



Investigating the factors affecting customers' satisfaction with Pegah dairy products

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Abstract

Customer satisfaction is one of the best tools for a successful business and the success of any business organization depends on customer satisfaction. Customer satisfaction is defined as the feeling or attitude of a customer towards a product or service after using it. In today's competitive world, the key to success for organizations is to discover the needs and wants of customers and meet them before competitors. Customer satisfaction can increase productivity by motivating all employees. The results of regression of research hypotheses showed that product quality, product appearance, product variety, good packaging, product accessibility and advertising had a positive and significant relationship with customer satisfaction with Pegah dairy products, which are among the indicators affecting Customer satisfaction, product diversity had the most and product advertising had the least impact.

Keywords: Customers' Satisfaction, Dairy Products, Pegah Company.

Introduction

Today, companies succeed in making a profit by trying harder to satisfy their customers in the target markets. Customer satisfaction is one of the key issues that in the current competitive world can lead to the development of a collection (Hedayati, 2020). In today's world, developing markets, attracting new customers and retaining available customers are the most important

concerns of many manufacturers (Zand et al., 2018). Today, the losses caused by dissatisfied customers are far more than satisfied customers, so we must always seek to gain a competitive advantage and provide new services that are tailored to the needs of customers, so customer satisfaction is one of the most important issues in the field of management and is marketing (Mahmoudi & Habibi, 2020). Increasing competition, product diversity, and increasing public

awareness have revolutionized consumer demand. Therefore, maintaining the current market and expanding it requires discovering the demands and attracting relative satisfaction of customers by making the necessary changes in the production system, quality and marketing and sales of products (Pishbahar et al. 2019). In the business process, achieving customer satisfaction has an important and vital place in the goals of companies and senior managers know well that their success in achieving the overall goals is customer satisfaction (Shafagat et al. 2019). Organizations that achieve higher levels of service quality will have higher levels of customer satisfaction as a prelude to achieving better financial performance (Fрати et al. 2018).

In today's world economy, companies must focus all their activities and capabilities on customer satisfaction because customers are the only source of return on investment. Large companies that have more cash may innovate to introduce products and satisfy their customers (Azita Zand, 2013). Therefore, the competitive market today requires all organizations to be customer oriented and the success of customer retention depends on customer satisfaction, which can be a great help in measuring the quality and service of the product (Roumani & Oliaei Shirazi 2016). Customer satisfaction brings the survival of the organization and the survival of the organization brings more growth power in various fields as well as transverse and longitudinal development and further development of national wealth and national wealth brings national welfare (Rezaei, 2016) . In recent decades, with increasing

market competition, organizations have realized the importance of customer satisfaction and loyalty that retaining existing customers is far less costly than attracting new customers. For today's organizations, customer satisfaction is not enough. They must be sure that their satisfied customers are also loyal (Mohsenian, 2015). Today, recognizing and predicting customer needs for businesses is of particular importance. Measuring customer satisfaction is an effective tool to control the performance of entire organizations in identifying their weaknesses and trying to eliminate them and provides the opportunity to identify economic advantages according to specific time conditions (Aghajani et al. 2015).

Increasing customer satisfaction has a mediating effect on the customer's intention to repurchase (Yuningwang & Zhe zhang 2020). Customer loyalty and satisfaction are essential for modern business for two main reasons: 1. Customers are scarce resources. 2. Loyal and satisfied customers have a positive effect on corporate profitability (Rosenberg & Czepiel, 2017). Satisfaction is influenced by customer emotional responses, and the growth of a business organization is impossible if it ignores customer needs (Tao 2014). Dairy companies are among the most important manufacturing companies that play a significant role in the health of people in the community. Milk and dairy products are one of the most important sources of dozens of essential nutrients. Currently, per capita consumption of milk and dairy products in Iran is low. One reason for low consumption of dairy products in Iran can be customer dissatisfaction and loss Their



desire to buy. In this research, we try to identify and categorize the factors affecting customer satisfaction about buying dairy products to determine and prioritize the importance of each of these factors using customer theories.

Famous models of customer satisfaction in the world

Swedish Customer Satisfaction Model (SCSB) in the field of products and services
In 1992, this model was introduced as the first model of product and service satisfaction index at the national level in Sweden. This index was first measured for about 130 company units and 32 industrial units in Sweden. The basic Swedish model shown in Figure (1) includes the two primary drivers of satisfaction, Received

value and customer expectations. More precisely, the value received is equal to the level of quality received relative to the price paid. Quality versus payment is one of the indicators by which the customer compares different products and services. If the value received increases, satisfaction will also increase. Another driver of satisfaction is the customer's expectations of the product. These expectations include those that the customer anticipates. These expectations have been proven to have a positive effect on satisfaction. While the value received receives the most research, but customer expectations have a special place because these expectations predict the capacity of companies for future performance, and in addition expectations Positive is dependent on the value received.

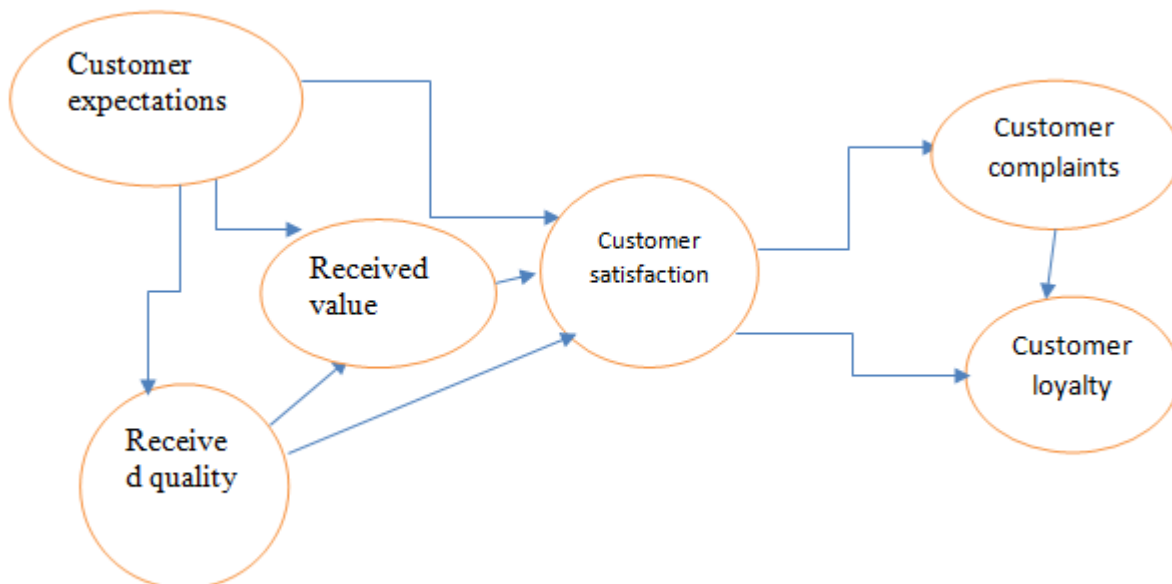


Figure 1. SCSB Model, US Customer Satisfaction Index

Quality experts (Deming 1981, Juran and Guernsey, 1988) consider the two basic components of quality as the degree of

meeting the basic needs of the customer and the reliability of the delivery of the product or service. Asking the customer to specify

the required quality, reliable quality, and overall quality received allows ACSI to form a separate parameter other than the value received. (Quality received) The value parameter is extracted by two questions in the questionnaire as well as the questions of the Swedish model. The ACSI model predicts that satisfaction should increase if either of the two factors receives value or quality. Two types of customer loyalty measurements are performed in this model. The first is the amount of interest to repurchase from the company and the second is the measurement based on scoring.

These two aspects are calculated through the percentage of the price increase that the customer is willing to make in the future, and the percentage of the price reduction that, if the competing company gives, causes the customer to buy from him. The index has been negative in the United States from 1994 to 2000 and has been rising slightly since then. This shows that improving the performance of companies is not necessarily the same as improving customer satisfaction, and satisfaction improves when the growth of performance improvement is greater than the growth of customer expectations.

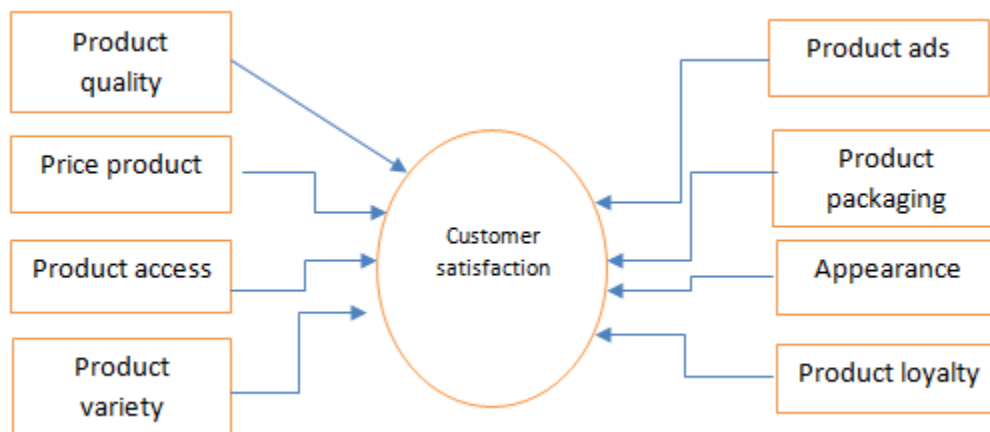


Figure 2. Research conceptual model (study of effective factors on customer satisfaction with Pegah dairy products)

Overall Objective: To investigate the factors affecting customer satisfaction with Pegah dairy products

Specific goals

- 1- Investigating the economic factors affecting customers' satisfaction with Pegah dairy products
- 2- Investigating the social factors affecting customers' satisfaction with Pegah dairy products
- 3- Investigating the effective factors of marketing on customers' satisfaction with Pegah dairy products

Materials and Methods

The research method is descriptive-survey in terms of applied purpose and based on data collection method. The statistical population of this research is 700 people and the statistical sample size is 248 people through Morgan table. The elements and variables of the research and how they relate to each other are described in a specific framework. The sampling method was randomized



classification and the research tool was a 5-point Likert validity questionnaire and an interview. Inferential and descriptive statistical topics have been used to analyze the data. Spss20 software was used to

perform data analysis. Data description brand the table below examines the brand used by customers based on central indicators (frequency and percentage).

Table 1. Brand of customers based on central indicators

Brand	frequency	percentage
Pegah	200	83.3
mihan	20	8.3
kaleh	20	8.3
total	240	100

The above table shows that most of the customers participating in this study with a frequency of 83.3% were customers of Pegah brand and the rest of the customers, with a common frequency of 8.3%, used

Mihan and Kaleh brands. Gender Table (2) examines the gender of customers based on central indicators (frequency and percentage).

Table 2. Gender of customers based on central indicators

percentage	frequency	Gender
34.2	82	man
65.8	158	Female
100	240	total

The table above shows that most of the customers participating in this study with a frequency of 65.8% are women and the rest with a frequency of 34.2% are men. Age

Table (3) examines the age of customers based on central indicators (frequency and percentage).

Table3. Customer age based on central indicators

The cumulative percentage	percentage	frequency	Age
12.5	12.5	30	Less than 20 years
30.8	18.3	44	21 to 30 years
60	29.2	70	31 to 40 years
85.8	25.8	62	41 to 50 years
93.8	7.9	19	51 to 60 years
98.8	5	12	61 to 70 years
100	1.3	3	More than 71 years
-	100	240	total

According to the above table, most customers with a frequency of 29.2% are

between 31 and 40 years old and the lowest frequency percentage with a value of 1.3%

belongs to customers over 71 years. It can be concluded that the age of 93.8% of all customers participating in this study is less than 60 years. Job Table (4) analyzes

customer jobs based on central indicators (frequency, percentage and cumulative percentage).

Table 4. Customer jobs based on central indicators

The cumulative percentage	percentage	frequency	Job
27.5	27.5	66	housewife
53.8	26.3	63	Employee
63.3	9.6	23	manual worker
69.2	5.8	14	Student
95.4	26.3	63	Free
100	4.6	11	student
-	100	240	total

As the table above shows, most customers' jobs with a frequency of 27.5% are housewives and then, 26.3% of customers have freelance jobs and employees. The lowest frequency percentage of 4.6% is related to students who use the products of these brands. On the other hand, 9.6% and 5.8% of the study sample were workers and students, respectively. Customer education Table (5) analyzes customer education based on central indicators (frequency, percentage and cumulative percentage).

Table 5. Customer Education Based on Central Indicators

The cumulative percentage	percentage	frequency	Customer education
5.8	5.8	14	illiterate
14.2	8.3	20	Primary
30.8	16.7	40	Cycle
41.3	10.4	25	student
55.8	14.6	35	Diploma
92.9	37.1	89	Undergraduate
100	7.1	17	Master's degree
-	100	240	total

According to the table above, most customers with a frequency of 37.1% have a bachelor's degree, and customers without education, ie illiterate, have the lowest percentage of education, with a value of 5.8%. Also, 55.8% of customers have less than a bachelor's degree. Describe the main research variables Table (6) examines the central indicators and the dispersion of research variables from the perspective of Pegah, Mihaan and Kaleh brands.



Table 6. Central indicators and dispersion of research variables

Coefficient of variation	Variance	standard deviation	Percent	Moderate	Research variables
0.362	1.272	1.127	62.2	3.11	customer satisfaction
0.336	1.14	1.067	63.4	3.17	Product quality
0.427	1.056	1.026	58.8	2.94	price product
0.342	1.116	1.056	61.6	3.08	Product access rate
0.353	1.289	1.135	64.2	3.21	Variety of products
0.478	1.798	1.341	56	2.8	Product ads
0.365	1.285	1.133	62	3.1	Good product packaging
0.397	1.261	1.222	56.4	2.82	Product appearance
0.297	0.774	0.879	63	3.15	Customer loyalty to the product

Table (6) shows that the product quality variable with an average of 3.17 that it has the highest average and the product advertising variable with an average of 2.8 has the lowest average. Customer satisfaction variable equal to 62.2%, product quality 63.4%, product price 58.8%, product access rate 61.6%, product variety 64.2%, product advertising 56%, good packaging

Product was 62%, product appearance was 56.4% and customer loyalty was 63%. On the other hand, the highest dispersion of scores is related to the component of product advertising and the lowest is related to the component of customer loyalty to the product. Inferential statistics the first research hypothesis Product quality has a positive effect on customer satisfaction.

Table 7. Regression coefficients in the first research hypothesis

Level Meaning	Statistics t	Standard coefficients	Non-standard coefficients		Variables
		Beta	Standard error	B	
0.132	1.51	-	0.109	0.164	Constant
0.001	28.645	0.88	0.032	0.93	Product quality

According to Table (7), it can be said that the significance level of the fixed value test is more than 0.05, so the assumption that alpha is equal to zero is confirmed and the constant value does not affect the criterion variable. So that it cannot participate in the equation of non-standard coefficients. Also, the significance level of the product quality variable is less than 0.05, so it is suitable for entering the standard coefficient equation, or in other words, it can affect the criterion

variable. By constantly considering external factors and based on the standard equation, product quality can affect customer satisfaction. It can also be concluded from beta coefficients in standard mode that product quality has a positive effect on customer satisfaction. Therefore, the first hypothesis of the research is confirmed and the null hypothesis is rejected. The second research hypothesis Product price has a positive effect on customer satisfaction.

Table 8. Regression coefficients in the second research hypothesis

Level Meaning	Statistics t	Standard coefficients	Non-standard coefficients		Variables
		Beta	Standard error	B	
0.001	6.334	-	0.173	1.097	Constant
0.001	12.321	0.624	0.056	0.685	price product

According to Table (8), it can be said that the significance level of the fixed value test is less than 0.05, so the assumption that alpha is equal to zero is rejected and the fixed value affects the criterion variable. So that it can participate in the equation of non-standard coefficients. Also, the significance level of the product price variable is less than 0.05, so it is suitable for entering the standard coefficient equation, or in other words, it can affect the criterion variable. By constantly considering external factors and

constant values and based on the standard equation, the price of the product can affect customer satisfaction. Also, from the beta coefficients in the standard case, it can be concluded that the price of the product has a positive effect on customer satisfaction. Therefore, the second hypothesis of the research is confirmed and the null hypothesis is rejected. The third research hypothesis Product availability has a positive effect on customer satisfaction.

Table 9. Regression coefficients in the third research hypothesis

Level Meaning	Statistics t	Standard coefficients	Non-standard coefficients		Variables
		Beta	Standard error	B	
0.001	4.692	-	0.155	0.729	Constant
0.001	16.222	0.725	0.048	0.774	Product access rate

According to the above table, it can be said that the significance level of the fixed value test is less than 0.05, so the assumption that alpha is equal to zero is rejected and the fixed value affects the criterion variable. So that it can participate in the equation of non-standard coefficients. Also, the significance level of the product availability variable is less than 0.05, so it is suitable for entering the standard coefficient equation, or in other words, it can affect the criterion variable. By constantly considering external factors and

constant values and based on the standard equation, the amount of product access can affect customer satisfaction. It can also be concluded from the beta coefficients in the standard mode that the amount of product access has an effect on customer satisfaction. Therefore, the third hypothesis of the research is confirmed and the null hypothesis is rejected. Fourth research hypothesis Product variety has a positive effect on customer satisfaction.



Table 10. Regression coefficients in the fourth research hypothesis

Level Meaning	Statistics t	Standard coefficients	Non-standard coefficients		Variables
		Beta	Standard error	B	
0.001	8.504	-	0.195	1.661	Constant
0.001	7.883	0.455	0.057	0.452	product variety

According to the above table, it can be said that the significance level of the fixed value test is less than 0.05, so the assumption that alpha is equal to zero is rejected and the fixed value affects the criterion variable. So that it can participate in the equation of non-standard coefficients. Also, the significance level of the product variability variable is less than 0.05, so it is suitable for entering the standard coefficient equation, or in other words, it can affect the criterion variable. By constantly considering external factors and

constant values and based on the standard equation, product diversity can affect customer satisfaction. Also, from the beta coefficients in the standard case, it can be concluded that product variety has a positive effect on customer satisfaction. Therefore, the fourth hypothesis of the research is confirmed and the null hypothesis is rejected. Fifth research hypothesis Product advertising has a positive effect on customer satisfaction.

Table 11. Regression coefficients in the fifth research hypothesis

Level Meaning	Statistics t	Standard coefficients	Non-standard coefficients		Variables
		Beta	Standard error	B	
0.001	12.256	-	0.128	1.571	Constant
0.001	13.328	0.654	0.041	0.55	Product ads

According to Table (11), it can be said that the significance level of the fixed value test is less than 0.05, so the assumption that alpha is equal to zero is rejected and the fixed value affects the criterion variable. So that it can participate in the equation of non-standard coefficients. Also, the significance level of the product advertising variable is less than 0.05, so it is suitable for entering the standard coefficient equation, or in other words, it can affect the criterion variable. By constantly considering external factors and

constant values and based on the standard equation, product advertisements can affect customer satisfaction. Also, from the beta coefficients in the standard mode, it can be concluded that product advertising has a positive effect on customer satisfaction. Therefore, the fifth hypothesis of the research is confirmed and the null hypothesis is rejected. Sixth research hypothesis Good packaging has a positive effect on customer satisfaction.

Table 12. Regression coefficients in the sixth hypothesis of the research

Level Meaning	Statistics t	Standard coefficients	Non-standard coefficients		Variables
		Beta	Standard error	B	
0.001	4.247	-	0.111	0.471	Constant
0.001	25.366	0.854	0.034	0.85	Good product packaging

According to Table 4-30, it can be said that the significance level of the fixed value test is less than 0.05, so the assumption that alpha is equal to zero is rejected and the fixed value affects the criterion variable. So that it can participate in the equation of non-standard coefficients. Also, the significance level of the good product packaging variable is less than 0.05, so it is suitable for entering the standard coefficient equation, or in other words, it can affect the criterion variable. By constantly considering external factors and

constant values and based on the standard equation, good product packaging can affect customer satisfaction. It can also be concluded from the beta coefficients in the standard mode that good product packaging has a positive effect on customer satisfaction. Therefore, the sixth hypothesis of the research is confirmed and the null hypothesis is rejected. Seventh research hypothesis the appearance of the product has a positive effect on customer satisfaction.

Table 12. Regression coefficients in the seventh research hypothesis

Level Meaning	Statistics t	Standard coefficients	Non-standard coefficients		Variables
		Beta	Standard error	B	
0.001	9.469	-	0.166	1.569	Constant
0.001	10.02	0.545	0.055	0.547	Product appearance

According to the above table, it can be said that the significance level of the fixed value test is less than 0.05, so the assumption that alpha is equal to zero is rejected and the fixed value affects the criterion variable. So that it can participate in the equation of non-standard coefficients. Also, the significance level of the product appearance variable is less than 0.05, so it is suitable for entering the equation of standard coefficients, or in other words, it can affect the criterion variable. By constantly considering external factors and constant values and based on the standard equation, the appearance of the product can affect customer satisfaction. It can also be concluded from the beta coefficients in the standard mode that the appearance of the product has a positive effect on customer satisfaction. Therefore, the seventh hypothesis of the research is confirmed and the null hypothesis is rejected. Eighth research hypothesis Customer loyalty to the product has a positive effect on customer satisfaction.



Table 13. Regression coefficients in the seventh research hypothesis

Level Meaning	Statistics t	Standard coefficients	Non-standard coefficients		Variables
		Beta	Standard error	B	
0.001	1.267	-	0.191	0.243	Constant
0.001	15.564	0.71	0.059	0.91	Customer loyalty to the product

According to Table (13), it can be said that the significance level of the fixed value test is less than 0.05, so the assumption that alpha is equal to zero is rejected and the fixed value affects the criterion variable. So that it can participate in the equation of non-standard coefficients. Also, the significance level of the customer loyalty variable to the product is less than 0.05, so it is suitable for entering the equation of standard coefficients, or in other words, it can affect the criterion variable. By constantly considering external factors and constant

values and based on the standard equation, customer loyalty to the product can affect customer satisfaction. Also, from the beta coefficients in the standard case, it can be concluded that customer loyalty to the product has a positive effect on customer satisfaction. Therefore, the eighth hypothesis of the research is confirmed and the null hypothesis is rejected. Ninth Research Hypothesis There is a significant difference between the three brands of Kaleh, Mihan and Pegah in terms of customer satisfaction.

Table 14. Examines the ninth hypothesis of the research using ANOVA test.

Significance level	Statistics F	Average squares	Degrees of freedom	sum of squares	Model
0.452	0.798	1.016	2	2.033	between groups
-	-	1.274	237	301.93	Intergroup
-	-	-	239	303.963	Total

Considering the significant level obtained from the F statistic in the table above, which is more than 0.05, it can be concluded that there is no significant difference between the three brands of Kaleh, Mihan and Pegah in

terms of customer satisfaction. Table (15) shows the average customer satisfaction based on three brands: Kaleh, Mihan and Pegah.

Table 15. The average customer satisfaction by brand in the ninth hypothesis of the research

Average	Number	Brand
2.9	20	kaleh
3.11	200	pegah
3.35	20	mihan
0.289	-	Significance level

The above table shows that among the three brands, the average of Mihan brand with a value of 3.35 was higher than other brands and the lowest average is related to Kaleh brand with a value of 2.9. On the other hand, according to the obtained significant level, which is more than 0.05, it can be concluded that there is no significant difference in the average satisfaction between the three brands. Discussion J, Mahmoudi and A., Habibi in a study entitled Customer Behavior Impact of Commitment and Satisfaction; Part of the elements of supply chain and green innovation on customer satisfaction of dairy products Vak, Kanjeh et al. During a study entitled Customer Communication Satisfaction in 2020 were in line with the study. Gh, Shams and M, Dalavi in a study entitled "Investigating the effects of service recovery on customer satisfaction from improving services" and H, Frati et al.) In 1397 were in line with the intended research. M, Holakouee in a study entitled The effect of product packaging and pricing on customer loyalty (Case study of buyers of Pegah dairy products in Gorgan in 1394 Vam, Rezaei and M, Mozaffari in a study entitled Factors affecting customer satisfaction in Asan Sal 2016 were in line with the research.

Conclusion Today's world is moving towards competitiveness The existence of a customer-oriented perspective and focus on

value creation has made competitiveness a global challenge in business. Today, customers want high quality goods and services as well as low prices of goods and services. In short, they want to gain more value. From a customer orientation perspective, the focus is on customer satisfaction. Customers are the lifeblood of any organization and gaining their satisfaction is one of the most important goals of companies. The results of research variables indicate that product quality, product appearance, product variety, good packaging, product availability and advertising have a positive effect on customer satisfaction with Pegah dairy products. The results show that among the indicators affecting customer satisfaction, product diversity had the most and product advertising had the least impact from the respondents. More variety and higher quality of products will automatically lead to more customer satisfaction with the products. Providing products and services as long as it does not lead to customer satisfaction will be useless, because only the method of identifying the needs and desires of customers and meeting these needs in a way that exceeds the expectations and demands of customers , The production or service process can be made a pleasant and unforgettable process for customers. Undoubtedly, with this approach, customers



not only want to repeat their previous experience, but also seek to share this pleasant experience with others. In this regard, senior managers should know that their success in achieving the overall goals of the organization, to satisfy the customer is dependent that in this regard, they should create a customer relationship unit so that they can communicate with their customers through various channels.

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