

How Green Marketing Evolved in Iran? An Analysis

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ABSTRACT

In this green marketing process, we came into contact with the small Aalborg-based distributor LaieAsl, who is looking to enter the Iranian market as Iranian distributors for the Thai but American-based wholesale distributor Pars Laminate 's green product range of handcrafted shoes and home decor. We found this idea to be fascinating. First, because of the ambiguity of the positions of the parties involved seeing that LaieAsl has a deal for another company to be the Iranian distributor, Wholesale distributor and brand representing LaieAsls' own exposure, reputation and right to take decisions in the marketing and selling process. Second, because it is important to see if this system of production and distribution relates to the consumer demands for green authenticity as mentioned above.

Keywords: green marketing, performance, Iran.

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INTRODUCTION

A line of green goods sprouted up in the early 1990s. In addition, a year earlier in August 1989, the London and New York based consulting company Michael Peters Group released a more than revolutionary research study showing that a remarkable 89 per cent of American shoppers said they were "concerned about the environmental effects of the goods they bought. Not those with an eye for business let a opportunity like that slip them by, and as a result, a flood of green and earth-friendly goods overflowed the market. It soon turned out, however, that many of these items were just green around the edges and not, so to speak, in the middle. More specifically, the majority of green labels (Baheri, Dalvand, Ansarinejad, Miri-Nargesi, &Hatami-Shirkouhi, 2011) were fakes. Industries are now so fearful of the green washing label death penalty that they are now choosing to downplay their ecological participation. A method known as green hushing, created as a green washing antipode (Dangelico&Vocalelli, 2017).American-based wholesale distributor Pars Laminate 's green commodity line of handcrafted shoes and home décor. We found this idea to be fascinating. Firstly, due to the small size and resources of LaieAsls, which pose some unique challenges. Additionally, since the industry is a sales industry and business to business deals with both the potential business buyers, while still trying to find an end user (Delafrooz&Goli, 2015).

As pointed out in the above, many factors are involved in entering a new market. These factors were described by marketer McCarthy in 1960 (Hussain, Mosa, &Omran, 2017).Choosing a system is not simply a method of collecting, evaluating, and structuring data. It is also mindful of one's opinions on the research field at hand and on science in general and is considering them (Hussain, Mosa, &Omran, 2018).Promotion operations must, however, be compatible with the strategic key advantages and messages used in advertising as persuasion and so the promotional message(s) must be defined first. Basing on the same point, We also chose to disregard the other two marketing mix elements, personal sales and public relations (Hussain, Musa &Omran, 2019). In the case of

business-to - business, personal sales is of vital importance in developing relationships through personal connections and trade shows, and is therefore likely to be one of LaieAsl 's main communication channels when entering the Iranian market. Finally, however, the strategic promotional message and positioning that we will concentrate on creating in this study will need to be focused on. As for public relations, it must always be compatible with the overall message and placement and, however, public relations is a very different character of communication because it becomes more uncontrollable. In the context of manufacturing companies, Green Marketing has become a hotly debated issue. In this modern age, there is a strong pressure from government, society and other institutions on the business enterprises to sense and protect environment. They are pressurized to build and implement eco. friendly strategies. Especially manufacturers are blamed for the growing pollution the environment. So the manufacturing companies should not only produce eco. Friendly products but also advertise that products keeping in mind the protection of market environment. Recent investigation about the marketing strategies and performance of manufacturing companies in Iran, demonstrates that the firms which are adopting and implementing eco. Friendly production and market strategies are making rapid progress. In addition, eco friendly products and environmental friendly channels of marketing enable the firms to raise marketing and thus the rate of total profits. In this manner, green strategies of marketing cause the company to derive superior performance in national and international market places.

A wild range of theoretical studies supports the implementation of green marketing strategies. Previous literature proves that Green marketing is presumed to be safe from environmental point of view. It enables the firms to advertise their products in such a manner as to minimize the chances of spreading pollution in market place and then in social environment. The manufacturing enterprises should not use material in the production of goods, in their packaging and their advertisement. Green Marketing (GM) is business approach to broaden marketing for products and services keeping the safety of

social environment and health of people under consideration. For this purpose, green marketing incorporates a wide range of activities like to bring a modification in quality of products, do some eco friendly changes in the production procedures, to use sustainable packaging and eco friendly modifications in advertizing. This emerging business approach not only motivates the firms to modify, reinforce, enhance and adjust the existing marketing strategies and practices but it also forces and makes the firms able to present some different sustainable marketing perspectives and strategies as to compete the rivals in markets and achieve superior performance. Some scholars are of the view that marketing strategies put direct impacts on the overall sale of products and finally on the overall market performance. the tendency for the structuring and implementation of green management (GM) is growing becoming popular at a rapid among the manufacturing enterprises in Iran. The manufacturing companies in Iran are showing serious attitude towards the healthy implementation of ecological marketing strategies. So that their products could be delivered to the final consumers without damaging the health of social environment and health of consumers and other related people.

We will therefore concentrate on how LaieAsl, in Pars Laminate 's name, could create a positive attitude towards the brand and transform the end user toward the product. This doesn't mean utter disregard for LaieAsl 's position and the company's own business goals. Please note that this article will use the word Pars Laminate loosely in order to prevent misunderstanding, even though LaieAsl is to make the suggestions and conclusions. The only exception to this is where we explicitly make suggestions and assumptions about the position of LaieAsl. We will restrict our attention to strategic advertisement planning as stated in the previous one. This means that we must concentrate on the preparatory work that occurs before any concrete action plan and any imaginative implementation of the communication. A commitment and awareness of the market as well as the target audience and their decision-making, and on this basis assessing the most appropriate positioning; and eventually creating a communication plan including a brand attitude plan (Hussain, Musa & Omran, 2018).

As this thesis headline says, we are dealing with a emphasis on green marketing and we have defined and used general marketing terms and methods in this approach so far. It is because green marketing, at its heart, is no different from conventional marketing in any way. Strategically, we find that, whether the product, company or brand is green or orange, one will still have to go through the same process. This does not, however, mean that there are no specific and unique considerations to be made with respect to green goods, including awareness of the green market and green consumers. To this end, we will be discussing approaches and factors unique to green goods in the marketing of the green dimension to help the step of creating a communication strategy.

LITERATURE REVIEW

Percy and Elliot's Strategic Advertising Management model is originally made up of five phases. Nevertheless, we changed these steps to more precisely suit our emphasis. First, we included a first step to review the situation. We did so for two reasons. On the same level as the other steps in the model, we have deemed a situation analysis necessary as it forms the basis and is a prerequisite or any research proceeding. The primary

subject in ads is the Scope and Limitation Thesis. The form and scale this takes in the media, we 're going to leave open for later inquiries. As mentioned in the same section, personal sales will more than likely dominate the business-to - business market for LaieAsl, and as such a detailed analysis of the advantages and disadvantages of various media would have less importance than evaluating the strategic message itself (Hussain et al., 2012).

When selecting this model, we found it fascinating and important, because we are working on the Iranian market that the book and model is of Iranian origin. If business communication views are similar in all cultures and whether the same fields are given equal consideration as a result of cultural variations in consumer behavior, can be debated. In any case, we think a Chinese model of communication would look a little different from one of Iranian or American origin. Therefore, we consider some comfort in the fact that our model chosen fits the target market, culturally speaking (Nawaz, Afzal, & Shehzadi 2013). Percy and Elliot's model framework is very detailed and suits our intent and goal; but, within the steps that suit our particular objective, we have felt the need for more precise guidance in only a few instances. The first addition is the SWOT analysis, which we wanted to use in the first step of analyzing the situation, this method. We will use the SWOT analysis as an instrument to organize this study. Hermeneutics is the scientific study of interpretation and recognizes empathy at the same level as the five senses and strictly logical analysis as an important source of interpretation. In other words, hermeneutics is about thinking rather than simply explaining it rationally. There are two points that require clarifying in the following. Second, in the literal sense the word text should not be understood. Although hermeneutics has traditionally focused on interpreting texts in the area of literature and religion, today it includes everything that can be the focus of interpretation (Nawaz, Azam, & Bhatti, 2019).

We strive to achieve outcomes that will expose consumer trends in their essence and not established realities, and we believe that the hermeneutic approach applies in this study (Rakhsha & Majidazar, 2011). The companies which are advertising and marketing their products keeping the environmental requirement and health of the customers under consideration are making faster and superior performance in comparison with their rivals in markets. Past marketing experiences of companies indicates the fact that appropriate marketing strategies ensure the growth in products marketing scale. Moreover, the implementation of environmentally healthy market policies let the business organizations succeed maintaining existing customers and retaining new customers as they succeed in developing confidence by providing them health assurance about the production and advertising material. People mostly attract and respond to the advertisement which is build on purposes of ecological safety. This paper focuses on the nature and validity of marketing strategies, and their implementations by manufacturing companies in Iran. Apart from the analysis of the nature of designing marketing strategies, and their implementation, this piece of literature checks the association of such green marketing strategies and practices with the social and economical performance of the business organizations. The recent record of the business enterprises in Iran influences on the point that if green practices are undertaken by marketing management efficiently and appropriately, it will put positive impacts on business performance. Green marketing strategies and practices bring improvement in organization's

performance which may be in the form of social, environment, and economical performance. This is the era of highly competitive atmosphere among the business organizations. Each organization is making heavy struggles to leave its rivals behind in performance. So, the business organizations keep an eye on the changing social and marketing requirements. They try their best to design and implement strategies and practices accordingly to compete in the market. Green marketing practices facilitate the management, to compete efficiently in the market.

Green practices ensure the environmental safety as it make and implement policies to remove waste and harmful material. Its practices are undertaken to minimize the contaminating material it also works to reduce the negative and harmful effects of material used in marketing and advertisement of products as proved by long search and analysis of the organizational performance of the manufacturing firms in Iran. Moreover, green marketing management takes care of the particular things about the advertisement of goods and services like the quality of material for writing advertisements, quality of products' packaging, quality of power sources and quality of transport used for the purpose of marketing and delivery of goods. First, the green marketing management keeps a continuous check upon the quality of material, power, procedures and channels of advertisement and delivery of products and service. It brings improvements in the marketing procedures and material used in regard. Besides this, green marketing management entirely change its marketing process and material if it is needed at any time, as the management's first priority is to achieve superior social and environmental performance. A business organization's environmental performance guarantees for its financial performance as it helps the organization in satisfying its customers about the quality of material used in production, their advertisement and their delivery. Better environmental performance of a business organization builds and retains customers' satisfaction, their confidence and loyalty. Thus in this confidential atmosphere, existing customers don't even think to divert to the products of other organizations leaving this present one. Contrary to this, they indirectly help the organization in expanding their marketing and creating new customers by encouraging the other people to try to use the products of the same country and by communicating its eco-friendly practices to others.

All secondary data gathered regarding Pars Laminate will be given to the reader. The reader can consider all the information that is available from the LaieAsl website. We are gathering the degree of trustworthiness of these data is relatively high as they come directly from the companies concerned. Nonetheless, in terms of marketing lingo and flowery words, we were very cautious, as this might suggest exaggerations (Souri, Sajjadian, Sheik & Sana, 2018).

Such figures are made accessible by Ipsos MORI, an Iranian market research agency. We have no reason to believe their work on the market is less than reliable. They also have explanations on their website of how they perform their work, in addition to this confidence. In Appendix B7, we drew data from a gender study issued by the Office for National Statistics, United Kingdom, in contemporary IRAN society. We note that they are created without political interference, and we have no reason to believe otherwise (Vazifehdust, Taghipourian, & Gharib, 2011). Our last piece of secondary evidence, contained in Appendix B8, is an article about the culture of Iranian

Shoes from Iranian newspaper The Telegraph. Public positions will still be debated in different newspapers. This type of analysis also comes in statistical form, which means associations and generalizations can be made easily. Quantitative work is known as being very objective and empirical, but lacks a detailed understanding of why and how.

Asking Google to describe authenticity, one of the meanings that appears is as follows: "The quality of being genuine or not distorted from the original; the veracity of sources, attributions, promises, honesty and intentions; the quality of being authentic (of established authority)." Gilmore and Pine, co-founders of Strategic Horizons LLP consultancy firm and influential experiential economy theorists (reference 2), point out that when dealing with authenticity, there is no fixed checklist or true meaning. Nevertheless, the description comes pretty close when we look at the list provided in the previous section. This mean when they say there is no test to define authenticity is that what is deemed genuine, what is deemed true, is in the mind of the individual. Therefore the concept of authenticity as actual must never be confused with what is valid. The above interpretation also fits the view that Gilmore and Pine have on authenticity at the same level as availability, cost and price as a modern customer sensibility. The main purpose of marketing management is to raise marketing for the company's products and maximize the scope of marketing. Its basic objective is to give rise to company's rate of profitability. In addition their target is to show superior financial performance in market at national and international level. For the achievement of this objective, they design and implement the strategies which they consider appropriate and beneficial for rise in marketing and profitability. The analysis by highly efficient scholars and researchers has proved that though one of the main objectives of green marketing management is also to raise profits and show superior economic performance but it has secondary importance as its first priority is to make the environmental protection sure. In Iran, most of the manufacturing companies are stepping forward to green marketing practices. In this regard, they build a body of managers who remain engaged in designing ecological or environmental friendly marketing policies and in implementing them in competitive markets in practical terms. Though the prior objective of green marketing management is not to raise profitability but indirectly green practices bring a high rise in profitability. Such green marketing strategies and practices prove to be useful in creating and raising marketing for the products, building and retaining confidence about the material used in production and its advertisement.

The highly competitive markets, changing legal and business environment force the business organizations to show the innovation based superior social, environmental performance in the market. Some efficient scholars suggest that a business organization can achieve superior up-to-date social, environmental and economical performance by adopting green marketing approach. But in this context it may have to bear heavy material costs, advertisement costs, and costs occurring in the delivery of products. Thus the increase in total cost may affect the profitability of the organization. But in fact, though the implementation of green marketing strategies and practices causes heavy costs it does not put negative effects on the business overall profitability as makes the business organization able to raise its status in the market and to expand the scope of their products' marketing.

Green marketing practices prove to be productive in the sense that they improve company's image in the sight of final consumers which motivate them to be linked with the same organization as well as they assist to encourage the new customers. People attract and have confidence in the green color used in the advertisement of the products. This green color is the registration and validity mark of the ecofriendly production and marketing practices. Some of the manufacturing companies in Iran are still hesitating to adopt and implement green marketing strategies and practices because of the occurring of heavy costs. Data collected from some particular manufacturing organizations in Iran, proves that the organizations which are implementing green marketing strategies and practices are showing superior environmental and economical performance in the markets as compared to those organizations which are not still active in this context and need awareness.

ANALYSIS

The Green Marketing System offers nine tactics for sustainability marketing. It is achieved on the basis of a grid of three levels of greenness that define the commodity category — green, green and green — and three organizational layers that define which level of marketing campaigns work on — public, social and personal.

Table 1: Green Marketing Grid

Level of greenness Layers of operation	A: GREEN	B: GREEN	C: GREENE
1: PUBLIC Company and Markets	SetanExample Framing vs. Pointing	Develop the Market Educate vs. Evangelize	New Business Concepts Social production vs. Property
2: SOCIAL Brands and Belonging	Credible Partners Eco-Labels vs. Cause-Related	Tribal Brands Exclusive vs. Inclusive	Trojan Horse Ideas Tradition vs. New cool
3: PERSONAL Products and Habits	Market Benefit Less vs. More	Change Us Switch vs. Cut	Challenge Consuming Treasures vs. Share
Objective of greenness	Set New Standards Communicate	Share Responsibility Collaborate	Support Innovation Reshape Culture

The green standard includes products that are "greener than the alternatives and rivals, rather than an absolute ideal" How this quote suggests is that goods falling under this heading are only to some extent green, however. The marketing strategy sought

in this category concerns only commercial results, indicating that the goal is to achieve brand recognition and perceived dominance over rival products. There is no or little contribution or engagement with the consumer brand as mentioned above in New Marketing as the goal. The main issue at stake here is to persuade customers that the brand is up to the stated expectations, and to avoid being accused of green washing or green spin. This is similar to claiming virtue to give something a green picture, and virtue is not something that can be declared, it is what people deduce from their actions. In addition to this, claiming righteousness will lead to a crucifixion. Data travels quickly in today's society and there are a variety of ways to show whether or not a organization lives up to the expectations they set themselves. As mentioned in the Introduction, disclosure of a false claim can cause significant damage to the credibility of a business.

This approach deals with the greener goods. Such more greener goods work at the level of public marketing. Its strategy's goals are economic as well as ecological. Considering the green targets, companies have a tremendous opportunity to influence the public to embrace a sustainable way of life. It is most easily achieved as ethical customers form the target audience. Ethical customers are people who have adequate knowledge of green issues to make educated decisions about products, brands and businesses.

The approach to education is a communication technique that essentially builds awareness rather than picture building. Through educating people in sustainable consumerism, and by motivating them to point out that they are already green customers, buying better and doing more for their brand would become a smaller psychological phase. Because of its educational existence, this approach also holds the Green Washing allegation at bay. The Evangelizing Approach incorporates progressive principles into all a company's operations as demonstrated by Body Shop or the Jamie Oliver brand and fosters public supportive actions. Trying to reach a new market, it can be reasonably inferred that there are no current brand buyers, and thus no choice to increase current customers' use.

DISCUSSIONS AND CONCLUSIONS

We concluded that the Iranian market is experiencing a fascinating market development, based on a mindset that Shoes is a fashionable lifestyle commodity. We have discovered that the inherent validity of shoes waxes has been sprouting debate. Based on the established core values, though, when Pars Laminate claims to be green, it covers much more than the option of shoes waxes and therefore should not suffer the natural authentic picture of the brand. After analyzing any possible situational aspects, we continued to decide who would target LaieAsl on the market, and Pars Laminate in turn. The green marketing management keeps a continuous check upon the quality of material, power, procedures and channels of advertisement and delivery of products and service. It brings improvements in the marketing procedures and material used in regard. Besides this, green marketing management entirely change its marketing process and material if it is needed at any time, as the management's first priority is to achieve superior social and environmental performance. We have also found that the purchasing of Shoes as a fashion commodity is

predominantly driven by women in the center of the social and economic spectrum in the age group 25-40. After assessing the target audience, we went on to investigate how this target audience makes their decisions when purchasing Shoes. We decided that no substantial financial or psychological risk is measured by the target market when buying Shoes, and thus we classified Shoes as a category of low-involvement items. This has meant that consumers are more likely to turn between brands, posing both a challenge and a market entry opportunity for Pars Laminate. Based on this desire to turn, we have decided that it is possible that LaieAsl, as communicators, because they are new to the market, would actually need to introduce Pars Laminate — having some or most of the advantages that our customer is searching for — to create a sense of interest or like, making her think "I might try it." We have found, though, that if they don't have a desire for Shoes, customers won't purchase, but that they can't buy if they don't care about the brand. Therefore we need to create brand awareness before any interest generated in the initial favorable brand attitude is created. Hermeneutics is the scientific study of interpretation and recognizes empathy at the same level as the five senses and strictly logical analysis as an important source of interpretation. In other words, hermeneutics is about thinking rather than simply explaining it rationally. There are two points that require clarifying in the following. Second, in the literal sense the word text should not be understood.

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