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Quality factors of different brands of dairy products (buttermilk) in customer satisfaction

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ABSTRACT

Background: In today's competitive world, discover and fulfill the needs and demands of its competitors, an essential condition for the success of the company. **Objective:** Accordingly, this study examined the relationship between quality of different brands of dairy products is customer satisfaction. **Results:** The main research hypothesis is: the quality of different brands of yoghurt and there is a significant relationship between customer satisfaction. Correlation method of research, analytical - is a field. Measuring instrument is a questionnaire to assess the attitudes of 384 clients comments and dairy products (buttermilk) is used. For data analysis, descriptive statistics and statistics explanatory (Multiple correlation matrix and regression testing) hypotheses are examined. **Conclusion:** Based on the assumptions of the study were approved by the quality of (Sketch and label the taste, ingredients, sustainability and durability, availability) dairy products and customer satisfaction at 99% confidence level, there is a significant relationship.

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INTRODUCTION

Recently, contribution to design new products and services to customers as an important factor for success companies can apply (Svendsen, *et al*, 2011). Success or failures based on whether they are able to maintain a percentage of their customers depend on. Maintain a high number of customers based on the customer satisfaction level possible, Their success is a big help to assess the quality of goods and services to customers through measurement of actual behavior (pour Zarandi, 2012). Until recently, the competition between companies seizes more market share and today the organization about the share of the customer's (Rezaiy, 2006). Only firms that provide competitive success or organization concern themselves with raising quality of goods and services according to customer needs to increase (Hashem zade, 2009). Organizations that are able to meet the expectations of their consumers, they will remove themselves from the competition (Koze chiyan, 2009). Firms that have a larger proportion of clients satisfied due to various reasons including high repurchase rate, Reduces cost of advertising (word of mouth advertising to engage consumers), decreased desire for change, and change the source of supply of goods and services, increasing the profitability of the organization to have (Athanasopoulos, 2001). Customer satisfaction is undoubtedly one of the strategic issues in recent decades has (Mosavi, 2009). Focus on product quality and service quality in service industries in developed countries has been (Wang, 2004). The customer is the first factor that will determine the type of organization. If the mission is a reflection of the expectations customers will be provided in an appropriate manner. The operational philosophy of the organization rather than being produced as a product crosses the market trying to find a deal, this is the first attempt to identify and then meet the needs of customers to supply a product or service to meet the needs (Parsaiyan, 2012). If you believe any organization's success depends on superior quality and is the rival or competitor we are well the advantage that can not or will not continue unless the provider of the products or services are of superior quality (Iranzade, 2010). Quality begins with customer needs, and ends with his consent, so producers should consider voice of the customer throughout the process of designing products and services (Ni, 2007). Marketing studies show that the quality of service perceived by customers as the most important factors that influence customer satisfaction (Mohamadi, 2011). Today, as one of the main guarantors of the survival of any organization, product or service (Shibani, 2010). Quality is what the customer will

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remember it as their needs and characteristics of the goods or services supplied lifetime customers' needs are. But the quality of products and services, which are tailored to customer needs and the price is reasonable. Can be said about the necessity and importance of the topic of today's products or services, customer satisfaction as the most important criterion for measuring the quality of their work as they and this trend is increasing. It must be said that in today's competitive conditions predicted the future will be more compact, customer satisfaction, customer retention and customer satisfaction is of increasing importance in organizations (Kazemi, 2009). Despite the importance of the above beverages like buttermilk important for the country to improve its quality, and the tastes and needs of diverse customers to the requirements of the product and the production process, The work is valuable to the writer for this product should be performed, Requirements that are more or less change over time and adapt to change product specifications makes it necessary to address this need. So companies like other dairy companies and organizations need to develop a strategic vision of how to design and deliver services, in order to achieve customer satisfaction. This object only through a detailed understanding of the factors influencing customer satisfaction in terms of analyzing and prioritizing them will be easy. Accordingly, the need and importance of the study of influences upon customer satisfaction and quality specified. However, this claim is needed to study. Accordingly, the research questions were raised about whether the qualities of different brands of yoghurt and customer satisfaction are related?

These issues affect the quality of dairy products needs to be specified in customer satisfaction.

Methodology:

How can these companies know their customers, what really matters for consumers, desires, and what are the real needs of customers; How to motivate customers buy and what customers are found to be in need of marketing research methods (Xu, 2009). Therefore, identifying customer needs and transforming them into design features of products and services critical to staying competitive in the market (Tontini, 2003). The research literature can be Yavas (2004), Ting (2004), Soayt and Swani (2007), Helegesen and colleagues (2010), Karavana and others (2000), Razher Halovel (1996), Pour Zarandi (2012), Shaheen (2010), Jozni (2010), Mansoury (2004) and ... Impact on the quality of the content mentioned.

The aim of this study was to determine the effect of each factor on customer satisfaction and quality of a research sub-objectives, Explore the relationship between quality factors affecting customer satisfaction, explore how the fusion of quality factors (and label design - flavorful taste - raw materials - the persistence (durability) - Rate Access) customer satisfaction, quality characteristics affect the ranking and prioritization of customer satisfaction, buttermilk sales improved further by optimizing the quality factors can be found in the research. Accordingly, the research hypotheses are as follows:

- 1 - The design and tagged buttermilk and customer satisfaction with the purchase decision, there is a family relationship.
- 2 - The taste of buttermilk and customer satisfaction with the purchase decision, there is a family relationship.
- 3 - The dough raw materials and customer satisfaction with the purchase decision, there is a family relationship.
- 4 - The persistence (durability), buttermilk and customer satisfaction with the purchase decision, there is a family relationship.
- 5 - The amount of buttermilk access and customer satisfaction in the purchase decision, there is a family relationship.

This plan is based on the descriptive and applied. This research studied the supermarket is the city of Rasht. In the study sample, the number of customers for different brands of dairy products (buttermilk) is. Due to the number of customers in certain dairy products is not so much the ability to generalize The study population was 18 to 65 years living in the city of Rasht people (both women and men) who are around 400,000 people and Resulting in a final sample of the survey respondents according to the data according to the formula is about 384. In this study, a random sample is used. Means of data collection is a questionnaire based on a Likert scale from very low to very high class is the included 22 the research questions that this variable has been set. It consisted of two parts: the first part included questions about respondents' personal characteristics (Gender, age, education, marital status, purchasing decisions, income) is. It should be noted that both of these questions, the last question (the decision to buy, income) part of the study variables is ready. Questions related to the views and attitudes of the respondents are 22 questions.

In this study, the validity of the test instrument content validity (logic) to be used by Delphi. The comments of a number of professors and experts were present in the prepared questionnaire. Emphasis on internal consistency reliability coefficients for validity questions used, the coefficient alpha is 0.913. Obtained .Data analysis using Spearman's correlation coefficient and multiple regression spss software is.

Results:

This study consists of two parts: statistical explanations. The descriptive statistical parameters such as table, ample, Column chart, and trend indicators and scattering center (mean, variance, standard deviation) were analyzed using the statistical test of the correlation matrix and multiple regression explanatory hypotheses are examined.

1 - Descriptive Statistics

- Respondents' satisfaction with the plan, and buttermilk tag

Design and Label buttermilk					
Cumulative percentage	Percentage of valid	Percent	Abundance		
19.3	19.3	19.3	74	Low	Sample
62.0	42.7	42.7	164	Average	
100.0	38.0	38.0	146	High	
	100.0	100.0	384	Total	

Standard deviation:2.559 Variance:6.754 Average:15.66

- Respondents s were satisfied with the taste or flavor of buttermilk

Taste or flavored buttermilk					
Cumulative percentage	Percentage of valid	Percent	Abundance		
21.1	21.1	21.1	81	Low	Sample
64.8	43.8	43.8	168	Average	
100.0	35.2	35.2	135	High	
	100.0	100.0	384	Total	

Standard deviation:2.503 Variance:6.245 Average:15.46

- Satisfaction of respondents from the Ingredients buttermilk

Ingredients buttermilk					
Cumulative percentage	Percentage of valid	Percent	Abundance		
22.4	22.4	22.4	86	Low	Sample
65.9	43.5	43.5	167	Average	
100.0	34.1	34.1	131	High	
	100.0	100.0	384	Total	

Standard deviation:2.623 Variance:6.88 Average:15.41

- Respondents' satisfaction and long lasting buttermilk

buttermilk stability and durability					
Cumulative percentage	Percentage of valid	Percent	Abundance		
19.5	19.5	19.5	75	Low	Sample
67.4	47.9	47.9	184	Average	
100.0	32.6	32.6	125	High	
	100.0	100.0	384	Total	

Standard deviation:2.428 Variance:5.895 Average:15.53

- Respondents' satisfaction with the availability of buttermilk

Availability of buttermilk					
Cumulative percentage	Percentage of valid	Percent	Abundance		
15.6	15.6	15.6	60	Low	Sample
60.9	45.3	45.3	174	Average	
100.0	39.1	39.1	150	High	
	100.0	100.0	384	Total	

Standard deviation:2.501 Variance:6.255 Average:15.72

- Respondents' satisfaction with the different brands of buttermilk

Respondents' satisfaction with the different brands of buttermilk					
Cumulative percentage	Percentage of valid	Percent	Abundance		Sample
6.0	6.0	6.0	23	Very little	
25.0	19.0	19.0	73	Low	
61.2	36.2	36.2	139	Average	
82.6	21.4	21.4	82	High	
100.0	17.4	17.4	67	Very much	
	100.0	100.0	384	Total	

- Prioritize quality factors and most influential in terms of respondents' Important factor in the quality of customer

Access	Persistence	Ingredients	Taste	Plan	
15.72	15.53	15.41	15.46	15.66	Average
2.50	2.428	2.623	2.503	2.559	Standard deviation
6.25	5.895	6.88	6.245	6.754	Variance

2 - Statistics explanatory:

- The overall quality among different brands of yoghurt and there is a significant correlation between customer satisfacti

Correlation matrix of the overall quality and customer satisfaction.

Satisfaction	Quality factors		
.495**	1	Spearman correlation coefficients	Quality factors
.000		Significance level	
384	384	Total	
1	.495**	Spearman correlation coefficients	Satisfaction
	.000	Significance level	
384	384	Total	

** Correlation is significant at the 0.01 level (2-tailed).

As the correlation matrix shows a significant correlation between the average level of consumption of yoghurt quality respondents and respondents' satisfaction there. (Significance level: 0.000, correlation coefficient: 0.495), resulting in a 99% confidence level, we can say that the above hypothesis is accepted.

- buttermilk quality factors (design and label the taste of raw materials, durable and access) and there is a significant correlation between customer satisfaction.

Multiple correlation matrix between the factors of quality and customer satisfaction.							
Quality factors	Designing	Designing	Designing	Designing	Designing	Satisfaction	
						1	Satisfaction
					1	.321**	Designing
				1	.370**	.470**	Taste
			1	.636**	.408**	.425**	Ingredients
		1	.658**	.666**	.476**	.412**	Persistence
	1	.549**	.542**	.471**	.335**	.303**	Access
1	.741**	.855**	.834**	.804**	.668**	.495**	Quality factors

** Correlation is significant at the 0.01 level (2-tailed).

As multiple correlation matrix shows a significant correlation between the average level of consumption of yoghurt quality respondents and respondents' satisfaction there. In conclusion we can say with 99% confidence level with a confidence level of 99% of the quality factors of yogurt consumption has a significant correlation with customer satisfaction research assumptions are accepted by.

- The quality of buttermilk and label design, taste, ingredients, sustainability and accessibility) and customer satisfaction with the purchase of a house the control variables are significantly correlated.

Access	Persistence	Ingredients	Taste	Designing	Satisfaction	Control variables
				1	Satisfaction	Responsible Purchasing
				1	Designing	
			1	.278**	Taste	
		1	.594**	.323**	Ingredients	
	1	.626**	.631**	.416**	Persistence	
1	.512**	.504**	.418**	.269**	Access	

** Correlation is significant at the 0.01 level (2-tailed).

As multiple correlation matrix shows a significant correlation between the average level of consumption of yoghurt quality respondents and respondents' satisfaction with the purchase of the controlling family there. In conclusion we can say with 99% confidence level that the factors responsible for controlling the quality of family shopping with a confidence level of 99% is significantly correlated with customer satisfaction and consumer Dough research hypotheses are accepted.

- The quality of yogurt (and label design, taste, ingredients, sustainability and accessibility) and customer satisfaction with the control variables, there was a significant correlation between family income levels.

Access	Persistence	Ingredients	Taste	Designing	Satisfaction	Control variables
				1	Satisfaction	Family income
				1	Designing	
			1	.296**	Taste	
		1	.604**	.335**	Ingredients	
	1	.634**	.644**	.429**	Persistence	
1	.528**	.518**	.442**	.287**	Access	

** Correlation is significant at the 0.01 level (2-tailed).

As multiple correlation matrix shows a significant correlation between the average level of consumption of yoghurt quality respondents and respondents' satisfaction with family income is controlled. In conclusion we can say with 99% confidence that the quality factors of the

control of family income, with 99% confidence levels are significantly correlated with customer satisfaction and consumer dough research hypotheses are accepted.

- Dough quality factors as independent variables in the regression test (and label design, taste, ingredients, sustainability and accessibility) and rates of customer satisfaction as the dependent variable. In order to understand the effect of independent variables on the dependent variable regression satisfaction of dairy products (buttermilk) are.

Variables entered / removed

Method	Omitted variables	Variables
Enter	.	The family is responsible for the purchase of raw materials, money, design, accessibility, taste, durability
Dependent variable: rate of customer satisfaction.		
All independent variables were entered into the model.		
Regression model		
The estimated error	The coefficient of determination	The correlation coefficient
.966	.271	.533a
		Model
		1

Between the variables: viability, accessibility, design, taste, ingredients, household income, buying for the family

As can be seen, the correlation coefficient was 0.533 and the proof of this claim that the overall correlation between the independent and dependent variable is the average level. The coefficient of determination of 0.284 and this suggests that almost 28 percent of the variation in the rate of customer satisfaction and quality control variables (family income and the purchase of the family) to explain and predict. The determining factor will also

come as standard. In other words, 28% change for a unit change in the factors that affect customer satisfaction and quality control variable.

ANOVA						
Significant	F	490.497	Degrees of freedom	Sum of squares	Model	
.000a	21.307	19.901	7	139.305	Regression	1
		.934	376	351.192	The remaining	
			383		Total	

ANOVA shows a significant level of under 0.05%, in order to show the validity of the independent and dependent variables in the regression for review.

Table of regression scores						
Significance level	standard ized coefficients	Non-standardized coefficients			Model	1
	T	Beta	Error	Amount b		
.180	-1.344		.477	-.640	(Constant)	1
.173	1.364	.072	.023	.031	Designing	
.000	4.028	.256	.029	.116	Taste	
.041	2.050	.132	.028	.057	Ingredients	
.291	1.057	.072	.032	.034	Persistence	
.918	.104	.006	.025	.003	Access	
.019	2.354	.117	.047	.110	Income	
.127	-1.531	-.073	.044	-.067	Responsible Purchasing	

Dependent variable: customer satisfaction

Discussion:

This could be assumed that the quality factors can affect the amount of dairy products such as yogurt can satisfy customers. The index such as product design, durability, sustainability, and quality of dairy products taste as template been known and besides that shopping for family income and family variables as control variables were examined. As the results of this study showed a significant correlation between factors quality and customer satisfaction rate is investigated in this study. The research, in 1392 the citizens of the city of Rasht 384 stratified random sampling was done. Of these, 54.7% are male and 45.3 percent are women. 38.3% of the respondents were single and 61.7% of the respondents were married and 40.9% of the respondents in the age group of people under 25 years, 26.3% of people aged 26-40 years to 23.7 and 9.1 percent of people aged 41-55 respondents were also more than 56 years, 20.8% of respondents of a degree, diploma, 25.3 percent, 29.9 percent of those with degree level education, 16.9 percent of the undergraduate population and 7% of respondents with a master evidence form. The results showed that 11.2 percent of respondents respondents earning incomes below 400 dollars, 14.3 percent between 401 thousand to 600 thousand dollars, 33.3 percent, 601 to 800 dollars, 24.7 percent of 801 thousand to 1 million dollars and 16.4 percent at the end of the 1 million have reported higher revenue and 16.9% of the respondents claimed that they buying a home is a responsible father, 31% of mothers, 24% of parents, 17.7 percent and 10.4 percent of children in the family as the main shopping was introduced in the House. Satisfaction of dairy products and baked in this study was one of the research questions that have been raised as the dependent variable and satisfaction of labels and designs available in the market buttermilk, 19.3% of respondents claimed to have had little satisfaction, 42.7 percent of their average level of satisfaction And 38% have reported a high level. Regarding the dependent variable, the main objective of the proposed study is actually significant correlation between total of product quality and customer satisfaction has been studied.

Conclusion:

- Prioritize the most influential factors in terms of quality and accountability:

As the table shows measures of central tendency and dispersion, the amount of access (Average: 15.72), product design (Average: 15.66) and survival (mean: 15.53) the quality of the customer are the most important factors that have a significant role in their satisfaction. In other words Dough easier accesses to consumer product design as well as staying at the forefront of consumers are using a quality product.

- The overall quality of different brands, there is a significant correlation dough customer satisfaction rates. The results showed a significant correlation dough quality factors used in the baseline between respondents and respondents' satisfaction there. (Significance level: 0.000, correlation coefficient: 0.495) In other words, this test

showed that several factors Such as durability, odor, color, durability, accessibility, and ... As a whole, form the shape of a product such as yoghurt is effective in customer satisfaction.

- The quality of yogurt (and label design, taste, ingredients, durability and availability) there is no significant correlation between customer satisfaction rates.

If these factors to examine more closely the multiple correlation matrices that can be drawn between design and label dough customer satisfaction is significantly correlated with the average level (significance level: 0.000, correlation coefficient: 0.321), the taste of buttermilk with customer satisfaction (significance level: 0.000, correlation coefficient: 0.470), the raw material used in the dough with customer satisfaction (significance level: 0.000, correlation coefficient: 0.425), Dough durability and customer satisfaction (significance level: 0.000, correlation coefficient: 0.412), availability of consumer satisfaction dough (significance level: 0.000, correlation coefficient: 0.303) significantly and there is a moderate level.

- The quality of yogurt (and label design, taste, ingredients, sustainability and accessibility) and customer satisfaction with the purchase of a house the control variables are significantly correlated.

One of the main assumptions of fact were variable in the household purchasing agent. Who's who in the family Home buying can also play an important role in the quality of the product is satisfactory. Test results showed solidarity in this field also controls the purchasing agent the above results have been significant. As multiple correlation matrix shows a significant correlation between the average level of consumption of yoghurt quality respondents and respondents' satisfaction with the purchase of the controlling family there. More precisely multiple correlation matrix shows that the design and tagged buttermilk and customer satisfaction with the purchase of the controlling family significantly and the average level (Significance level: 0.000, correlation coefficient: 0.216), taste, flavor, buttermilk and monitor customer satisfaction with the purchase and the average family significantly (significance level: 0.000, correlation coefficient: 0.403), the raw material used in the buttermilk and customer satisfaction controlling for family shopping and moderate significant correlation (significance level: 0.000, correlation coefficient: 0.356), Dough durability and customer satisfaction with the purchase of the controlling family and significant moderate correlation (significance level: 0.000, correlation coefficient: 0.350), availability of consumer and customer satisfaction Dough customers purchasing the controlling family and significant moderate correlation (significance level: 0.000, correlation coefficient: 0.236) exists. As a result, the 99% confidence level, we can say that the factors responsible for controlling the quality of family bought a 99% confidence level significantly correlated with customer satisfaction of the dough is used and the assumptions are accepted.

- The quality of yogurt (and label design, taste, ingredients, sustainability and access)-Variable rates customer satisfaction with income, there is a significant correlation.

Family income is another important control variables in this study. The effect on the income level of satisfaction with the quality factors are product? Test results also showed correlation with household income levels of control variables, the correlation was significant in this regard is to control the level of household income. As multiple correlation matrix shows a significant correlation between the average level of consumption of yoghurt quality respondents and respondents' satisfaction with family income is controlled. More precisely multiple correlation matrix shows that the design and tagged buttermilk and customer satisfaction significantly correlated with family income and moderate control (significance level: 0.000, correlation coefficient: 0.233), taste and customer satisfaction Dough control over family income was significantly the mean (significance level: 0.000, correlation coefficient: 0.423), the raw material used in the buttermilk and customer satisfaction significantly correlated with family income and moderate control (significance level: 0.000, correlation coefficient: 0.373), maximum durability Dough customer satisfaction and significantly correlated with family income and moderate control (significance level: 0.000, correlation coefficient: 0.369), Dough availability and consumer satisfaction correlated with family income and moderate control (significance level: 0.000, correlation coefficient: 0.262) exists. In conclusion we can say with 99% confidence level that the factors controlling the quality of family income with a confidence level of 99% is significantly correlated with customer satisfaction and consumer dough hypothesis can be accepted.

- Dough quality factors as independent variables in the regression test (and label design, taste, ingredients, sustainability and accessibility) and rates of customer satisfaction as the dependent variable.

The resulting multiple correlation matrixes of variables controlling for family income and family size also suggest buying the research hypotheses were significant. Regression results also attest to this claim that the independent variables, flavor, shape and appearance, durability, materials used, and the income level of the household can purchase 28% of the variability dairy products such as yogurt predicted to customer satisfaction. In other words, 28 percent of dairy products such as yogurt-based customer satisfaction variables in this study can be explained. A more accurate way to say it, the correlation coefficient was 0.533 and the proof of this claim that the overall correlation between the independent and dependent variable is the average level. The coefficient of determination is 0.284 and indicates that approximately 28 percent customer satisfaction rate of change quality and control variables (family income and the purchase of the family) to explain and predict. In other words, 28% change for a unit change amount factors affecting customer satisfaction and quality control

variable. The overall look is a must results of this study was to evaluate the product quality and customer satisfaction are able to explain 28 percent of variations customer satisfaction.

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