

Identifying the pattern of non-financial perceived values among production channels and manufacturing companies

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Abstract

Distribution, as one of the components of the marketing mix, in the simplest case, carries the task of transferring the product from the place of production to the place of purchase of the customer in the distribution channel. In other words, the most important task of distribution management is to make the goods available to potential customers at the right time and place. The purpose of this study is to identify the pattern of non-financial perceived values among distribution channels and manufacturing companies. For this purpose, a mixed method was used. At first, relying on the research literature, factors related to values were identified, and then closed and open polls were conducted among experts about the factors, and new factors were also proposed. Data analysis was done using fuzzy Delphi methods and hierarchical analysis. The findings of the research showed that the components of continuity commitment, customer expectations, pricing policy, product specifications, competitive features, brand awareness, perceived quality, customer expectations, product innovation, comprehensive quality management and participation in decision-making from the functional dimension, components of emotional commitment, Customer satisfaction, customer trust, customer loyalty, brand personality, brand value and value communication from the emotional dimension and normative commitment components, word-of-mouth communication, communication management, social media marketing activity, brand image and customer-seller relationship from the social dimension were placed at the first level and the market characteristics component from the social dimension at the second level. Finally, it was found that except for the component of market characteristics from the social dimension, which played the role of an independent variable, all the components of the functional, emotional and social dimensions played the role of a linked variable.

Keywords: Functional, emotional and social dimensions, Non-financial perceived values, Distribution channels
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1 Introduction

Considering the complex competition that exists in today's markets, companies are always looking for sustainable competitive advantages with high profit margins, and in this way, benefiting from a suitable distribution channel can provide them with the opportunity to achieve a sustainable competitive advantage. Because having an integrated distribution system and skilled intermediaries will prevent the company from wasting its financial resources and will save distribution costs and reduce the final price of products; Of course, having such a system requires effective

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management in the company's distribution channel; To create a favorable coordination and coherence among the members and intermediaries of the distribution channel by using appropriate strategies and in this way create a positive synergy among the intermediaries of the company's distribution system.

Distribution companies are a group with a series of software, hardware and personnel that provide goods and services to consumers as soon as possible with simple methods and reasonable prices. Therefore, distributors-distributors act as a link between producers and consumers through various factors such as regular shops, chain stores, cooperative companies and even direct sales of goods and services [8].

Broadcasting companies create added value for suppliers through interaction with customers. This work in the form of operations management (such as order processing operations management, reduction of warehouse stock, working capital, reduction of delay time, commercial credit and financial activities) and knowledge management (such as technical/product knowledge, process and market knowledge) creates more value for customers and producers. The dependence of producers on broadcasting companies as well as the eagerness of distributors to cooperate with suppliers in competitive markets shows the importance of accuracy and attention to different dimensions of the issue in maintaining cooperation between suppliers and broadcasting companies, which in turn increases the level of performance of the distribution channel [21].

Considering that one of the ways to obtain customer satisfaction is to focus on the elements of the marketing mix (product, price, distribution, promotion) and among the first three elements that are somewhat controllable; The "distribution" element can play a very important role in the success and cost savings of the company, and this makes the attention to the perceived values between the distribution channels and the manufacturing companies to be of great importance in today's markets and the business-to-business (B2B) marketing method [18].

2 Statement of the problem

Choosing effective distribution channels is considered as one of the most important aspects of industrial marketing strategy. Because finding capable and expert mediators in the matter of industrial distribution can play a significant role in the correct implementation of the company's marketing strategies in the matter of distribution. The proper design of the distribution channel and the result obtained from the performance of the members and partners of the distribution channel is considered as the most effective factor in the success of the company's distribution channel strategy. [14] believes that companies should carefully and obsessively design the channel and select its members, because in industrial markets, customers are very sensitive to distribution intermediaries and consider distribution channel members as the whole company.

The decision about the distribution channel and sales of goods is one of the most important decisions facing managers. The decision about product distribution has a direct impact on other marketing decisions. The pulse of a company is in the hands of its distribution and sales network; But despite all these conditions, most companies do not pay enough attention to the distribution channels of their goods, and this sometimes has harmful consequences for them, and on the other hand, many companies have achieved a competitive advantage by using creative distribution systems. In general, distribution in the market is divided into two basic forms, hand-to-hand or wholesale distribution network and capillary distribution network [26]. In any case and with any approach, the interaction between production companies and distribution channels should be done in a coherent and coordinated way to bring the best results for the parties.

In this regard, the concept of Customer Perceived Value (CPV) has received much attention in the last two decades. This concept is more true in the context of service-based business relationships as a contrast to goods-based business relationships [20]. The main basis for the development of the multidimensional concept of customer perceived value is the theory of consumption values, which was developed to explain consumer behavior, but it can be generalized to a full range of products, industrial goods and services [22].

The transfer of value to the customer is considered a continuous consideration for management in many commercial markets today, and the concept of value is one of the most important foundations for managers. It is also vital to know in what position the created value of the customer is placed for the organization. The perceived value by the customer is a function of quality and price. This means that customers understand the value of goods and services by these two indicators. Therefore, creating value for customers is essential, because a higher level of customer satisfaction and value leads the organization to more loyal customers, stronger competitive status, and more market share [17].

In this way, it is essential to identify and determine the factors influencing the creation and maintenance of the cooperation of producers and distribution channels, maintaining the cooperation and continuity of the cooperation of the parties, creating and designing joint mechanisms for cooperation based on the common goals of the parties.

Studies in this field show that the relevance of the exchanged information increases the accuracy and correctness of the decision; But unrelated information makes it difficult to identify related information and reduces the overall performance. In general, the quality of information is concerned with something beyond the media and the form of information exchange and the technology used, and looks at the information exchanged as a fundamental variable in inter-organizational relations [17].

The importance of distribution channels is because there are different tasks on the shoulders of these channels. In fact, a distribution channel, in addition to transferring goods from the producer to the consumer, saving time, connecting the owners of goods and customers, has other important duties. The most important of these tasks are [15]:

- Collecting necessary information from sources such as potential and current customers, competing companies and other agents and forces active in the marketing environment;
- Negotiating with customers in order to increase the necessary purchase incentives in them;
- Obtaining an agreement on the terms of purchase and transfer of possession and ownership of assets;
- Taking orders from major customers and placing orders with manufacturing companies;
- Providing the necessary funds and the necessary quantities of the product in the distribution channel;
- Taking over part of the risks related to distribution channels;
- Preparing necessary warehouses for storing and transporting physical goods; - Payment of necessary funds from buyers and through banks and other financial institutions.

When it comes to non-financial perceived values, various debates arise regarding the conflict of interest between manufacturing companies and distributors. Therefore, it is necessary to know the causes of these conflicts and find solutions to prevent and solve them. The studies conducted in this field have identified the most important reasons for conflicts as follows [27, 28]:

- 1) Inconsistency in goals: for example, a manufacturing company may want to penetrate the market quickly through the supply of cheap products. On the contrary, stores prefer to achieve higher profits in the short term. This inconsistency in goals can cause differences and conflicts.
- 2) Unclear roles and rights: For example, while the agents try to sell the company's products to customers, the company decides to market a large number of products by its own force. In such cases, the scope of activity and the amount of credit sales may cause differences.
- 3) Difference in perception: for example, adding new channels by the company may cause conflict in the distribution channel.
- 4) High dependency: For example, in stores or agencies that exclusively represent the company, the profits of these stores and agencies are affected by the company's pricing and production decisions. This can potentially cause conflict.

In recent years, there have been many researches related to perceived value, but one of the gaps in existing studies is the lack of consensus regarding the concept of customer perceived value, which has caused contradictions in researchers' findings. Many researchers have investigated whether the benefits of the product are separate from its functional and economic issues. In this article, an attempt has been made to identify factors related to non-financial perceived values among distribution channels and manufacturing companies and to rank the components, and to identify the overall pattern in this regard.

3 Methodology

A mixed method (qualitative and quantitative) has been used for this research. In this regard, first, by using the information extracted from the literature and the theoretical foundations of the research, an attempt was made to identify the most important components related to the perceived non-financial values by taking advantage of internal and external studies. The results of the review of studies are shown in Table 1.

After identifying the underlying factors and categorizing them into three functional, emotional and social dimensions, CVR and CVI tests were used to check the validity. According to the results of the CVR test, among the 31

Table 1: Identifying the factors related to non-financial perceived values based on research literature

| Advantage | underlying factors | Source |
|-------------|---------------------------------|--------|
| operational | Continuity commitment | [1] |
| | Customer expectations | [4] |
| | Pricing policy | [2] |
| | Product Specifications | [6] |
| | Competitive features | [5] |
| | Business Profile | [5] |
| | Brand awareness | [6] |
| | Perceived quality | [6] |
| | Moving costs | [10] |
| | Customer expectations | [4] |
| | Product innovation | [25] |
| | Total Quality Management | [21] |
| Emotional | Emotional commitment | [1] |
| | Customer satisfaction | [25] |
| | Customer trust | [13] |
| Emotional | Customer loyalty | [25] |
| | Brand personality | [9] |
| | Consumer conflict | [24] |
| | brand value | [16] |
| | Customer citizenship behavior | [1] |
| | Value communication | [1] |
| | Normative commitment | [12] |
| | Word of mouth communication | [12] |
| | social presence | [23] |
| social | Market features | [6] |
| | Communication management | [3] |
| | Social media marketing activity | [23] |
| | Brand image | [19] |
| | Ethical standard | [1] |
| | Customer-seller relationship | [12] |
| | social responsibility | [17] |

investigated factors, the business profile component from the functional dimension, 2 customer citizenship behavior components and social presence from the emotional dimension, and the ethical standard component from the social dimension were not approved, and the remaining 27 components were approved. On the other hand, based on the results obtained from the CVI test, the business profile component from the functional dimension, 2 customer citizenship behavior components and social presence from the emotional dimension, and the ethical standard component from the social dimension were not approved, and the remaining 27 components were approved.

$$CVR = \frac{n_e - \frac{N}{2}}{\frac{N}{2}}$$

The formula for calculating the content validity ratio. In this formula we have:

N : total number of experts

Ne: the number of experts who have chosen the necessary option

Next, in order to analyze the validity of the identified underlying factors, primary, secondary and sufficient condition surveys were used in the reliability discussion. According to the results of the initial survey, the percentage of the three components of relocation costs, consumer involvement and social responsibility were less than 70%, respectively, from the functional, emotional and social dimensions, and they were excluded from the study due to the low consensus of the participants. On the other hand, the component of participation in decisionmaking was raised by four experts and placed in the functional dimension. On the other hand, the results of the secondary survey showed that the percentage of experts' opinion regarding all the components was higher than 70% and thus all the components were approved. Finally, the sufficient condition of the factors, i.e., the indicators that had the highest consensus among the opinions of the experts, was also confirmed, and the matrix analysis was performed on the confirmed factors.

The statistical population participating in the fuzzy analysis included university professors, senior managers and experienced consultants in the field of production and distribution. The sampling method used in the qualitative part was snowball sampling; In this way, three experts were selected based on preliminary investigations and asking the opinion of the respected instructor; And after conducting their interview, they were requested to introduce another person or experts in the field of production and distribution who had opinions and would help enrich the research model. This process continued until it was sufficient that the characteristics of the selected people are shown in Table 2.

Based on the principle of fuzzy cluster expansion in the fuzzy analysis process, it can be expressed as follows:

$$\tilde{A} = U_\alpha \times A_\alpha \quad 0 < \alpha \leq 1$$

That

$$A_\alpha = \{x \in X \mid \mu_{\tilde{A}}(x) \geq \alpha\} = [\min \{x \in X \mid \mu_{\tilde{A}}(x) \geq \alpha\}, \max \{x \in X \mid \mu_{\tilde{A}}(x) \geq \alpha\}]$$

And membership functions of fuzzy numbers have the following conditions:

- (a) $\mu_{\tilde{A}}(x) = 0$, for any $x \notin [a, b]$
 - (b) $\mu_{\tilde{A}}(x)$ on $[a, b]$ is non-decreasing, and on $[c, d]$ is non-incremental.
 - (c) $\mu_{\tilde{A}}(x) = 1$ for any $x \in [a, b]$
- $a \leq b \leq c \leq d$ are the Real numbers, $R = (-\infty, +\infty)$.

The most commonly used fuzzy numbers are trapezoidal and triangular fuzzy numbers, whose corresponding membership functions are defined as follows:

$$\mu_{\tilde{A}_1} = \begin{cases} (x - a)/(b - a), & a \leq x \leq b \\ (d - x)/(d - b), & b \leq x \leq d \\ 0, & \text{otherwise} \end{cases}$$

$$\mu_{\tilde{A}_2} = \begin{cases} (x - a)/(b - a), & a \leq x \leq b \\ 1, & b \leq x \leq c \\ (d - x)/(d - b), & c \leq x \leq d \\ 0, & \text{otherwise} \end{cases}$$

Consider $\tilde{A} = (a_1, a_2, a_3)$ and $\tilde{B} = (b_1, b_2, b_3)$ are two positive fuzzy numbers. Then the basic fuzzy operations on these fuzzy numbers are defined as follows:

$$\begin{aligned} \tilde{A} + \tilde{B} &= (a_1 + b_1, a_2 + b_2, a_3 + b_3) \\ \tilde{A} - \tilde{B} &= (a_1 - b_1, a_2 - b_2, a_3 - b_3) \\ \tilde{A} * \tilde{B} &= (a_1 b_1, a_2 b_2, a_3 b_3) \\ \tilde{A} / \tilde{B} &= (a_1 / b_1, a_2 / b_2, a_3 / b_3) \end{aligned}$$

When a fuzzy number \tilde{A} is expressed by alpha-level sets, that is

$$\tilde{A} = U_{\alpha} \cdot (A)_{\alpha} = U_{\alpha} \cdot [(x)_{\alpha}^L, (x)_{\alpha}^U] \quad (0 \leq \alpha \leq 1)$$

Its diffusive centrality is determined by the following relations:

$$\int_a^d \mu_{\tilde{A}}(x)dx = \frac{1}{2} \left[(x)_{\alpha_n}^U - (x)_{\alpha_n}^L - \sum_{i=1}^{n-1} \alpha_i ((x)_{\alpha_{i+1}}^U - (x)_{\alpha_{i+1}}^L) + \sum_{i=1}^{n-1} \alpha_{i+1} ((x)_{\alpha_i}^U - (x)_{\alpha_i}^L) \right]$$

$$\int_a^d x \mu_{\tilde{A}}(x)dx = \frac{1}{6} \left[(x)_{\alpha_n}^{2U} - (x)_{\alpha_n}^{2L} - \sum_{i=1}^{n-1} \alpha_i ((x)_{\alpha_{i+1}}^{2U} - (x)_{\alpha_{i+1}}^{2L}) + \sum_{i=1}^{n-1} \alpha_{i+1} ((x)_{\alpha_i}^{2U} - (x)_{\alpha_i}^{2L}) \right]$$

$$+ \frac{1}{6} \sum_{i=0}^{n-1} \Delta \alpha_i ((x)_{\alpha_i}^U \cdot (x)_{\alpha_{i+1}}^U - (x)_{\alpha_i}^L \cdot (x)_{\alpha_{i+1}}^L)$$

Table 2: Characteristics of people participating in the research

| Property | Grouping | Abundance | Percentage abundance |
|-----------|--------------------|-----------|----------------------|
| Gender | male | 15 | 75 |
| | Female | 5 | 25 |
| Age | 31-40 years | 8 | 40 |
| | 41-50 years | 9 | 45 |
| | 50 years and above | 3 | 15 |
| Education | BS | 1 | 5 |
| | MSc | 5 | 25 |
| | P.H.D | 14 | 70 |
| Total | | 20 | 100 |

Therefore, after validating the factors mentioned in the initial survey and adding some factors that were not addressed in previous studies; As well as removing some factors that were not related to any of the non-financial perceived values according to the experts, the initial research model was identified. In the following, a fuzzy questionnaire was used to prioritize the components related to each of the non-financial perceived values (i.e. functional, emotional and social values); And again, the mentioned experts were asked to complete the relationship between the components of each of the mentioned values based on the fuzzy instructions. After this stage and performing fuzzy analysis according to the structural-interpretive method and AHP, finally, the most important components of each of the non-financial perceived values were identified and the final model was presented.

4 research findings

In the first step of designing the interpretive structural model, the structural self-interaction matrix was used to determine the causal relationships between the components of each of the functional, emotional and social dimensions. To do this, the opinion of participating experts and experts was evaluated using a fuzzy questionnaire that shows the cause and effect relationship as well as the effectiveness of relationships. In fact, the components of each dimension were compared in pairs and people responded to the relationships between the factors based on the instructions provided in Table 3.

Regarding obtaining the required output, an attempt was made to use the mode method in Excel software to consider the most frequent responses as the investigated scale. Finally, the results of the structural self-interaction matrix for each of the dimensions are presented separately, which are shown in tables 4, 5 and 6.

After that, the primary matrix was formed by converting the symbols included in the above tables into zero and one numbers by considering some rules. So that (1) if entry (i, j) (intersection of row i and column j) is in the

Table 3: Symptoms used in answering the fuzzy questionnaire

| V | A | X | 0 |
|----------------------------|----------------------------|----------------------|-----------------|
| Variable i affects i . | Variable j affects i . | Two-way relationship | No relationship |

Table 4: The results of the structural self-interaction matrix of the functional dimension

| Row | Components | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
|-----|----------------------------------|---|---|---|---|---|---|---|---|---|----|----|
| 1 | Continuity commitment | 1 | A | V | A | V | V | V | A | A | V | V |
| 2 | Customer expectations | | 1 | V | A | A | A | V | X | A | V | V |
| 3 | Pricing policy | | | 1 | A | A | A | V | A | A | V | X |
| 4 | Product Specifications | | | | 1 | X | V | V | V | X | V | V |
| 5 | Competitive features | | | | | 1 | X | V | V | X | V | V |
| 6 | Brand awareness | | | | | | 1 | V | V | A | A | X |
| 7 | Perceived quality | | | | | | | 1 | A | A | A | X |
| 8 | Customer expectations | | | | | | | | 1 | V | V | V |
| 9 | Product innovation | | | | | | | | | 1 | V | X |
| 10 | Total Quality Management | | | | | | | | | | 1 | X |
| 11 | Participation in decision making | | | | | | | | | | | 1 |

Table 5: The results of the structural self-interaction matrix of the emotional dimension

| Row | Components | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|-----|-----------------------|---|---|---|---|---|---|---|
| 1 | Emotional commitment | 1 | A | A | V | A | A | X |
| 2 | Customer satisfaction | | 1 | V | V | A | A | X |
| 3 | Customer trust | | | 1 | V | A | A | X |
| 4 | Customer loyalty | | | | 1 | A | A | X |
| 5 | Brand personality | | | | | 1 | V | X |
| 6 | brand value | | | | | | 1 | X |
| 7 | Value communication | | | | | | | 1 |

Table 6: The results of the social dimension structural self-interaction matrix

| Row | Components | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|-----|---------------------------------|---|---|---|---|---|---|---|
| 1 | Normative commitment | 1 | V | A | V | V | V | X |
| 2 | Word of mouth communication | | 1 | A | A | V | V | X |
| 3 | Market features | | | 1 | V | V | V | V |
| 4 | Communication management | | | | 1 | V | V | X |
| 5 | Social media marketing activity | | | | | 1 | V | X |
| 6 | Brand image | | | | | | 1 | X |
| 7 | Customer-seller relationship | | | | | | | 1 |

structural self-interaction matrix V; In the entry (i, j) in the initial matrix one is placed and in the entry (j, i) it is zero; (2) If the entry (i, j) in the structural self-interaction matrix A, the entry (i, j) in the initial matrix is zero and the entry (j, i) is one; (3) if the entry (i, j) in the structural self-interaction matrix of X is placed in the entry (i, j) in the primary matrix and one in the entry (j, i) ; and (4) if the entry (i, j) in the structural self-interaction matrix is O, the entry (i, j) in the initial matrix is zero and the entry (j, i) is zero.

After that, by including transferable funds in the results of the initial matrix, the final access matrix was formed; in which the power of influence and the degree of dependence were also shown; The first is obtained from the sum of the factors affected by that factor and the variable itself, the second is obtained from the sum of the factors that are affected by them and the variable itself. After this, the components whose received sum and share were equal were known as high or first level components and were removed from the table. After removing the components, the same work was repeated again and the received set and sharing of variables that were equal were considered as the second level; And then the same work was repeated until the levels of the interpretive structural model were determined, which can be seen in Figure 1.

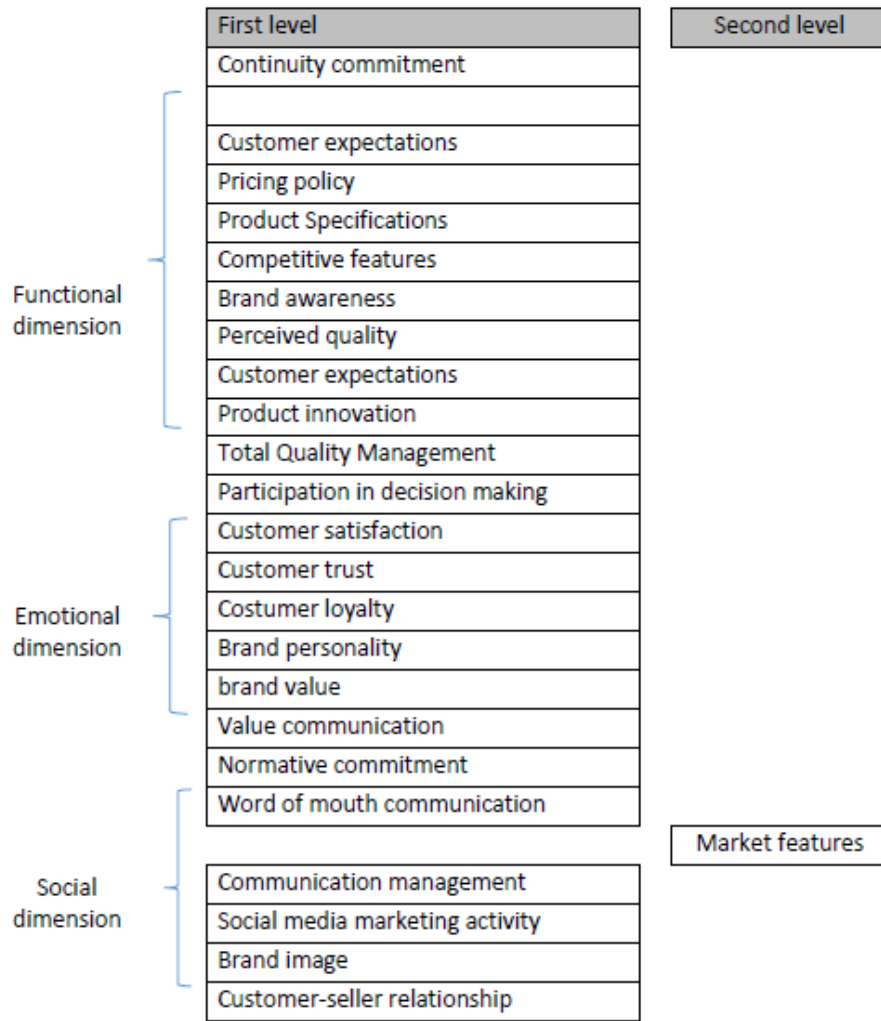


Figure 1: Different levels of the interpretive structural model of non-financial perceived value dimensions

In the end, in order to show the nature of the investigated factors, MICMAC analysis was used; which specifies the role of variables in the form of four categories: autonomous (which have a weak influence and often act separately from the whole system), dependent (which has a weak influence, but has a higher influence than other components), linked (which have a strong influence and dependence and are considered as elements that are unstable) and independent (which have a strong influence, but their dependence is weak). The result of the MICMAC analysis for the examined dimensions is shown in the following figures.

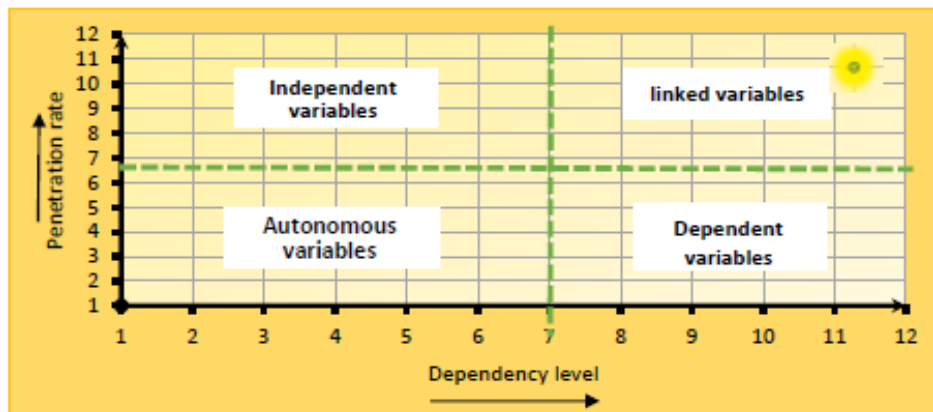


Figure 2: Micmac analysis for functional dimension

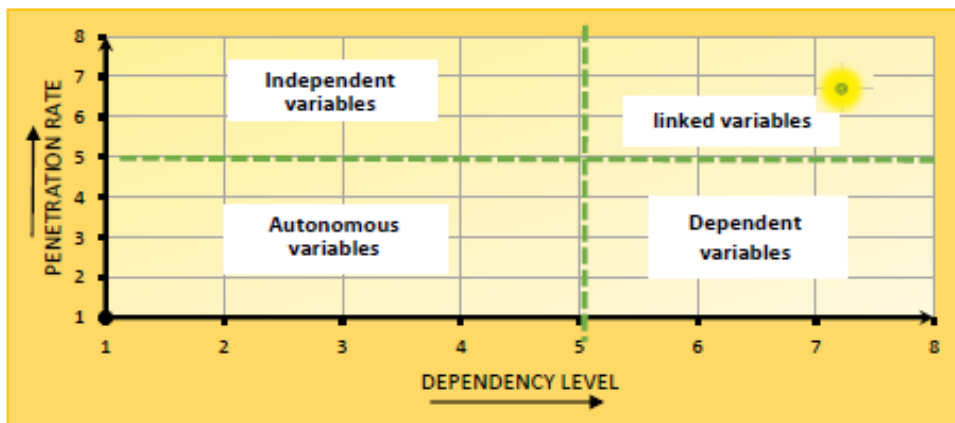


Figure 3: Micmac analysis for emotional dimension

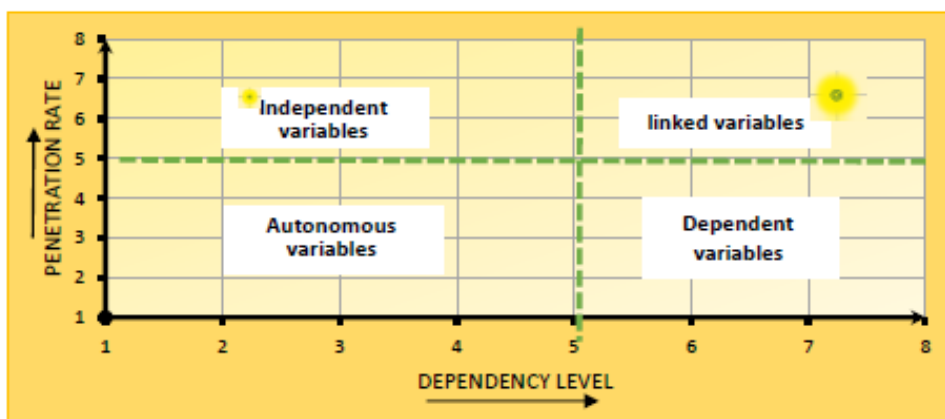


Figure 4: Micmac analysis for the social dimension

As seen in the above forms, except for the component of market characteristics from the social dimension, which was in the role of an independent variable, all the components related to the functional, emotional and social dimensions

had the role of a linked variable, and it can be said that they have a strong influence and dependence. Although the market characteristics component has a strong influence, but its dependence is weak.

5 Conclusion

In today's complex and competitive conditions and environment, with the development of production and economic organizations and enterprises and the expansion of the scope of trade and services, issues such as marketing, sales and distribution of various goods and services have gone out of their traditional state and their management requires new management. Distribution is one of the mixed components of marketing, which, along with other factors such as production, price, and promotion, is considered by consumers and customers [11]. In the meantime, economic and manufacturing companies should not only manage and develop marketing channels, but should be ready to add and maintain new channels and remove weak channels. Obviously, if the distribution channels are used correctly, competitive advantage and high added value can be created [7].

In the present study, an attempt was made to draw a pattern of non-financial perceived values by using the literature and theoretical foundations of research and relying on the opinion of experts and knowledgeable experts in the field of communication trends between distribution channels and manufacturing companies. In this regard, by using the structuralinterpretive model and the fuzzy Delphi method, it was tried to examine the identified underlying factors and determine their ranking. The results obtained regarding the components of the functional dimension showed that the components of continuous commitment, customer expectations, pricing policy, product specifications, competitive features, brand awareness, perceived quality, customer expectations, product innovation, comprehensive quality management and participation in decision making were all placed in the first level and had a linked nature. As it was determined in the studies of [1] and [4], having a continuous commitment along with understanding the expectations of customers can be effective in promoting interaction between work groups. On the other hand, it seems that the discussion of pricing, product specifications, competitive characteristics and perceived quality, product innovation and overall quality management should be taken into consideration by manufacturing companies; so that they can reach the highest level of efficiency; These topics are in line with the studies of [2], [6], [5] and [25].

Regarding the components of the emotional dimension, the findings showed that emotional commitment, customer satisfaction, customer trust, customer loyalty, brand personality, brand value and value communication are all placed in the first level of the structural-interpretive model and have a link nature. A look at previous studies shows that there is an inextricable link between factors such as customer commitment, satisfaction, trust and loyalty, and it can be said that paying attention to each of these factors can predict other factors. Therefore, [12], [25], [13] and [25] have discussed the effective role of these factors in improving communication between distribution channels and manufacturers in various studies. On the other hand, paying attention to production brands and topics related to the brand's personality and value, which can guarantee value communication between different work groups; They are also among the issues that have been confirmed in the studies of [9], [16] and [1]. Finally, among the components of the social dimension, only the component of market characteristics was placed in the second level and had an independent nature; While other components including normative commitment, word-of-mouth communication, communication management, social media marketing activity, brand image and customer-seller relationship were all placed at the first level and had a link nature. As it seems, the social dimension is more related to how different work groups communicate and tries to improve their brand image and strengthen communication by considering work norms and managing direct and virtual communication. The mentioned components were also taken into consideration in the studies of [19], [23], [3] and [12]. On the other hand, knowing the characteristics of the market can be helpful in how to deal with target groups, which was confirmed in the study of [6]. In any case, experience has proven that in competitive conditions, companies will succeed in distinguishing themselves from competitors and creating a favorable and unique position in the minds of their consumers. In fact, innovation in goods and services and technical superiority will not necessarily create a long-term competitive advantage; Because these advantages can often be imitated and copied. The company's reputation is a stable competitive advantage for the company and its products because it is difficult to create, imitate, and replace it, and it is an important factor in attracting customers; And it is not guaranteed, except when it is upgraded with the customer. So, reputation as an intangible resource leads to competitive advantage. This favorable reputation for the company has advantages such as delaying the reaction of competitors in the desired industry, attracting capital in large quantities and with superior quality in the stock market, maintaining the confidence of employees, benefiting from the costs spent on introducing and supporting the new product, providing the basis for its development and helping to create a suitable strategy for the company in times of crisis. In fact, the company's reputation is a signal that reduces the purchase risk and thus the received loss and increases trust and respect for the supplier company. Because customers or business clients perceive well-known companies as companies that often provide higher social benefits. In fact, loyal customers strengthen their relationship with the company and behave differently than non-loyal customers.

Therefore, it can be claimed that currently customer satisfaction and loyalty is one of the most important factors in determining the success of organizations in business and profitability. Therefore, the creation and implementation of customer satisfaction measurement systems as the most important indicator of the quality of services and products is considered one of the basic needs of today's organizations. However, in most B2B research, the basic concept that organizations are rational organizations that seek profit or perceived financial value in some way; But many experts believe that the received value is formed from different forms such as emotional, functional and social value (that is, the positive perception and approval of that company's products/services by clients). Therefore, paying attention to studies like this and carefully examining the underlying factors of non-financial perceived values among distribution channels and manufacturing companies can create an integrated model for entering different markets with different working conditions while strengthening the relationships between different work groups. This issue will be very important in improving the business environment of the country.

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