The Impact Assessment of the Quality Factors of Different Brands of Machine-made Carpet in Increasing Costumer's Satisfaction (A case study: machine –made carpet produced in Boukan)

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ABSTRACT

The costumers of each organization, in each occupation are the most important invests of any organization in which the survival any organization depends on their satisfaction and loyalty. The more the costumer's satisfaction, the more their number of shopping, and the more their suggestion recommendation of others for buying will be. That is why one way which each organization can follow so as to be distinguished from others is the sustainable services of goods with high quality in comparison, with their companies. Machine carpet is one of the important goods in our industry which supports lots of occupations directly or indirectly. Machine carpet has had a positive growth in recent years. The increase in demand and production with high quality, considerations to interest of markets and etc. are the reasons for that. The main purpose of this study is "the impact assessment of the quality factors of different brands in increasing satisfaction of costumers". The method of the study is a field study type. The instrument also is questionnaire; the samples for study include 200 persons of carpet costumers (buyers). For testing hypothesis, the spearman coefficient correlation was used .For moderating variables multiple regression tests were used also. Z score was used for meaningfulness of coefficient correlation. The results driven from the testing hypotheses show that first &second hypothesis were rejected &fourth &fifth were accepted. Also intervening variables the shopping design makers was acceptable & family income &type of use unacceptable.

KEYWORDS: Brand, Quality, Machine-Made Carpet, Costumer's Satisfaction.

1. INTRODUCTION

Having a glance on the procedure of trade, better to say, Market growth, denotes a great change in markets which have experienced in their evolutionary journey, (trend), from the very beginning there was no special place for buying and selling and people tended to exchange their goods. Considering that developing countries will find to increase its production during next few decades (Gilaninia ,Kiani & et al,2012) Until years after industrial revolution which lead to great production, there was no need to costumers simply because there were so few producers for a host of costumers .And also there was not that much different among products in terms of quality .generally there were not so many costumers for selection. Nowadays, it is time for ordered production, saying that most of companies have come up with this perfect idea that having a dynamic production is essential for them. The time of ignorance to costumer is over because ignoring costumers will lead to loosing selling, the level of profit and consequently closing that institute or company .In this period , it is a clearly obvious that the role of mediators and organization due to the increase of relative welfare. Now the institutions, companies' even governments are in need of costumers their survival depends on costumers (Rahbarinia, 2011). It`s clear that mutual effort of governments and people is the critical element for the progression of companies and actual promotion of their activity levels (Rezvani, Gilaninia& et al, 2011 , Gilaninia ,Hanif & et al,2012,zarezadeh & et al). Due to the extension of international &regional competition for gaining lion share of market for producers, consumers and buyers benefit from distinctive occasions. The prices concept of psychological , cultural, technological, social and ethical (moral)needs of consumer if taken into account properly by producers ,pave the way for production of better and attractive goods for consumers. This increases the selling rate and consequently brings to a great success for producers (Hashemi khayaban, 2003, p.75) . The quality is a feature in which is considered as a vital need by consumers and is a set of properties and features determines the needs of consumers during the lifetime of products. But a products and quality services should be in agreement with costumer's needs and have reasonable price. Having specific features and being a special product, carpet, in comparison with other industries has got a distinctive characteristic, which gives some expectation to the costumers.(M.Khalesi, 2000,p.26)

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2. LITERATURE REVIEW

In today's business environment is characterized by increasing competition, more forward fighting is going to win every day (Gilaninia ,Z. Khosoosi & et al,2011). The customer is central to all marketing activities of banks the world over (Rahbarinai,Gilaninia & et al,2011). Satisfying costumers is significant issue which has root in the history of human being life, trade & marketing. Nowadays, companies, organizational services in the world compete in such a way that knows the wills and wishes of consumers as an indicator and factors for their existence and survival**.** Those who assume costumers as valuable invest of organization will be more successful. (Khalili et al, 2003.p76). Organization have been created for their surrounding needs, one of these important environmental factors is costumer. If the organization be able to maintain & keep costumer's satisfaction or improve it, they will be successful to a great extent therefore; avant-garde organizations are always seeking costumer's confidence &satisfaction (Z.Khosoosi, 2011). There is a close relationship between benefit of company and quality of goods & related services. High appropriateness will lead to high satisfaction by costumers. (Kolter, 1931, p.878).

Every carpet production manager should give priority to innovations, provided that it doesn't hurt the integrity design and color of carpet. S/He should be attentive about the opinion or interests of costumers or buyers whether national or international. Nowadays technology is a key element in competition that has created changes in how products and services are presented (Gilaninia, Alipour, Mousavian, 2012). Interests are ever-changing , therefore there should be a plan by production manager to be informed of wills and wishes of all so as to gain a valuable and new place (rank)in design of carpet(Heshmati, Razavi 2002,p.223). Costumer is an authorized or incorporated person who received a product or service. Costumers generally divided to two groups: internal costumers (national) and external (international) costumers (Nelson, 1990)

An accepted definition of costumer's satisfaction on by many experts is as follow:

Costumer's satisfaction is a result which is driven from the comparison of costumers expected performance before shopping (buying) with their real perceived performance and paid money.(Beerli& et al ,2004,256)

According to Katler (1972) satisfaction is the level of feeling in person which is driven from comparison of perceived performance or result of a product/service in relation to one's expectation. So, the level of satisfaction is a function of different between perceived performance (Function) and Expectation. Costumers are the reason of existence of organization .They are the goals of creation (production) and improvement of products .Those products in which don't fulfill or meet the needs expectation of costumers should be considered as organizational waste, thus, the costumer's satisfaction should be regarded as an impetus for organizational improvement.(Jobbon, 2001,p.6)

The art of carpeting (carpet weaving) has a long experience in Iran. Having been inspired by nature and their own lifestyles, Iranian carpet weavers have a great role in designing the color of Iranian original carpet. Machinery carpet is important goods in the country which is directly or indirectly support many jobs extensively. Selling of machinery carpet can be attributed to the increasing demand; increasing production with high quality, consideration of wills and wishes in markets, providing appropriate primary materials, lack of evenness and repetitiveness in Iranian carpets' design, recognition of competitors in productions sectors, the condition of ordering in Iran's carpet industry, also other reasons such as, reduction in transportation expenditures ,the insurance rate, having some tariff applying Iranian symbols or designs play role here. Considering above-mentioned items in theoretical resources and according to expert's view, it seems that improving quality can have and play a significant role in selling carpet. Considering the importance of machinery carpet for the country, recognizing wills and wishes of markets, various needs of customers and paying attention to their needs in production or design stage is essential for improving the quality of this strategic good. This, according to author is a fundamental and valuable measure should be taken for this good (Mansouri, 2004). This needs more or less change during the times. As the time passes and consorting features of the products for fulfilling (meeting) the needs for their changes seems necessary (Ahamdi, 1998, p.295). This claim needs to be studied and investigated. Based on theses some questions have been posed which are as follows:

1) Is there any relationship between quality factors of different brands of machinery carpet and costumer's satisfaction; due to selling design maker, family income and type of use?

2) Is there any relationship between the weave of carpet and the extent of costumer's satisfaction according to Decision maker purchasing, family income and type of use?

3) Is there any relationship between design and layout of carpet and the extent of costumer's satisfaction according to Decision maker purchasing, family income and type of use?

4) Is there any relationship between the color of carpet and costumer's satisfaction according to Decision maker purchasing, family income and type of use?

5) Is there any relationship between primary material of carpet and costumer's satisfaction according to Decision maker purchasing, family income and type of use?

According to what have been mentioned, following conceptual model is posed:
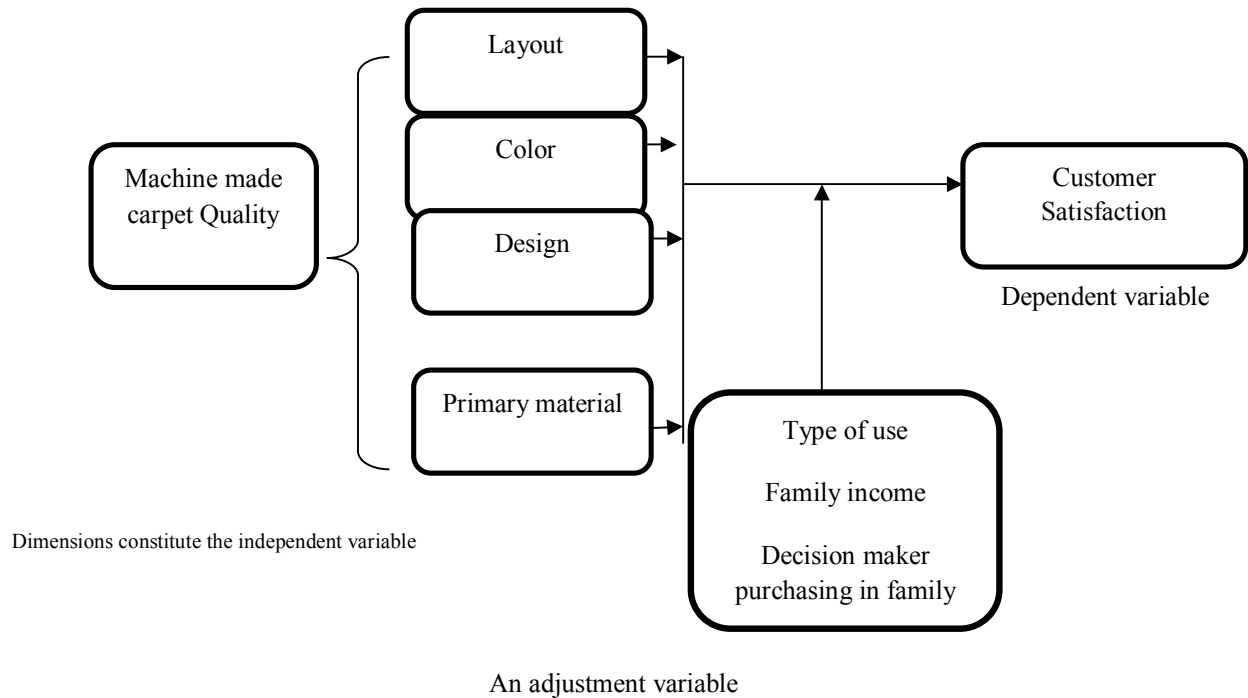

An adjustment variable

Figure 1) conceptual model of research (Mansouri, 2004)

2.1. The quality of carpet

The quality of machine-made carpet includes parameters which are used for its assessment and consequently determination of its commercial value. There are, type of weave, color, design, primary material, which will be measured in 5 different brands of machine-made carpet (Behbaft, Setareh kavir,Sepehr, Nahrain , Negin)

Weave: weave includes having knot with particular figure (shape) on different warp of carpet

Color: the combination of different colors in carpet layout and design: the figure and shapes or so which are appeared in carpet.

Primary material: Primary materials used in carpet industry are wool, cotton-wool, and silk.(Mansouri, 2004)

2.2. Costumer's satisfaction

Costumer is a person who exchange (deals) in a rivalry environment and gives something, take another thing. Costumer's satisfaction is a feeling as a result of meeting his needs or adding to his expectation (Pot et al, 2000)

3. Research Hypotheses

3.1. Main hypotheses

There is relationship between quality factors of different brands of machine-made carpet and costumer's satisfaction according to decision maker purchasing, family income and type of use.

3.2. Sub hypotheses

1) There is relationship between the design of carpet and costumer's satisfaction according to decision maker purchasing, family income and type of use.

2) There is relationship between layout of carpet and costumer's satisfaction, according to decision maker purchasing, family income and type of use.

3) There is relationship between the color of carpet and costumer's satisfaction according to decision maker purchasing, family income and type of use.

4) There is relationship between primary material of carpet and costumer's satisfaction according to decision maker purchasing, family income and type of use.

4. RESEARCH METHOD

The correlation was used and in terms of type this is a descriptive-field study. Questionnaire is the instruments as well .In the present study population size include all buyers of machine-made carpet with different brand in Boukan. Considering sampling formulas, 200people were selected as the sample for the study. Method of sampling was non-random sampling which straightforward an accessible. As it was mentioned the instrument is questionnaire. The content validity test was used for determining validity; content validity assures that the related instrument has got enough questions for testing the concept and face validity is a primary index and serves as a basis for content validity. Therefore the opinion (idea) of some professors and experts has been used in developing questionnaire. For testing hypothesis, spearman coefficient correlation was used. Z score and multiple regression tests were used for significance of coefficient correlation and moderators variables respectively.

5. DATA ANALYSIS

First hypothesis:

There is a relationship between the types of the carpet weave and costumer's satisfaction according to buyers' decision, family income and type of use. Decision making: since the computed correlation coefficient is 70% and is smaller than 90%, therefore the hypothesis is rejected, in other words, there is no significant relationship between type of weave and costumer's satisfaction.

*Second hypothesis***:**

There is a relationship between the plan & design of carpet and costumer's satisfaction considering buyer's decision, family income and type of use.

Decision making: the obtained correlation coefficient is 65% which lower than 90%; thus the hypothesis is rejected and there is no significant relationship between plan and design and costumer's satisfaction.

Third hypothesis

There is relationship between the color of carpet and costumer's satisfaction according to buyers' decision, family income and type of use

Decision making: the obtained correlation is 95%and higher than 90%, so the hypothesis is accepted, In other words there is a significant relationship between the color of carpet and costumer's satisfaction

Fourth hypothesis

There is relationship between primary material of carpet and costumer's satisfaction according to buyers, family income and type of use.

Decision making: the obtained correlation is 95%and higher than 90%, so the hypothesis is accepted, In other words there is a significant relationship between the primary material of carpet and costumer's satisfaction.

6. Conclusion and suggestion

Quality is one of the important criteria in marketing. The quality of goods reflects capability and ability of goods in fulfilling their function. In present study the impact of quality factors in machine-made carpet with different brand in satisfying of costumer' need through comparing 5 brands is evaluated. In dealing with these 7 questions were posed for testing dependent variable which are as follow:

The result of first hypothesis:

In first hypothesis the type of the weave in 5 brands of machine-made carpet was graded according to utilities from the buyer's view points.

First grade ;Negin, second grade ;Kavir yazd, third grade ;Savin, fourth grade ; Soleiman, fifth grade ;Kasra

The result of second hypothesis:

The result of second hypothesis revealed that there is no correlation between type of the weave and consumer's satisfaction of confidence interval of 90% according to this it can be concluded that the type of weave individually is not an influential factor on costumer's satisfaction. In this hypothesis, the plan and design of 5 different models of machine-made carpet have been prioritized based on their utilities. Negin was grade 1, Setareh kavir grade 2, Savin grade3, Soleiman grade 4 and Kasra grade 5. The result of first hypothesis revealed that there is no significant correlation between design and plan of carpet and consumer's satisfaction of confidence interval of 90%based on this, it can be concluded that design a lonely is not an influential factors on costumer's satisfaction.

The result of third hypothesis:

In this hypothesis the color of 5 brands of different machine-made carpet has been prioritized

First grade;Negin, second grade; Setareh kavir yazd , third grade ;Soleiman, fourth grade; Savin ,fifth grade Kasra. The result of testing third hypothesis revealed that there is a significant correlation between 5 different brands and consumer's satisfaction. Accordingly it can be concluded that the color of machine-made carpet is an influential factor on consumer's satisfaction.

The result of fourth hypothesis:

In this hypothesis, the primary materials of 5 different brands of machine-made carpet according to their utilities have been prioritized.

Grade 1;Negin ,grade two ; Setareh kavir yazd , grade three ;Soleiman, grade four ; Savin, grade five; Kasra. The result of fourth hypothesis reflected that there is a significant correlation between primary material of different brands machine-made carpet and costumer's satisfaction at the 90%.based on this, it can be it can be concluded that primary material of machine-made carpet is a great factor (influential factor) on costumer's satisfaction.

In this study it was understand that that there is a suitable market for buying and selling of machine-made in the country. Most of Iranian families have got at least , one machine-made carpet in their(homes) which denotes the consideration ,attention to this products I because of its special quality .generally , producers ,experts, and seller's of machine-made carpet according to given questionnaire. Following statements, based on given questionnaire, on the part of seller producers and experts are recommended.

1) So far as the production of machine-made carpet is concern to it , need to high technology for improving color of carpet ,companies and producers should follow a logical procedure regarding to wills and wishes of costumers.

2) Producers and machine-made companies should continually pay attention to wills and wishes of costumers about primary materials of machine-made carpet.

3) The buyers' of goods (machine-made carpet) should be highly considered.

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