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Introducing the effective factors of domestic product sale in chain stores (Case study: Tehran Hyperstar chain stores)

Somayeh Hasani, Fattaneh Alizadeh Meshkani

Department of Management, Islamic Azad university, Tehran South Branch, Tehran, Iran.
Corresponding Author, Department of Management, Islamic Azad university, Tehran South Branch, Tehran, Iran.

Abstract

Todays the service industries such as chain stores play an important role in the growth and development of countries' economy. Since in our country the sales of domestic products in chain stores, since the fast availability of goods for customers, are developing the amount of domestic product sale to develop chain stores is significant. In this study, the various effects factors such as marketing and competitive factors, quality and standards factors, internal factors, products appearance factors, interior and layout of store and … on sale of domestic products in chain stores surveyed by using descriptive- survey method and collecting 384 questionnaire of customers in Tehran Hyperstar chain stores. The first achievement of this study is providing valid scale for measuring domestic sale. The main factor of this structure has been confirmed, hence to confirm items ensure the accuracy of designed scales and to identify mentioned factors exploratory factor analysis and SPSS software were used; also for prioritizing AHP method was used. Finally, using the AHP method was revealed that quality and standard factors with normal weight, "0.235" are the highest priority. To final prioritize sub-criteria high quality with 0.125 weight is in the first priority.

Keywords: Domestic product, Chain stores, Tehran Hyperstar

Introduction

Todays in competitive world, more than before, sale is considered as a dynamic power in business world, and survival of profit and non-profit organization supported by sale and by earning more in trade organization word find their way to earn more profit.

Finally sale department is considered as frontline of organization and function of sale power, it is survival index and the key pulse of organizations in competitive world. The efforts of sale power have direct influence on various activities of organizations.

Sale introduces organization to customers, receive sale orders which lead to deliver products to customers, protect products' position in market, evaluate the position of competitors and finally provide the suitable field to success and improvement. Therefore sale department can be effective to enhance earning, better planning, strengthen mentioned factors and facilitate them.

So according to the importance of sale for organization successfulness, the aim of this study is recognizing the effective factors in domestic product sale of chain stores (Tehran's Hyperstar chain store).

In this study, at first, the problem statement is described, then urgent and importance of study will be discussed. Questions are provided according to the aim of study.

Problem statement

Todays in competitive world, the survival of all profit and non-profit organizations are related to profitably and earning of the organization. The effort of all organizations is enhancement of earning by meeting the customers and markets 'needs and relation to them in long term.

Marketing and products sale are the most important factors of an organizations. The ability of marketing defines as integral designed process that employs collective knowledge, skills and company recourses to meet the related needs to business (Angus and Ekes, 2012). The company will be able to create added value for goods, services and meet the needs of competitive world (Dibay, 2009).

Seller needs some abilities, technics and skills; some researchers defines sale as the art and ability of all marketing efforts to create, protect or increase market sale (Nesae, 2009). Each customers has their own expectations, so to identify the main attributes of evaluation (quality from customers' view), the common expectations and customers' needs should be considered (Barahooee, 2013).

The activity of sale process, from researches' approach, define differently.

Dibay (2009) in his book defines sale process in three stages:

1- Understanding customer needs

2- Providing solution to meet these needs

3- Business customer agreements

The role of sale is more significant in chain stores.

Some of the important factors to sale domestic products are reasonable price, commodity diversification, the behavior of seller, complementary goods, high quality, company or brand reputation, advance sale, layout, advertisements and so on. The purpose of chain stores is that by decreasing supply chain cost and various overhead costs cause to decrease final good's coast and hence, give a great service to both the producers and the consumers. In fact, by raising efficiency in product distribution cycle and focusing on economies of scale (amortized cost due to the large scale sale of goods) provide the growth in community and welfare of households (Haddadi, 2012).

According to the importance of service industries such as chain stores in economic growth of countries and also the importance of domestic product sale in these stores, they are growing because goods are available for costumers. This issue can be effective to develop domestic products growing and some independent and comprehensive studies has been done in this field so surveying this issue in Tehran HyperStar chain stores can be an innovation.

The necessity of research

This research tries to recognize, determine and enhance factors which cause satisfaction of customers and their purchases of Iranian goods in Hyperstar chain stores. If Tehran Hyperstar chain stores identify effective factors to increase domestic products sale and found their development strategies according to findings, it can be expected that stores be successful in social, economic and political fields in the future. Regard to the high cost of foreign products and sanctions crisis, it can be an important step in advancing this issue.

Research purposes

1- Determine the most important effective factors of domestic products sale in Tehran Hyperstar chain stores.

2- Prioritize effective factors of domestic products sale in Tehran Hyper star chain stores.

Researches inside the country

Dehdashti and Hossein Pour (2013) in the study entitled "The presentation of the impact of sales and marketing strategy on sales performance" surveyed this topic.

Rahimi (2013) in the study entitled "The effect of brand on food industry sale in Hamedan province" have surveyed this topic. Jalali and Mehrani (2013) investigated "the relation of marketing method and repurchase behavior in Gorgan chain stores".

Javanmard and Hosseini in the study entitled "The relation between the mind image of the store, investigated the distance, customer satisfaction and intentions of customers' behavior (case study: Tehran Shahrvand chain stors)".Ahmadi et al. (2013) investigated the study entitle "The evaluation of customer loyalty of Shahrvand and Refah chain stores (study selected stores in Tehran) ".

Bahram Ranjbarian (2012) analyzes the relation between the perceived value, perceived quality and customer satisfaction that lead to sales and repurchase intention in Tehran chain stores. Fakhimi et al. investigated (1390) study entitle " investigate the effect of the mix marketing (4p) on increasing sales of water heater production in Ghainar Khazar Company".

Abroad research

Kamp et al. (2013) in 2013 provided an article entitle "Nurturing emotional health of sellers by sales management support". Vacherie et al. in 2009 investigated, the effect of customer orientation on sales performance.

Partal and Benito (2013) in study entitle "the Motivations of loyal customers to the store through alternative indexes of behavioral loyalty" investigated this topic. Teoderidiz and Panagyoto (2009) in the research entitle "The attributes of mind image and customer satisfaction between different types of customers in the supermarket sector in Greece" was seeking to achieve two objectives:

1- Developing the functional investigate of relation between the characteristics of mind image and customer satisfaction in Greek market environment.

2- Evaluating the stability of structural relationships between the characteristics of the image of the store and customer satisfaction among different customer groups.

Roman did a research entitle "The effects of ethical behavior on satisfaction, trust and customer loyalty to companies in the financial services industry practical study".

The type of research

Generally, research method can be categorized according to objective criteria to the study and data collecting, researches regard to purposes can be divided to basic and applied research (Sarmad, 2007-2008). The main aim of this study is identify and prioritize the main factors of domestic products sale in Tehran Hyperstar chain stores. The aim of this study is in the applied field study. Because in this study desk research and field study such as questionnaire are used, it can be stated that this research is descriptive-survey.

Statistical population

In this study to determine effective factors of domestic products sale, exploratory factor analysis is used. Therefore, statistical population of this study is unlimited, all customers of Tehran Hyperstar chain stores. Sampling method is simple random sampling. So using Cochran formula based on unlimited statistical

population, the error about 0.05, 384 number of questionnaires distributed among costumers. It is necessary to say that in following formula the maximum permissible error (d) is equal to 0.05, safety factor=0.95, t=1.96, the amount of p and q each one is equal to 0.5 and N=population size, are considered. The amount of P considered 0.5.

Because in this research operations research approaches are used, so the statistical population is consisted of experts and senior experts of studied area. Riesa and Vazilis referring to this point that the number of experts as interviewer should not be a lot, suggest 5 to 15 persons. There are 4 branches Hyperstar stores inside the country, 2 branches in Esfehan and Shiraz and 1 in Tehran, the statistical population of this study are experts' views of Tehran chain store unit and manager's views are used to answers questionnaires. In result 15 experts of sale filed use as sample in chain stores.

$$n = \frac{\frac{z^2 pq}{d^2}}{1 + \frac{1}{N}\left(\frac{z^2 pq}{d^2} - 1\right)}$$

Data collecting method

In this study desk research and field study are used to collecting data.

Survey methodology

Table 1. Scored to questions in Liker scale

A lot	many	Average	Low	Very low	Selected Choice
5	4	3	2	1	Ranking

Table 2. effective factors of domestic products

Sources	Effective factors of domestic products sale
Marius et al. 2014	Identification competitors' products
	Media advertisement
	Advance sale
	Competitive atmosphere
	The company's reputation or brand
	High quality
	International and domestic standards
Han et al. 2014	Technology
	The right price
	Organizational culture

	Control system
	The structure of sale department
	Job motivation of seller
Kraus et al. 2014	**Self-confidence of seller**
	Packing
	Physical shape
	Diversity of Commodity
	Complementary goods
	Needs assessment of new products
	Layout
	Seller's job satisfaction
	Seller's job perceptions
	Seller's skill
	Seller's behavior
	Having enough experience to convince customers
	Motivation of sale person

The validity of questionnaire

In this study, to evaluate the validity of questionnaire face and content validity were used. In this case, questionnaire distributed among a number of experts and management and behavioral sciences professors, including supervisors and advisors. Ask them about questions and hypothesis evaluations and they confirmed the questionnaire.

The reliability of questionnaire

The validity is one of the technical attributes of measure tools that indicates what extent results in the same situation. One method to calculate validity is Cornbrash's alpha coefficients. To calculate Cornbrash's alpha coefficients, first it must calculate the variance of each questionnaire and the total variance, then using the following formula calculate the coefficient (Sarmad, 2007). If Cornbrash's alpha coefficient calculated more than 0.7 the validity is desirable.

α= Cornbrash's alpha coefficient, K= the number of question in questionnaire, $\mathbf{S_i^2}$ = Variance of i question, $\mathbf{S_x^2}$= total variance .

Table 3. The output of SPSS software for calculating Cornbrash's alpha for research questionnaire

Cornbrash's alpha coefficient	The number of questions
0.811	**26**

Cornbrash's alpha coefficient calculated in this study, in a pilot study with 25 distribution questionnaire was calculated 0.811. Therefore, the reliability of both questionnaires were completely favorable.

Provide the scale of exploratory factor analysis

In exploratory factor analysis, researcher seeks to experimental data, in order to discover and identify indicators and relations between them. Here there is no specified pre-model. In other words, exploratory analysis in addition to the value of surveillance or proposed, it can model structuralize or hypothesis.

The algorithm of using AHP

After determining the main criteria, ranked each of the identified criteria studied. To prioritize criteria Analytical Hierarchy Process (AHP) is used. AHP is based on paired comparisons regard to expert opinion (Saati, 2002).

The methodology of current study is providing by conceptual model and defines in 4 steps. Also, in this algorithm, procedures based on matrix operations are used.

Conceptual model with AHP approach

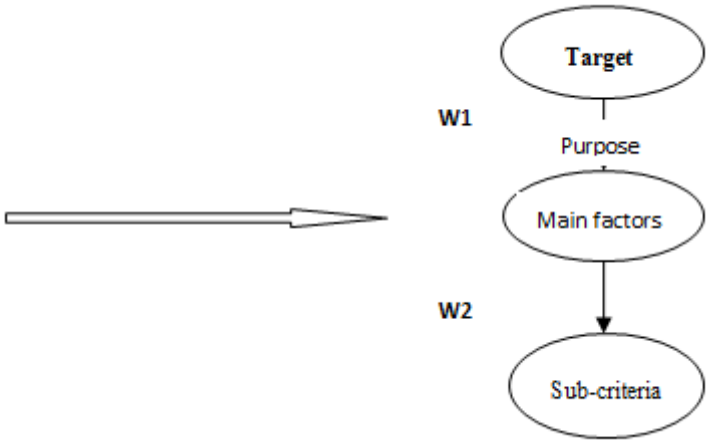


Figure 1. Conceptual Model

$$W = \begin{array}{c} \text{Purpose} \\ \text{Min factors} \\ \text{Sub-criteria} \end{array} \begin{pmatrix} 0 & 0 & 0 \\ W_1 & 0 & 0 \\ 0 & W_2 & I \end{pmatrix}$$

Step One: Identification the main criteria

First, based on the main purpose pair-wise comparison of each of these criteria and priorities are determined by calculating the specific vector. (W1)

Step two: Identification choices

According to previous studies and the situation of current study, different methods of implementation are developed. This set of choices based on the main study criteria will be evaluated. Finally, paired choices based on relevant criteria, matrix W2 will be calculated.

The third step: Determine general priorities

To determine general priorities and their relation the structure of initial super matrix (weighted) is formed. Based on Saati's theory after the formation of the super matrixes, the next step is determine priority. To determine priority normalized concept and weighted average are used (Saati, 1980). After normalizing weighted average of the values each row will be taken. To normalize values without software the following formula is used:

$$r_{ij} = \frac{\bar{a}_{ij}}{\sum_{i=1}^{m} aij}$$

In this formula normalized **rij** is equal to **aij** in initial super matrix (Zebardast, 2009:72)

The forth step: compatibility tests

After unify experts in different views and preferences, it is possible that a comparative matrix of several options and criteria established. AHP method from unit 1 to 9 in order to relative weight used. This weight as the values of super matrix are entered. Therefore the relation between each criteria and matrix is reflected in this matrix. In AHP method the test should be performed on decision makers and experts who state their opinions compatibility. This test is based on Consistency Ratios (C.R) of comparative matrix. C.R is a couple equal comparative matrix to corresponding random value (Saati, 2005).

Vector calculation of total weight: Matrix of paired comparisons multiply in column vector "relative weight". The new vector called weighted sum vector.

Calculated corresponding vector: divide the total weight of vector elements to relative priority vector, the resulted vector is corresponding vector.

Calculation **λmax:** calculation the average of vector elements consistency equal to **λmax.**

Calculation consistency index 10 (CI): consistency index is defined as follows:

n is the number of available options in problem

$$CI = \frac{\lambda_{\max} - n}{n-1}$$

Most of the time instead of calculating λmax approximation method of geometric average is used.

$$L = \frac{1}{n}\left[\sum_{i=1}^{n} (AW / W)\right]$$

-L parameter value is approximately λmax.
- Awi vector is equal to the result of paired comparison matrix vector multiply specific criteria (priority)
- Wi vector is the specific vector or priority criteria vector. So after calculating AWi each of entries divided to Wi vector corresponding entry then add obtained values together.
By dividing the resulting number to the number of criteria (n) the amount of L will be obtained.
Calculation random index: Randomness index is extracted of a table like 2-2 or 2-3.

Table 4. randomness index (RI); source: Alonzo and LaMotte, 2006:449

N	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
RI	0	0	0.52	0.88	1.10	1.24	1.34	1.4	1.44	1.48	1.51	1.53	1.55	1.57	1.58

Calculation corresponding ratio: corresponding ratio resulted from dividing corresponding index to randomness index. The corresponding ratio states 0.1 or less corresponding in comparison (Mehregan:170-173).
CR = CI / RI
Data analyses

In this step, an important point is that researcher should analyze data to respond questions and evaluate hypothesis (Hafez Niya, 2003:102)
In decision making science that choosing a solution of existing approaches or prioritized strategies are purposed multiple criteria decision-making methods or MCDM have been raised in recent years(Ghodsi Pour, 2008). In these decision makings, several indicators or targets, that are sometimes contradictory, considered. If the aim of criteria in MCDM is attribute called it MADM, and if the aim of multiple criteria is object called it MODM (Mehregan, 2004).
In this study to identify criteria and final sub-criteria exploratory factor analysis technic and SPSS software are used. To rank criteria and final sub-criteria MCDM and AHP technic are used.
Identification and clustering indexes
In the first step, study criteria were identified and selected. Factor analysis by creating correlation matrix shows that variables gathered in cluster which variables of each cluster correlate together and are not correlated to other clusters.
One way to measure sampling adequacy of factor analysis is KMO (Kaiser-Meyer-Olkin Measure of Sampling Adequacy). If the value of this statistic is more than 0.7 correlation is completely suitable for factor analysis. If it is between 0.5 and 0.69 should be very careful. If it is less than 0.5 is not suitable for factor analysis (Doves, 1991).Therefore if collect the large volume of data, by KMO index will find sampling adequacy.
Calculation index of sampling adequacy (KMO)
The output of KOM test reported 0.843, so the existence correlation are suitable exploratory factor analysis.
In the next step according to eigenvalue table the number of factors determined. Factors according to eigenvalue determine greater than 1.

Table 5. determination elements of each cluster with Varimax rotation

Rotated Component Matrix						
	Component					
	1	2	3	4	5	6
q1		.631				
q2		.764				
q3		.723				
q4		.793				
q5		.776				
q6						0.730
q7						.845
q8						.685
q9					.090	
q10				.784		
q11				.761		
q12				.796		
q13				.074		
q14						.083
q15					.447	
q16					.601	
q17	.756					
q18	.844					
q19	.787					
q20	.731					
q21			.645			
q22			.797			
q23			.783			
q24			.797			
q25			.408			
q26						.054
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.[a] a. Rotation converged in 6 iterations.						

Hence, 6 main factors are selected. As it can be seen, 4 correlation factors because of poor correlation with other factors have to be removed from the index. Main factors are: Marketing and competitive factors, quality factors and standards, internal factors, factors of products appearance, space and interior layout of the store and factors related to the sellers. Each of these criteria is composed of a number of sub-criteria.

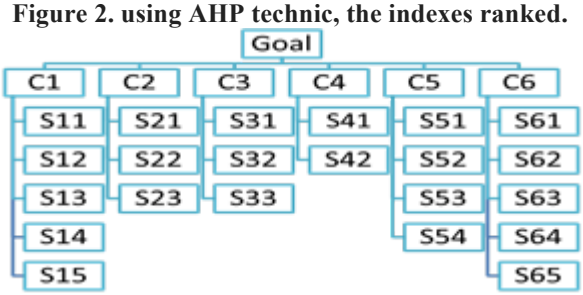
Table 6. criteria and sub-criteria factors affecting the sales of domestic products

symbol	Sub-criteria	symbol	Main cluster
S11	**Identify competitors' products**	**C1**	Marketing and competitive factors
S12	**Media advertisement**		
S13	**Advance sale**		
S14	**Competitive atmosphere**		
S15	**The company's reputation or brand**		
S21	**High quality**	**C2**	factors of quality and standards
S22	**International and domestic standards**		
S23	**Technology**		
S31	**Organizational culture**	**C3**	internal factors
S32	**Control system**		
S33	**The structure of sale department**		
S41	**packing**	**C4**	factors of products appearance
S42	**Physical shape**		
S51	**Diversity of Commodity**	**C5**	space and interior layout of the store
S52	**complementary goods**		
S53	**Needs assessment of new products**		
S54	**layout**		
S61	**Seller satisfaction job**	**C6**	factors related to the sellers
S62	**Seller job perception**		
S63	**Seller's skill**		
S64	**Seller's behavior**		
S65	**Having enough experience to convince customers**		

Prioritize model factors by AHP technic

By using exploratory factor analysis technic criteria and sub-criteria of each cluster determined.

Figure 2. using AHP technic, the indexes ranked.



Priorities main criteria based on object

To hierarchical analysis based on, at first, objective criteria were compared in paired. APH is a ranking technic, and ranking in this technic is based on paired comparison. Paired comparison is so simple and all parameter of a cluster should compare pairwise. Therefore if n parameters are in a cluster $\frac{n(n-1)}{2}$ comparison will be done.

Because there are six criteria the number of comparisons are:

$$\frac{n(n-1)}{2} = \frac{6(6-1)}{2} = 15$$

So 15 pairwise comparison from the perspective of a group of experts has been collecting, and using geometric average technic expert opinions are collected.

Priorities main factors

Main factors in this study are: Marketing and competitive factors, factors of quality and standards, internal factors, factors of products appearance, space and interior layout of the store and factors related to the sellers. Pair-wise comparison of the integration of expert opinion matrix is provided in Error! Reference source not found.

The next step is calculating the geometric average of each row to determine the weighting of criteria:

$$\pi_1 = \sqrt[7]{1 * 0.517 * 1.184 * 1.204 * 0.321 * 0.709} = 0.743$$

Similarly, the geometric average is calculated for other rows.

Then the sum of geometric average for all rows calculated.

By dividing the geometric average of each row to the sum of geometric average normal weight is resulted that called eigenvalue vector.

Based on eigenvalue vector the priority of main factors will be W1.

$$W_1 = \begin{pmatrix} \\ 0.127 \\ 0.235 \\ 0.152 \\ 0.160 \\ 0.205 \end{pmatrix}$$

According to eigenvalue vector quality factor and standard criteria with 0.235 normalized weight is the most priority. Space and internal store layout criteria with 0.205 is the second priority. Products appearance factors criteria is the third factor. Inconsistency rate comparisons obtained 0.075 that is less than 0.1, so it can trust to comparisons. All other criteria will be considered in this case pairwise.

Table 7. determine the final criteria priority by AHP technique

The final weight of sub-criteria	The weight of sub-criteria	Sub-criteria	The weight of cluster	Main cluster
0.0288	0.2270	Identify competitors' products	0.1269	Marketing and competitive factors
0.0185	0.1457	Media advertisement		
0.0170	0.1340	Advance sale		
0.0186	0.1464	Competitive atmosphere		
0.0440	0.3468	The company's reputation or brand		
0.1252	0.5319	High quality	0.2355	factors of quality and standards
0.0588	0.2499	International and domestic standards		
0.0514	0.2189	Technology		
0.0512	0.3360	Organizational culture	0.1524	internal factors
0.0671	0.4401	Control system		
0.0341	0.2239	The structure of sale department		
0.0780	0.4881	packing	0.1597	factors of products appearance
0.0818	0.5119	Physical shape		
0.0743	0.3623	Diversity of Commodity	0.2051	space and interior layout of the store
0.0463	0.2255	complementary goods		
0.0523	0.2550	Needs assessment of new products		
0.0322	0.1571	layout		
0.0287	0.2388	Seller satisfaction job	0.1204	factors related to the sellers
0.0284	0.2062	Seller job perception		
0.0265	0.2201	Seller’s skill		
0.0187	0.1553	Seller’s behavior		
0.0216	0.1796	Having enough experience to convince customers		

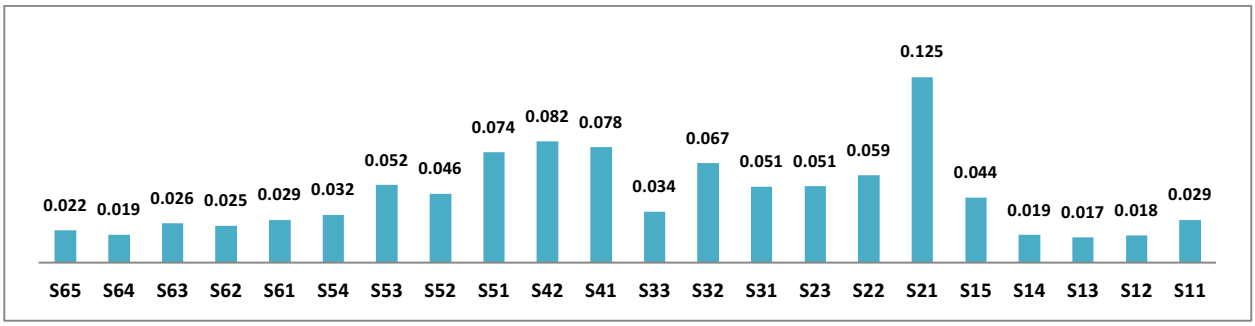


Figure 3. Determine the final criteria priority by AHP technique

Therefore, based on the weight of the final normalized, high quality index with 0.125 weight is in the first place, physical shape with 0.125 weight is in the second place and packing with final weight with final weight 0.078 is in the third place.

Summary and conclusions research

This study aimed to identify and prioritize the most important factors affecting domestic sales in Tehran Hyperstar chain stores has taken place. At first depth study in literature review of domestic and foreign researches were done to provide basic principles for codification necessary pre-assumption to identify effecting factors in domestic product sale. Since the sale is a sensitive and multidimensional problem, so the variety of factors affecting sales was identified. The goal in current research is applied and the nature and method, is descriptive-survey. For data collection and preliminary data from the World Wide Web, general and specialized books, articles and journals, organizational reports and questionnaires were used in the study. The questionnaire number 1 includes 26 questions that for screening and clustering of these factors, exploratory factor analysis was used. In the questionnaire number 2 also paired comparison to the prioritization criteria and sub-criteria be explored. In the current study because industrial engineering and operations research approach was used so the s will comprise experts and senior experts in studied area. The statistical population size is unlimited, 384 customers of Tehran Hyper star chain store. In the final phase that has been done based on AHP technique the viewpoint of 15 experts were used to prioritize criteria. To determine the weight of criteria expert's questionnaire and AHP software are used. And for design paired comparison technique has been used by the range of nine degrees an hour. To determine the reliability of the questionnaire, after collecting the views of experts, inconsistency rate is calculated the results showed that a suitable consistency among expert opinions and obtain data can be reliable.

Results and Discussion

According to investments main factors affecting domestic product sale in this study are: marketing and competitive factors, factors of quality and standards, internal factors, factors of products appearance, space and interior layout of the store and factors related to the sellers. Based on the aim of first study and identified criteria and sub-criteria the design of hierarchical analyze model were conducted. In the next step the six elements paired comparison matrix based on purpose was done.

Based on the results obtained the basis of objective criteria of quality and the standards with normal weight 0.235 is the highest priority, space and layout of store criteria with normal weight 0.205 is the second priority and products appearance criteria with normal weight 0.160 is the third priority.

In the next stage sub-criteria were compared in pair, in each stage, the following criteria related to each main criterion were compared for a couple.

Calculation to determine the priority of marketing and competitive sub-criteria shows that that reputation of company or brand 0.347 weight is the high priority. Identify competitors' products with 0.277 normal weight is the second priority and competitive atmosphere 0.1464 weight is the third priority. Calculation to determine priority of quality factors and standards sub-criteria indicates that high quality 0.532 weight is the highest priority. International and domestic standards with 0.250 normal weight are the second priority and technology with 0.218 is the third priority. To prioritize domestic factors indicators it is reveal that control system with 0.440 is the first priority and organizational culture with 0.336 normal weight is the second priority. Calculation to determine the priority appearance factors sub-criteria shows that physical shape 0.512 weight is the first priority. Packing with 0.448 normal weight are the second priority. To determine the priority space and layout of store sub-criteria shows that commodity diversity 0.362 weight is the first priority. And finally, calculation to determine priority of factors related to seller's sub-criteria indicates that sellers' job satisfaction with 0.239 weight is the first priority of these indicators. With the final prioritize of indicators by AHP technic, it is reveal that high quality with 0.125 weight is the first priority, physical shape with 0.082 weight is the second priority and packing with 0.078 weight is the third priority.

Therefore to answer the first question that what the most important factor effecting domestic products sale in Tehran Hyperstar chain store is? It can be stated that marketing and competitive factors, quality factors and standards, internal factors, factors of products appearance, space and interior layout of the store and factors related to the sellers are the most effective factors in domestic products sale in Tehran Hyperstar chain store. To answer the second question what prioritize the factors affecting the sales of domestic products in Tehran Hyperstar chain stores is? It is reveal that quality and standards are the highest priority, space and interior layout are the second priority and products appearance factors is the third priority.

Research limitations

Identified variables to assess structures are generally originate from studies abroad and make them naturalized has some difficulties. Techniques used to rank supply methods in this study had a large variety. So far, a few studies have been done using these techniques in an integrative approach that make initial data gathering difficult and also does not provide allow compare study with similar studies. One of the problems in order to carry out this research, constraint in obtaining information about the dimensions and factors affecting domestic sales. For this reason, it is suggested that current research carried out in other stores and similarities, differences and limitations are investigated.

In this study, six main criteria are used to determine affecting factors in sales of domestic products. It should be noted larger number of criteria can be based on existing research literature review also compatible to other organizations identified and used for final analysis especially, if the MCDM techniques used it can also be identified and studied some sub-criteria for each main criterion.

Another similar solutions using gray relational analysis that is less complex. It is recommended for calculating the weights of criteria and determining the priority of indicators gray relationship analysis technique will also use. Also the effect of ethical sales behavior on satisfaction, trust, customer loyalty and motivation of costumers investigated.

Suggestions

Based on the results of theoretical and field studies conducted in this research it can be provided multiple suggestions.

To answer the questions, it should be stated that "quality and standards " are the first priority in sales of domestic products in Tehran Hyperstar chain stores, so it is suggested that:

1-Holding review meetings to use of customer knowledge to increase product quality that leads to surpasses to competitor at defined intervals in order to monitor all activities establishment of the system and identify strengths and weaknesses, and to allocate the necessary resources performed.
2- Reliability is one of the most important aspects in product quality. If the possibility of a malfunction in the product in a limited timeframe is less, more could affect the amount of purchase, surpassing for the company to follow.
3- For better communication with customers and using their feedback, utilizing social networking is recommended.
4- The ability to maintain the efficiency of customer knowledge management systems created in stores and communication process of other active organizations be reviewed regularly.
5- Evaluation of customer knowledge must be identified managed and guided. In this regard, it is necessary to support it by the senior management and meanwhile development of organizational culture should be announced to all sectors. To do this, it is recommended that check lists of periodically and with specified time intervals studied in the future.
6- It is suggested that the design managers, consider product as successful factor competitive advantage and the main attributes of their organization. Managers have to implement pivotal- planning, allocate the required resources to it. Therefore, designers must find their way to senior management positions organizations to take responsibility for the success of the organization.
7- It is recommended to design products constantly improving products and services, because any inactivity will lead to death of organization. Existing products must be revised to respond to the future needs of customers. Collaboration with external designers who have extremist and unusual tendencies in their design, can help organizations to bring new innovations to its product's collection.

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