way, the economic empowerment of one individual contributes to the stability and well-being of the broader community, thereby promoting a cycle of economic resilience and social cohesion.

1.1.3. Resistance Economy

In recent years, with the intensification of unilateral and inhumane sanctions imposed by Western countries against the Islamic Republic of Iran aimed at halting Iran's peaceful nuclear program the term "Resistance Economy" has been introduced into the country's economic discourse and has been widely discussed in light of the prevailing economic conditions. The term was first articulated during a meeting between entrepreneurs and the Supreme Leader in September 2010. In that same meeting, the Supreme Leader defined "Resistance Economy" as a concept rooted in entrepreneurship and identified two key reasons for the country's urgent need for entrepreneurship: the economic pressure exerted by adversaries and the nation's preparedness for a developmental leap.

Various definitions have been proposed for Resistance Economy in the short time since its introduction, each addressing the concept from a different perspective. Among these, the most comprehensive definition has been provided by the Supreme Leader himself. In a meeting with university students, he stated:

"Resistance Economy means an economy that, under conditions of pressure, sanctions, and intense hostility, can determine the growth and prosperity of the country" [7].

Resistance Economy, framed through concepts such as economic resilience, economic sustainability, economic health, economic security, economic stability, and economic complexity, has now established a foothold in global economic literature, and its practical implementation models are increasingly observed in advanced economies and emerging countries. In this regard, the Islamic Republic of Iran may have turned its attention to this model later than other nations, possibly due to its substantial oil revenues and the lack of perceived necessity prior to the tightening of sanctions. Nevertheless, the conceptual depth of Resistance Economy as articulated by the Supreme Leader is not fully comparable to equivalent notions in contemporary economic literature, and its roots must be sought in the culture of resistance and steadfastness against hegemony a defining characteristic of the Islamic Republic of Iran. Resistance Economy is an emerging concept that requires proper elucidation and should be subjected to rigorous theoretical development .Naturally, transitioning from a petro-economy to a Resistance Economy necessitates a fundamental transformation of the business environment. The state of the business environment plays a crucial role in either improving or stagnating a country's economic structure. Given Iran's economic conditions—characterized by stagflation and international sanctions there is an urgent need for focused attention on the business environment. Nevertheless, the conceptual depth of Resistance Economy as articulated by the Supreme Leader is not fully comparable to equivalent notions in contemporary economic literature, and its roots must be sought in the culture of resistance and steadfastness against hegemony [8-11].

Table 1. Researchers and the Variables Examined in Entrepreneurial Marketing Studies

Researchers	Variables Examined in Entrepreneurial Marketing	Researchers	Variables Examined in Entrepreneurial Marketing
Laverty & Little [12]	New product development, pricing points, channels (substitution), communications, process, training, and design	Morris et al. [5]	Opportunity orientation, proactiveness, innovation orientation, customer orientation, risk management, resource leveraging, value creation
Gatautis [13]	Product, price, place, promotion	Hills & Hultman [14]	Eager search for opportunities, innovation, creativity, sales, market immersion, networking, flexibility, perceived customer value
Ramous [15]	Entrepreneurial products, entrepreneurial pricing, entrepreneurial place (distribution), entrepreneurial promotion	Hisrich & Ramadani [16]	Product/service, price, distribution, promotion
Martin [17]	Individual, process, purpose, activity	Mengting and Zhang [18]	Product, price, place, promotion, people, process, physical evidence, participation
Sadeghi et al. [19]	Product, price, distribution, promotion, people	Wallen et al. [20]	Innovation, proactiveness, risk-taking, communication, value proposition
Mobaraki et al. [21]	Creator of the artwork, personal contact networks and communication capability, content of the artwork, creativity, cultural value	Ahmadi Kafshani et al. [22]	Team, characteristics and capabilities, value proposition, presentation, commitment
Fallah Haghmohammadi et al. [23]	Product, price, distribution (place), promotion, people	Timouri et al. [24]	Characteristics of objectives, employee characteristics, work processes, and managerial actions

Setna et al. [25]	Entrepreneurial experience, entrepreneurial self-efficacy, contextual-opportunity-capital marketing and entrepreneurial networks, market-making, innovative marketing, social media, customer relationship management, word-of-mouth advertising, branding, self-employed individual	Samadaghaee [26]	Ideation and creativity, entrepreneurial selling, customer, product and its development process, market and industry awareness, market research, competitor identification and analysis, opportunity orientation, risk-taking, direct marketing, emotional marketing and mental imagery, word-of-mouth advertising
Rezvani et al. [27]	Marketing mix (distribution, price, product, promotion); control and evaluation (suppliers, mix, customers and systems, and competitors); organizational factors (style, structure, system, staff); international activity (entry decision, market selection, entry mode); strategy and planning (vision, customer, mix, market commitment, geographic scope, market entry, market scope); market research and consumer behavior (systems and methods)	Khodadad Hosseini & Golabi [28]	Product, price, distribution (place), promotion, customer interaction and competitor interaction, sales
—	—	Kouseh Gharavi & Saffarian Hamdani [29]	Risk-taking, opportunity orientation, innovation orientation, and customer orientation

Source: Research Findings

2. Materials and Methods

The present research is applied in terms of purpose and qualitative in terms of data collection. Given that the aim of the study is to identify the dimensions of the entrepreneurial marketing concept in home-based businesses with a Resistance Economy approach, the researchers first reviewed books and articles on entrepreneurial marketing. The initial interview questions were developed based on the variables proposed by Morris et al. [5], which include seven dimensions: innovation orientation, opportunity orientation, proactiveness, resource leveraging, risk management, value creation, and customer orientation. This framework was selected due to the frequent use of these variables in both domestic and international studies. However, in line with the research perspective, the researchers subsequently conducted extensive reviews of books, articles, and the general policy directives on Resistance Economy, as well as studies on home-based businesses. The researchers then identified email addresses of scholars who had published works in each of the three aforementioned fields and sent them requests for collaboration. Ultimately, twenty researchers responded and agreed to cooperate. Based on the theoretical studies and the information obtained from these researchers, the interview questions were formulated. As mentioned, the data collection instrument was the interview. Among the various purposive sampling methods, snowball sampling was selected. Accordingly, eight in-depth semi-structured interviews were conducted with experts in the fields of entrepreneurial marketing and Resistance Economy, with each interview lasting between two to three and a half hours on average. Theoretical saturation was achieved after the eighth interview [30].

In this study, thematic analysis was employed for data analysis, and the researchers followed the six-step framework proposed by Braun and Clarke [31] The data were coded using Atlas.ti software, and open, axial, and selective themes were extracted.

Initially, the audio files of the interviews were transcribed into text, and the transcripts were reread multiple times. Open and initial coding was conducted using the software. Redundant codes were eliminated and revised, and the themes were continuously reviewed to ensure no theme was overlooked. Some themes were merged, while others were disaggregated into one or more sub-themes. Efforts were made to select clear and relevant names for each dimension (through selective coding), category (through axial coding), and concept (through open coding) so that each could meaningfully encompass its subcomponents.

Table 2. Total Number of Codes Extracted from Interviews

Interviewee Code	Number of Extractable Codes
1	130
2	183
3	143
4	77
5	95
6	77
7	124
8	73
Total	902

Source: Research Findings

3. Results and Discussion

The data were examined through multiple stages of coding, as described below:

a) Open Coding: In this stage, 254 conceptual propositions were extracted; however, due to the extensive volume of data, they are not presented here in full.

b) Axial Coding: In this stage, 69 categories were examined and are presented below with corresponding explanations.

c) Selective Coding: This stage yielded 23 dimensions, including: flexibility, resource leveraging, specialized training and digital skills, proactiveness, advertising, positioning, home-based business marketing support, creativity in accessing distribution channels and target markets, value creation, technological, informational, and communication infrastructure, entrepreneurial networking, protection of the family institution, work processes, opportunity orientation, home-based business environment, creative pricing, quality of goods and services, innovation orientation, risk management, customer orientation, penetration into new geographic markets, entrepreneurial attitude, and entrepreneurial characteristics.

The dimensions and their respective categories are elaborated below.

Flexibility: Marketing activities in home-based businesses cannot adhere to a single fixed approach. Entrepreneurs and home-based business owners must remain flexible in the context of Resistance Economy to ensure the survival of their ventures. The flexibility dimension was identified through five categories and eighteen subcategories, as follows:

a) Avoiding inappropriate biases: Home-based entrepreneurs should not insist on their initial ideas or products for prolonged periods, as technology is constantly evolving. They must be open to diverse ideas from family members and others. Insisting that all production must be done in-house, when circumstances do not permit, is not advisable. If another business can perform part of the production process at a lower cost and with better performance, home-based business owners would be wise to outsource that portion. Similarly, if they lack proficiency in digital marketing, they should delegate it to experts to avoid falling behind competitors.

b) Flexible working hours: Men and women in employment can consider home-based business activities as a second job. The part-time nature and flexible delivery schedules enable homemakers to balance family responsibilities with work.

c) Adaptation to new conditions through new training: Home-based business owners should embrace digital technologies and engage in continuous research to offer up-to-date goods and services. They can develop cooperative networks with other home-based businesses for information exchange.

d) Attention to lifestyle: Entrepreneurs can leverage available resources and consider their customers' lifestyles to personalize and localize products, adapting to market conditions and customer needs. In the context of Resistance Economy, cash sales and fixed prices may not be particularly appealing to customers; flexible pricing and credit sales policies can make home-based products more attractive than competitors' offerings.

e) Customization: Home-based business owners must understand what products customers prefer and with what features, which products should be replaced (e.g., whether a variety of products exists for different tastes), and how customers wish to receive their products in terms of packaging and delivery.

Resource Leveraging: In the Islamic economic framework, efficient use of marketing resources in home-based businesses reduces costs and increases profits. This dimension was explored through twelve concepts organized into four categories:

a) Productivity: To maximize resource utilization, the capabilities of family members must first be recognized. Human resources are among the most valuable tangible assets of a home-based business, and encouraging efficiency improvements leads to productivity gains. Resources must then be used optimally, marketing processes and strategies improved, and ultimately coordination between marketing and sales established.

b) Use of synergy strategies: To achieve long-term marketing objectives, home-based businesses can employ synergy strategies, including branding synergy and production synergy, both applicable to the home-based business context.

c) Cost management: Costs are unavoidable for effective entrepreneurial marketing, but wasteful expenditures lead to inefficiency. Therefore, economic frugality should guide home-based business operations. Business owners utilize what is available at home. Additionally, renting separate premises is not economically justifiable, and involving family members as household labor results in cost savings. Creating online advertising campaigns on popular websites is another cost-management method.

d) Acquiring resources needed for marketing activities: To establish and promote a home-based business, owners must first consider the resources available to competitors, then explore local capacities, utilize local market resources, and finally make optimal use of discarded resources that others overlook [32].

Specialized Training and Digital Skills: Establishing a home-based business does not automatically improve marketing unless owners actively pursue specialized training and digital skills. This dimension was examined through twelve concepts organized into two categories:

a) Training in online and digital marketing skills: Historically, experience transfer through mentorship within families and the preparation of applied scientific educational content based on experience and knowledge has been common. In the current era, mastery of digital hardware and software tools, participation in digital skills workshops, and enrollment in online courses and specialized classes have become increasingly important.

b) Familiarity with the latest trends and techniques in digital marketing: Entrepreneurs should not limit themselves to mere learning but should go further by updating their skills, pursuing innovation through study and research, developing digital competencies, producing educational content, sharing their knowledge, and seeking specialized consulting in marketing development.---

Proactiveness: To outpace competitors, home-based business owners must first understand themselves and their environment better than their rivals. This area was explored through fourteen concepts organized into three categories:

a) Understanding key points in the business: Entrepreneurs must thoroughly recognize their strengths and advantages or create new strengths relative to competitors. By understanding competitors' skills in producing goods and employing appropriate methods, they can enter the market more strongly. Ultimately, home-based business owners in developing and less-developed countries that have adopted a Resistance Economy approach can emulate successful businesses in developed countries to surpass their competitors.

b) Creating a superior competitive advantage over competitors: Sustaining market presence is important, but maintaining and expanding market share amid competition is even more critical. By deeply analyzing competitors' strategies regarding product offerings, pricing, after-sales service, branding, advertising, and distribution locations, home-based entrepreneurs can either adopt similar approaches or achieve market dominance.

c) Predicting future customer demand: Business owners must monitor changes in customer needs and preferences to forecast demand for months and years ahead. To accomplish this, customers must feel trust in their relationships with home-based business owners, enabling them to express their needs. Entrepreneurs can then demonstrate proactiveness through innovation in the supply chain, preventing resource waste in line with Resistance Economy policies, prioritizing quality over excessive profit, and establishing superior networks in production, design, distribution, and sales.

Advertising: Advertising plays a fundamental role in informing customers and attracting them. This dimension was examined through seven concepts and four categories:

a) Newspapers and magazines: Home-based business owners can use traditional methods to inform and alert customers. Advertising methods such as placing ads in newspapers and magazines enhance customer awareness of products.

b) Environmental graphic advertising: A vast number of large, medium, and small businesses use this method to attract customer attention. Home-based businesses can benefit from proper brochure and banner design, and through digital environmental graphic advertising, attract customers active on social media and expand their market share.

c) Word-of-mouth advertising: Historically, sellers have used this method to attract customers, and today, with businesses present in virtual spaces, attracting new customers through word-of-mouth has become easier than in the past.

d) Face-to-face advertising: While the impact of word-of-mouth advertising should not be underestimated, combining it with face-to-face advertising multiplies its effect on customers. Direct interaction with customers provides firsthand insight into their needs and preferences, enabling business owners to address those needs and recognize changes in tastes and preferences for future opportunities.

Positioning: Enduring presence in customers' minds reflects the effectiveness of marketing activities. When customers are confident that they possess a superior product compared to competitors and their expectations are met, that product and business have secured their place in customers' minds. Positioning was examined through three concepts and categories:

a) Personal branding: After developing their entrepreneurial characteristics referred to as a category in this paper home-based business owners can convey to customers that they have made the best choice.

b) Providing useful content and information: Although personal branding aims to attract customers through unique individual characteristics, customers want to know what is being offered and which of their needs will be fulfilled. Providing accurate information can build customer trust.

c) Brand name: Home-based businesses, like other enterprises, can select and register unique brand names. A brand distinguishes products from competitors while ensuring lasting memorability.

Home-Based Business Marketing Support: Supporting home-based businesses motivates entrepreneurs in production, sales, and distribution, and also increases customer confidence in purchasing from them. This dimension comprised eleven concepts organized into four categories:

a) Support through specialized training and digital skills: Home-based business owners require marketing consulting services from experts, as well as support in specialized training and digital skills, to launch and develop their ventures.

b) Legal support: Other forms of support include intellectual property rights and tax exemptions for home-based businesses, each serving as a backing mechanism. For instance, individuals with disabilities can more easily establish suitable businesses, and support for disabled home-based entrepreneurs provides them with greater motivation.

c) Self-employment services: Support for home-based entrepreneurs should include facilitating access to financing with priority for home-based entrepreneurs, low-interest loans, and employment generation schemes, particularly for female heads of households.

d) Creating positive motivation in home-based business owners: Introducing entrepreneurs' products and supporting their distribution contributes significantly to the success of home-based entrepreneurs.

Creativity in Accessing Distribution Channels and Target Markets: To capture target markets, home-based entrepreneurs must act creatively in distribution and select the most appropriate methods based on their circumstances to outperform competitors in distribution volume. This dimension was examined through six concepts organized into three categories:

a) Improving the distribution system: Greater experience in distribution and learning from large companies enable home-based business owners to improve their distribution systems.

b) Identifying and connecting to local distribution channels: The most basic distribution method is direct distribution to customers, which most home-based businesses use to sell their products. However, some customers now prefer home delivery. The creativity that home-based business owners can demonstrate in this area lies in facilitating at-home purchasing for customer convenience.

c) Identifying and connecting to online distribution channels: Today, traditional distribution can capture only part of the local market. Therefore, home-based business owners must inevitably identify and connect to national and international online distribution channels to increase sales and revenue.

Value Creation: Home-based businesses become valuable in customers' eyes when they create psychological value and utilize accessible resources to generate superior value. Value creation was interpreted through eight concepts and three categories:

a) Superior value for customers: Home-based entrepreneurs should honor customers, offer supplementary gifts related to products to instill a sense of value, and create memorable experiences through exciting events.

b) Creating unique value in products: Business owners should create value by consistently making valuable products available and offering unique after-sales services.

c) Material valuation: Pricing structures in home-based businesses should be designed to create perceived value for customers, thereby enhancing their purchase motivation.

Technological, Informational, and Communication Infrastructure: Entrepreneurial marketing activities in home-based businesses with a Resistance Economy approach require an effective presence in virtual spaces, making such infrastructure essential. This dimension was examined through eleven concepts organized into two categories:

a) Technological infrastructure: The foundational technology infrastructure for marketing is access to stable internet. Other necessary infrastructures include online sales systems and sales channel development. Many businesses now use online ordering and payment systems to increase sales receipts and reduce receivables and doubtful accounts. Finally, data analysis tools and AI simulation assist marketers in digital spaces by predicting and understanding customer preferences and purchase patterns for more effective customer attraction [30,33].

b) Informational and communication infrastructure: Entrepreneurs should actively participate in Iranian social platforms (such as Eitaa and Bale) and international platforms (such as WhatsApp and Telegram), and should develop and properly manage their websites. SEO (Search Engine Optimization) cannot be overlooked, as it can significantly enhance the success of home-based businesses.

Entrepreneurial Networking: The survival of any business depends on

connecting with individuals and legal entities within society. Networking plays a particularly prominent role in the context of Resistance Economy. This research area was explored through eight concepts organized into two categories:

a) Support networks: To succeed in home-based businesses, entrepreneurs must connect with friends and financial/emotional supporters to benefit from their experiences and opinions. Additionally, to stay informed about scientific and principled methods, they should engage with various industries, associations, and universities.

b) Commercial synergy networks: Home-based business owners should expand their communication networks to include cooperatives, value chain participants, competitors, and other home-based business owners. This network expansion should lead to commercial synergy.

Protection of the Family Institution: Home-based businesses can play a significant role in realizing the Resistance Economy by revitalizing the culture of work and constructive effort. This topic was examined through seventeen concepts organized into two categories:

a) Cooperation and participation of family members in activities: When a home-based business operates within the household, it fosters collective self-esteem and reduces social harm. Such businesses enhance family relationships, strengthen responsibility and entrepreneurship, and, by maintaining a balance between household chores and business activities, make family members feel more at ease while facilitating child-rearing. Additionally, individuals with disabilities can readily manage home-based businesses with family cooperation.

b) Improving family welfare: Home-based businesses, due to minimal establishment and operational costs, create opportunities for self-employment and job creation. Family members gain collective work experience, a reliable income source, and financial independence. Other benefits include social security insurance coverage, and ultimately, these businesses enhance family quality of life.

Work Processes: Standardized, high-quality work processes are critical for home-based businesses and must remain competitive for business survival. This dimension was discussed through six concepts organized into three categories:

a) Competitiveness: In today's competitive world, technology evolves rapidly. For home-based business owners to achieve superior production processes compared to competitors, they must adopt new technologies, adapt work processes to customer needs, and pursue localization of their processes [34].

b) Quality improvement: To produce high-quality products, work processes must be optimally organized, and if necessary, reviewed and revised to avoid costly, low-profit methods [35].

c) Standardization: Clear methods and protocols facilitate work process standardization, leading to uniform product output and preventing product correction costs.

Opportunity Orientation: In the context of Resistance Economy, seeking and creating new opportunities is essential. Opportunity orientation was examined through nine concepts and four categories:

a) Identifying new opportunities: Home-based business owners should search for untapped opportunities through national and international internet platforms and virtual networks. If direct sales prove insufficient, they may turn to intermediary sales, thus securing favorable sales opportunities. They should also examine competitors' opportunistic behaviors to discover new prospects.

b) Benchmarking: To find suitable opportunities, entrepreneurs should compare their performance with other home-based businesses, analyze market opportunities, and study customer behavior to avoid missing potential customer-driven opportunities.

c) Creating opportunities: In developing and less-developed countries that adopt a Resistance Economy approach, merely seeking opportunities is insufficient creating opportunities through understanding and learning new technologies and identifying gaps in emerging markets is equally important.

d) Prioritizing opportunities: To identify the most practical and feasible opportunities, entrepreneurs should conduct surveys with experts in the home-based business field and customers to prioritize opportunities.

Home-Based Business Environment: Home-based business owners must design their business environment to delight customers whether in-person or virtually so they enjoy their purchase. This area was examined through nine concepts organized into three categories:

a) Designing an appropriate physical environment: To project a worthy image of the business, hygiene and cleanliness must be prioritized. The interior should feature harmonious color schemes and orderly arrangement, and the exterior should impress customers. Additionally, proper warehousing is essential for easy access to goods and optimal storage.

b) Informative environment: Events and product introduction sessions should create an inspiring environment for customers, providing them with adequate information to raise their awareness.

c) Reassuring environment: A professional, pleasant work environment that evokes comfort and trust in customers leads to increased customer attraction.

Creative Pricing: Home-based entrepreneurs should choose pricing strategies appropriate to their business conditions from among various pricing options. Pricing can influence customer decision-making, so this dimension was examined through nine concepts organized into two categories:

a) Pricing methods: Demand-based, penetration, dynamic, premium, and competitive pricing are among the techniques that home-based business owners can employ for goods and services.

b) Discount pricing strategies: Home-based business owners can utilize promotional, volume, trade, and cash discounts to increase sales.

Quality of Goods and Services: Product quality reflects home-based business owners' attention to customer needs and desires, ultimately enhancing profitability. This dimension was examined through six concepts and two categories:

a) Offering high-quality products: Optimal raw materials, high production precision, proper packaging, and faster service delivery contribute to product quality improvement.

b) Providing sales services: Indicators of quality include offering core products alongside complementary and necessary items. After sales, service continues, and home-based businesses should pursue customer satisfaction through after-sales services such as product consulting and quality guarantees for a specified period.

Innovation Orientation: Any business aiming to endure under Resistance Economy conditions must be innovative. Innovation orientation was examined through twelve concepts and two categories:

a) Searching for new ideas: To achieve innovation, home-based entrepreneurs must seek new ideas, be receptive to novel thoughts alongside family members, employ creativity techniques, study competitors' initiatives and market innovations, and benefit from knowledge-based research centers.

b) Acquiring new and creative innovations: After identifying new ideas, they must be refined and implemented. Business owners should understand customer trends and search for unmet, unaddressed customer needs. If current products are insufficiently profitable, they should innovate in production technology processes according to customer needs, learn from failures without losing hope, and diversify and develop products to capture greater market share.

Risk Management: Home-based business owners and entrepreneurs must avoid irrational risks, protect themselves from potential harm in the Resistance Economy through capacity building, and simultaneously explore appropriate marketing opportunities. This area comprised twenty-seven concepts organized into four categories:

a) Identifying risk types: Entrepreneurs must first identify various risk types, as understanding them enables informed decision-making when encountering each under Resistance Economy conditions.

b) Taking calculated, logical risks: Through market research, decision support systems, continuous customer needs monitoring, and liquidity management, home-based business owners can reduce irrational risks. They can also enter long-term contracts with production and distribution centers for fair pricing, optimal marketing, raw material supply, and efficient distribution. Additionally, collaborative arrangements with competitors in the supply chain can mitigate risks.

c) Predicting future potential damages: To anticipate potential future harms, business owners must identify their strengths, weaknesses, business environment, and external factors. Utilizing competitors' and other businesses' experiences, along with expert consultation, helps them avoid potential risks.

d) Creating opportunities through risk control: Empathy and trust among family members and maintaining their satisfaction create opportunities for marketing development by reducing the risk of customer loss. Diversifying product portfolios for increased income, diversifying business spaces, and using digital channels help avoid long-term irrational risks while creating opportunities for customer attraction. Careful planning is another factor that can turn risk control into opportunity, allowing prediction of actions and decisions at each stage.

Customer Orientation: Customer orientation is a key dimension of entrepreneurial marketing. Entrepreneurs and home-based business owners must strive to attract, retain, and maintain customers. This dimension was identified through nine concepts organized into three categories:

a) Understanding customers: Business owners must assess customer needs and desires and identify their tastes and preferences. Subsequently, surveys and

data collection provide appropriate feedback. Feedback and customer satisfaction assessment can occur during service and sales delivery or after the process is completed. Ultimately, understanding customers enables the preparation of marketable goods and services.

b) Customer retention: After identifying current customers, retaining them is crucial, as retaining existing customers is far less costly than acquiring new ones. To retain current customers, their requests, needs, and expectations must be addressed promptly and effectively, and any complaints should be handled constructively.

c) Customer relationship management (CRM): Continuous, ongoing communication with customers is necessary for a complete understanding of their needs. Information on purchase frequency and volume is highly valuable, and customer clubs can facilitate personalized interactions and address individual preferences. CRM software can be employed to gather meaningful customer data, simplifying customer understanding and attraction.

Penetration into New Geographic Markets: After establishing a sales market for their goods and services, home-based business owners must take initiative for expansion. This area was examined through nine concepts organized into three categories:

a) Market development: The primary strategy for market expansion is introducing existing products unchanged into new markets. Customer referrals are essential for further market development.

b) Diversification: Introducing new products is one approach to capturing new markets; if new products are not feasible, product modification is a suitable alternative.

c) Participation in business events: Depending on their circumstances and environmental events, businesses can participate in permanent marketplaces, seasonal markets, auctions, exhibitions, conferences, and festivals to enter new markets.

Entrepreneurial Attitude: Mindsets can overcome all limitations and open new horizons for humanity; entrepreneurial behavior is founded upon entrepreneurial attitude. This area was examined through six concepts organized into two categories:

a) Successful entrepreneurial perspective: The attitude of a home-based entrepreneur should differ from that of other household members, shifting focus from consumerism to production orientation especially in rural areas increasingly exposed to urban consumerism and, unfortunately, drifting from home-based production. Another perspective emphasizes market-orientation over product-orientation, where attention is not solely on the product. A product-centric focus is irrational; market needs must be prioritized, and products adapted, modified, or replaced as necessary to sustain sales amid evolving modern technologies and changing customer tastes.

b) Community validation and positive perception of home-based businesses: While the entrepreneurs' attitudes are important, societal perception also matters. The influence of role models and family reputation should be noted; observing others' behavior particularly parents can accelerate or delay entrepreneurial self-employment. Leveraging family reputation breaks down distrust and fosters exchanges, marketing, and cooperative efforts within the Resistance Economy framework. Furthermore, an artistic appreciation of handicrafts, public interest in these industries, and attention to environmentally friendly products carry cultural and social significance and can play a role in exports under Resistance Economy conditions.

Entrepreneurial Characteristics: Every home-based entrepreneur must cultivate diverse attributes to achieve marketing aspirations. Entrepreneurial characteristics were explored through twenty-five concepts organized into four categories:

a) Analytical skills: Entrepreneurs must analyze customer needs and market trends, offering novel solutions through creativity.

b) Experience and work techniques: Home-based businesses operate across various fields. Owners should apply specialized knowledge with up-to-date technologies, improve competencies through diligence, and expand their experience. Additionally, understanding relevant regulations and tax laws enables them to benefit accordingly.

c) Communication skills: Business owners must establish effective communication with family members for work synergy, appropriately engage with customers through negotiation to create win-win outcomes, and foster suitable relationships with investors to attract capital and financial resources.

d) Leadership and management skills: Entrepreneurs should organize, schedule, and prioritize activities with purpose and business acumen, interact appropriately with family members with patience and responsibility, and demonstrate problem-solving abilities in crisis situations under Resistance Economy conditions with strong motivation and internal control.

4. Conclusion

In the present study, for the first time, entrepreneurial marketing in home-based businesses has been examined through the lens of the Resistance Economy approach. This investigation ultimately led to the identification of 23 dimensions, derived from the analysis of 254 concepts and 69 categories. These dimensions were thoroughly reviewed throughout the research process and are presented as follows:

Flexibility, resource leveraging, specialized training and digital skills, proactiveness, advertising, positioning, home-based business marketing support, creativity in accessing distribution channels and target markets, value creation, technological, informational, and communication infrastructure, entrepreneurial networking, protection of the family institution, work processes, opportunity orientation, home-based business environment, creative pricing, quality of goods and services, innovation orientation, risk management, customer orientation, penetration into new geographic markets, entrepreneurial attitude, and entrepreneurial characteristics.

Although the dimensions identified in this study share certain similarities with those found in other scholars' research, the specific context of home-based businesses and the researchers' deliberate effort to ground their work in Resistance Economy policies render this study somewhat distinct from other entrepreneurial marketing investigations. Below, a comparison is made between the present study and selected entrepreneurial marketing studies.

Morris et al. [5] identified opportunity orientation, proactiveness, innovation orientation, customer orientation, risk management, resource leveraging, and value creation as dimensions of entrepreneurial marketing—all of which are also addressed in the present study.

Laverty and Little [9] referred to pricing points, channels (substitution), communications, process, training, and design. In the present study, these have been adapted with some modification and innovation, corresponding respectively to creative pricing; creativity in accessing distribution channels and target markets; technological, informational, and communication infrastructure; work processes; and specialized training and digital skills.

Hills and Hultman [14] emphasized market immersion and flexibility. In alignment with their findings, the present study also addresses penetration into new geographic markets and flexibility.

Mengting and Zhang [18] enumerated product, place, physical evidence, and people among the dimensions of entrepreneurial marketing. In the present study, product has been replaced by quality of goods and services; place and physical evidence correspond to home-based business environment; and people have been substituted with entrepreneurial attitude and entrepreneurial characteristics.

Setna et al. [25] referred to entrepreneurial networks and word-of-mouth advertising in their study. The present study similarly incorporates entrepreneurial networking, advertising (which includes word-of-mouth), and positioning.

During interviews with academic experts, two additional dimensions were introduced: home-based business marketing support and protection of the family institution. As observed, this study demonstrates that the dimensions of entrepreneurial marketing for home-based businesses operating under Resistance Economy conditions differ from those applicable to other business types. Employing entrepreneurial marketing in home-based businesses contributes to empowering home-based entrepreneurs, ensuring lasting product positioning in customers' minds, and fostering the prosperity of home-based ventures.

Institutions and organizations in Iran can facilitate the expansion of entrepreneurial marketing activities in home-based businesses, thereby enabling market development and the acquisition of new markets, which in turn supports economic sustainability and growth key objectives of the Resistance Economy.

The following recommendations are offered for future investigations:

1. Conducting studies on word-of-mouth marketing in home-based businesses.
2. Undertaking research with a mixed-methods approach on the marketing mix in home-based businesses.
3. Investigating the impact of entrepreneurial marketing in home-based businesses on family members' livelihoods.
4. Exploring the role of the family in establishing home-based businesses.
5. Conducting research using other scientific methodologies on entrepreneurial marketing in home-based businesses with a Resistance Economy approach.

Author Contributions

R. Sohrabi is solely responsible for the conception, preparation and writing of this manuscript.

Conflict of Interest

R. Sohrabi, while observing publication ethics in the referencing, declared the absence of interest of conflict.

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AI Used Statment

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