



A study on customer satisfaction towards dairy products in the dairy industry in India

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Abstract

The present study delves into an in-depth investigation of customer satisfaction levels concerning dairy products within the Indian dairy sector. With an extensive sample size of 200 participants, the research employs a meticulous percentage analysis methodology to decipher invaluable insights from the collected data. The primary data is procured through well-structured questionnaires thoughtfully designed to elicit multifaceted responses from the respondents. The significance of the dairy sector in India cannot be overstated, as it is a pivotal component of the country's agricultural economy, supporting millions of livelihoods. Understanding the factors influencing customer satisfaction in this domain is crucial for its sustained growth and enhancement the research endeavours to identify the determinants that engender contentment and loyalty among customers towards dairy products. The study strives to reveal hidden patterns, preferences, and sentiments of consumers in this sector by employing sophisticated statistical techniques and robust analytical frameworks. The findings of this investigation are anticipated to provide actionable insights to dairy industry stakeholders, enabling them to make informed decisions to better cater to customers' needs.

Keywords: Customer satisfaction, dairy products, dairy sector, consumer behavior, loyalty, preferences customer, centric strategies

1. Introduction

India is the largest milk-producing country globally, with a diverse and complex dairy industry. It comprises organized cooperatives, private players, and small-scale dairy farmers. The dairy sector in India has witnessed significant transformations over the years, with advancements in technology, processing techniques, and distribution networks. These developments have increased the variety of dairy products available to consumers and raised their expectations in terms of quality, variety, and convenience. Moreover, the dairy sector in India faces several challenges that impact customer satisfaction. These challenges include issues related to adulteration, supply chain inefficiencies, price fluctuations, and inadequate cold storage facilities. Adulteration of milk and milk products, in particular, has been a significant concern for consumers, affecting their trust and confidence in the quality of dairy products. Therefore, it becomes imperative to assess customer satisfaction to understand the current situation and identify areas of improvement. The dairy industry is vital in the agricultural sector and contributes significantly to India's economy. Dairy products, such as milk, butter, cheese, and yogurt, are an essential part of the Indian diet and are consumed by millions daily. With a rapidly growing population and increasing disposable income, the demand for dairy products has risen recently. However, in a highly competitive market, ensuring customer satisfaction becomes a critical factor for the success and sustainability of dairy companies.

Customer satisfaction is a multidimensional construct that reflects the overall evaluation of a customer's experience with a product or service. It encompasses various aspects such as product quality, pricing, availability, packaging, taste, and customer service.

Understanding customer satisfaction in the dairy sector is crucial. It helps companies identify the key drivers of satisfaction and make informed decisions to improve their offerings and gain a competitive edge in the market. India is the largest milk-producing country globally, with a diverse and complex dairy industry. It comprises organized cooperatives, private players, and small-scale dairy farmers. The dairy sector in India has witnessed significant transformations over the years, with advancements in technology, processing techniques, and distribution networks. These developments have increased the variety of dairy products available to consumers and raised their expectations in terms of quality, variety, and convenience. Moreover, the dairy sector in India faces several challenges that impact customer satisfaction. These challenges include issues related to adulteration, supply chain inefficiencies, price fluctuations, and inadequate cold storage facilities. Adulteration of milk and milk products, in particular, has been a major concern for consumers, affecting their trust and confidence in the quality of dairy products. Therefore, it becomes imperative to assess customer satisfaction to understand the current situation and identify areas of improvement.

2. Objectives of the Study

1. Assess customers' purchasing behavior regarding dairy products, including the number of products bought and the duration of their buying relationship.
2. Investigate the factors influencing customers' preference for dairy products to identify the reasons behind their choice.
3. Determine the various sources from which customers purchase dairy products, products, providing insights into the distribution channels utilized by the company.
4. Evaluate customers' purchasing methods for dairy products, exploring their preferred modes of procurement.

3. Scope of the Study

The scope of this study is to conduct research in Chittoor town, which serves as a representative sample, to gain insights into customer satisfaction towards dairy products in the local market. The study focuses on customers as the primary target group, acknowledging their significant role in

driving product purchases and overall satisfaction in the dairy sector. It aims to evaluate the market share of Dairy's product segment compared to its competitors, providing an understanding of the company's market positioning. Additionally, the study investigates profit margins, payment modes, and customer relations to explore their potential impact on customer satisfaction.

4. Data Analysis and Interpretation

In this study on customer satisfaction towards dairy products in the dairy sector in India, percentage analysis was employed to analyze and interpret the data. Understanding customer satisfaction is crucial for dairy companies to improve their products and services and stay competitive. By analyzing the responses from 200 respondents, this study seeks to gain insights into customer preferences and identify areas for improvement. The sample size 200 was chosen to balance obtaining sufficient data for meaningful analysis and managing practical constraints. The sample is expected to be representative of dairy product consumers in India. The questionnaire was distributed using various methods, including online platforms, email invitations, paper-based surveys, and in-person interviews to ensure diversity. The aim was to minimize biases and comprehensively understand customer satisfaction across different demographics and geographic regions. The percentage analysis formula, **(Number of Satisfied Respondents / Total Number of Respondents) * 100**, will be used to determine the proportion of satisfied customers based on the responses received. By applying this formula, satisfaction levels can be compared across factors such as product quality, pricing, packaging, and customer service, providing valuable insights into areas that require improvement. Ultimately, this data analysis aims to help dairy companies enhance their offerings and ensure customer satisfaction in a highly competitive market.

Table 1: Analysis based on age wise classification

Age	No. of Respondent	Percentage
Below 20 years	17	8
2 1-30 years	91	45
3 1-40 years	55	28
Above 40 years	37	19
Total	200	100

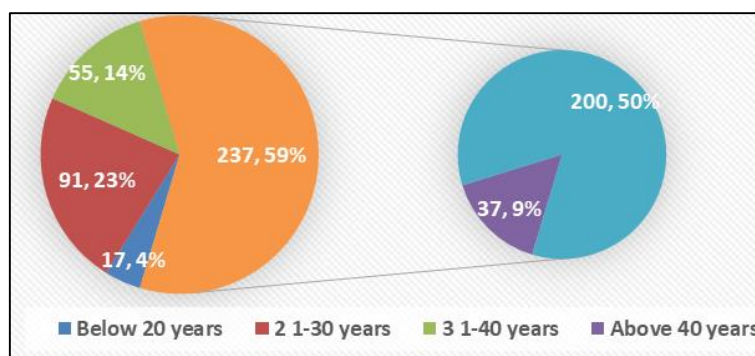


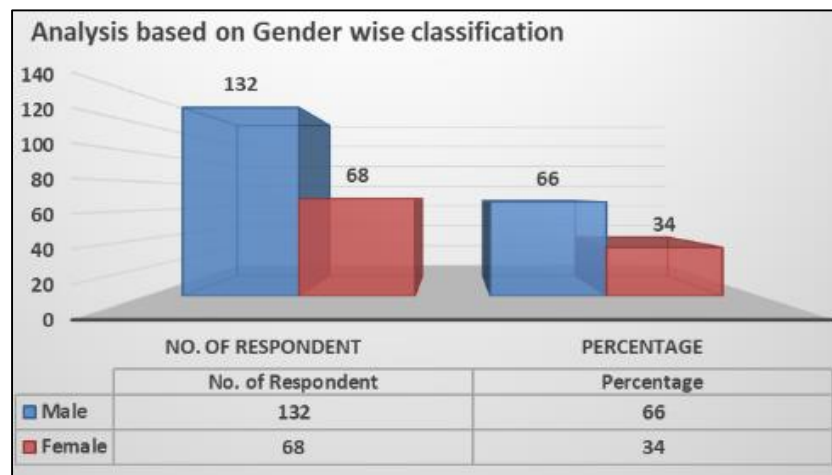
Fig 1: Age of the respondents

Inference: It is clear from Table 1 that Among the respondents, 45% fall within the age group of 21-30 years,

indicating a significant representation of young adults in the study.

Table 2: Analysis based on Gender wise classification

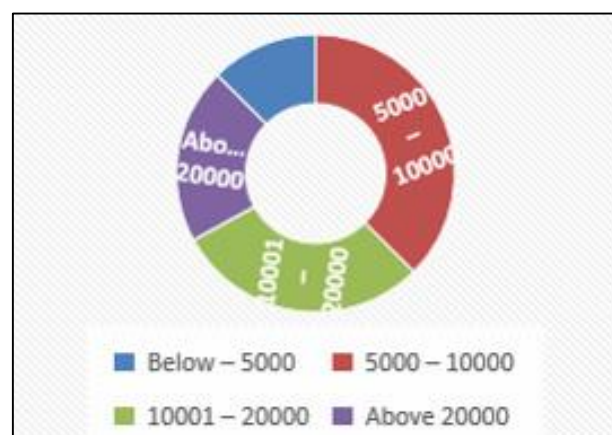
Gender	No. of Respondent	Percentage
Male	132	66
Female	68	34
Total	200	100

**Fig 2:** Analysis based on gender wise classification

Inference: It is apparent from Table 2 Among the participants, 66% of the respondents identify as male, while 34% identify as female. This data indicates a higher representation of males in the study compared to females.

Table 3: Analysis Based on Income Wise Classification (Monthly)

Income level (Rupees)	No. of Respondent	Percentage
Below – 5000	25	13
5000 – 10000	75	37
10001 – 20000	59	30
Above 20000	41	20
Total	200	100

**Fig 3:** Analysis based on income

Inference: Among the respondents, 37% belong to the income group of 5000-10000, while 13% are in the below 5000 income group. This suggests a significant representation of individuals in the 5000-10000 income range in the study on customer satisfaction towards dairy products in India's dairy sector.

Table 4: Analysis Based on Marital Wise Classification

Marital status	No. of Respondent	Percentage
Married	135	68
Unmarried	65	32
Total	200	100

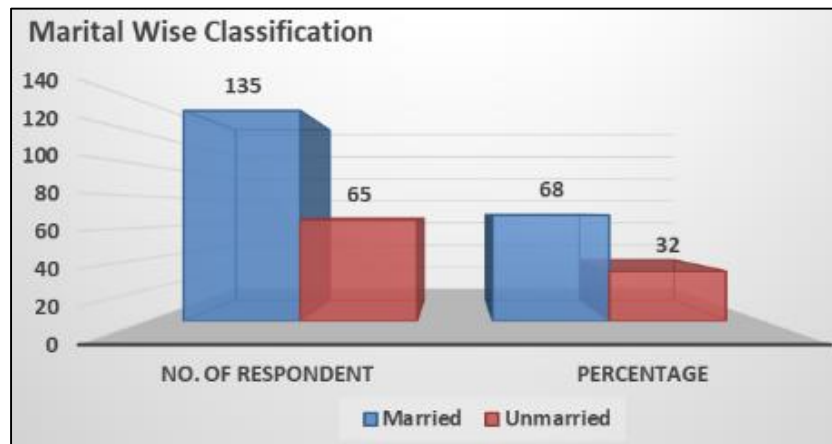


Fig 4: Marital wise classification

Inference: Among the respondents, 68% of the respondents reported being married, while 32% of them were unmarried.

This data indicates a higher representation of married individuals in the study compared to unmarried individuals.

Table 5: Analysis based on number of family members

Family members	No. of Respondent	Percentage
Below – 2	42	21
2 – 5 members	95	48
Above – 5	63	31
Total	200	100

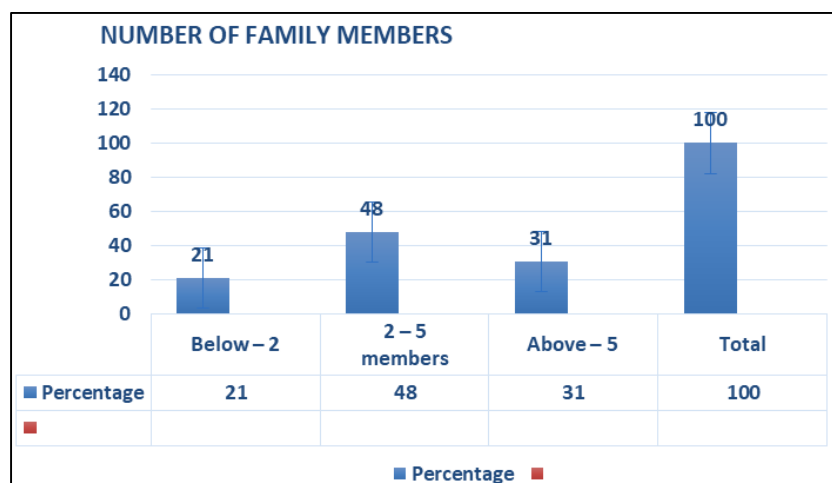


Fig 5: Number of family members

Inference: From the above table it was found that 48% of the respondents reported having 2 – 5 family members, while 21% of them had below 2 family members. This data

indicates that a significant proportion of respondents have moderate-sized families.

Table 6: Analysis based on quantity wise classification

Quantity	No. of Respondent	Percentage
Below 500ml	50	25
500-1000ml	40	42
1000-2000ml	45	23
2000-3000ml	30	15
Above 3000ml	35	17
Total	200	100

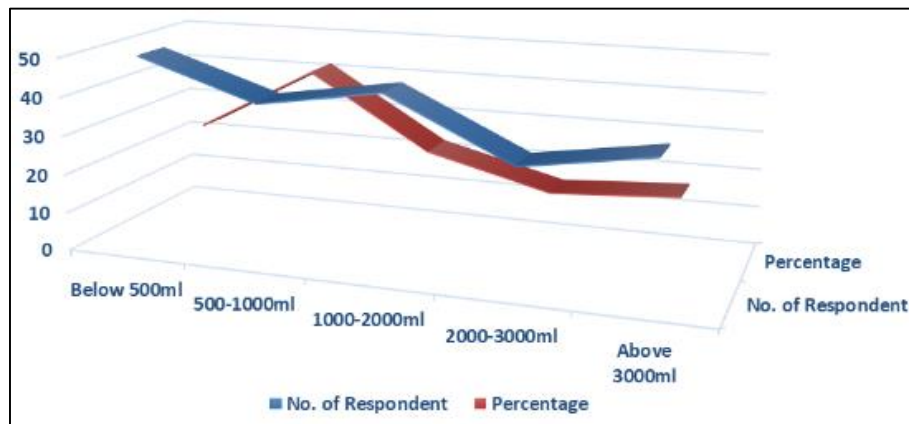


Fig 6

Interpretation: The data analysis reveals that 25% of the respondents are purchasing dairy products in a below 500ml quantity. Furthermore, the study indicates that 15% of the respondents are purchasing dairy products in the range of

2000-3000ml. This indicates that a significant portion of the respondents prefer smaller packaging sizes, which could be more convenient for individual or smaller households.

Table 7: Analysis Based On Number of Years Continuously Buying

Buying period years	No. of Respondent	Percentage
Below 2 years	45	23
2 – 4 years	92	46
4 – 6 years	36	18
Above 6 years	27	13
Total	200	100

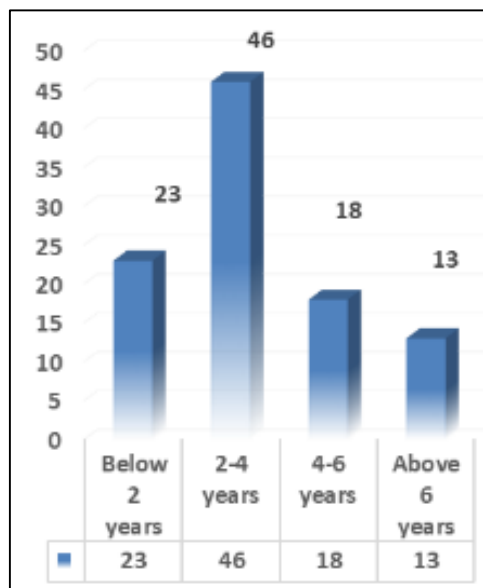


Fig 7

Interpretation: - 46% of the respondents are in the 2 – 4 years to buying Dairy. years of buying period, while 13% of them are in the above 6

Table 8: Analysis Based on Preference Wise Classification

Preference	No. of Respondent	Percentage
Cost in less	22	11
Good for health	98	49
Good quality	62	31
Others	18	9
Total	200	100

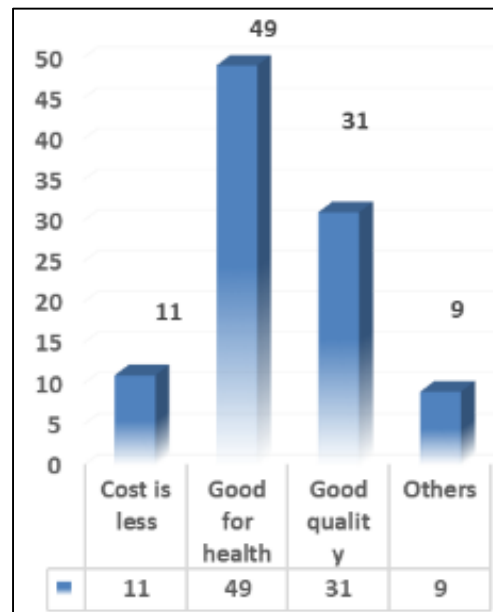


Fig 8

Interpretation The data analysis indicates that 46% of the respondents have been purchasing Dairy products for a period of 2-4 years. This suggests a significant customer loyalty and satisfaction over a moderate duration of buying.

Additionally, 13% of the respondents reported buying dairy products for more than 6 years, indicating a loyal customer base that has been consistently satisfied with the brand's offerings.

Table 9: Analysis Based on Mode of Purchase Model

Mode	No. of Respondents	Percentage
Cash	28	14
Coupon	61	31
By credit	111	55
Total	200	100

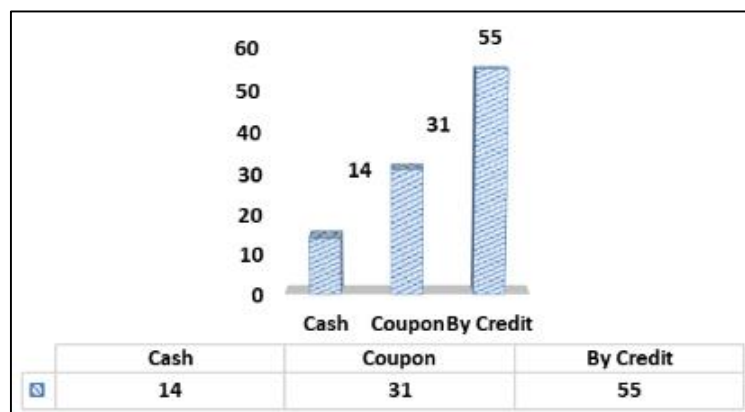


Fig 9

Interpretation: The analysis reveals that 55% of the respondents are purchasing Dairy products using credit, indicating a significant portion of customers prefer the convenience of credit-based transactions. In contrast, 14% of

the respondents reported buying the products with cash, suggesting a smaller percentage of customers who prefer immediate payment methods.

Table 10: Analysis based on place of purchase

Factors	No. of Respondents	Percentage
Small shops	20	10
Provisions	30	15
Home delivery	90	45
Vending machines	20	10
Heritage booths	40	20
Total	200	100

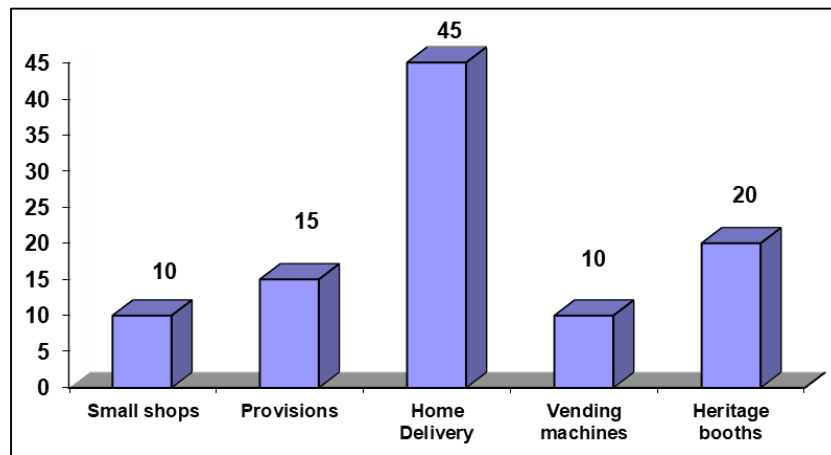


Fig 10

Interpretation: The data analysis indicates that 45% of the respondents are purchasing Dairy products through home delivery, highlighting the popularity of this convenient purchasing option. Additionally, 10% of the respondents

reported buying the products from small shops and another 10% from vending machines, showcasing alternative purchasing channels for Dairy customers.

Table 11: Analysis based on method of buying

Method	No. of Respondents	Percentage
Loose	26	13
Vending	53	27
Plastic packet	121	60
Total	200	100

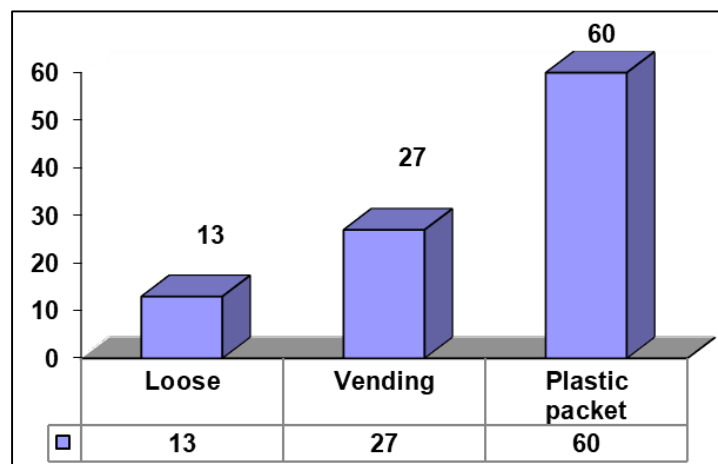


Fig 11

Interpretation: The data analysis reveals that 60% of the respondents prefer to purchase Dairy products in packets, indicating a significant majority of customers who opt for packaged dairy products. On the other hand, 13% of the

respondents reported buying loose milk, indicating a smaller percentage of customers who prefer to purchase milk in non-packaged or bulk form.

Table 12: Analysis based on costumer awareness

Awareness	No. of Respondents	Percentage
Friends and relative	38	19
Print media	27	14
Television	10	5
Agents	65	32
Hording	43	22
Others	17	8
Total	200	100

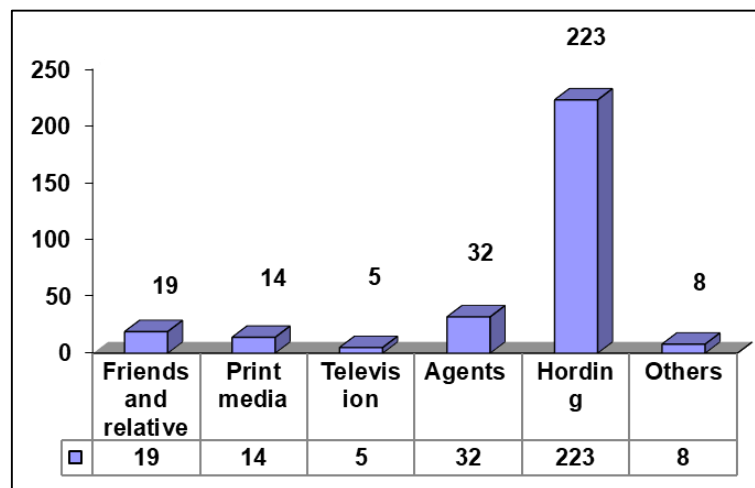


Fig 12

Interpretation: The analysis indicates that 32% of the respondent's obtained awareness about Dairy from agents, suggesting a significant proportion of customers who were influenced by direct interactions with company representatives or sales agents. In contrast, only 5% of the

respondents reported getting awareness about the brand from television, indicating a relatively lower impact of television advertisements in reaching and informing customers about Dairy.

Table 13: Analysis based on problems on difficulties faced by the respondents at time of purchase

Satisfaction level	No. of Respondents	Percentage
No problem	68	34
Sometimes	59	30
Very often	52	26
Always	21	10
Total	200	100

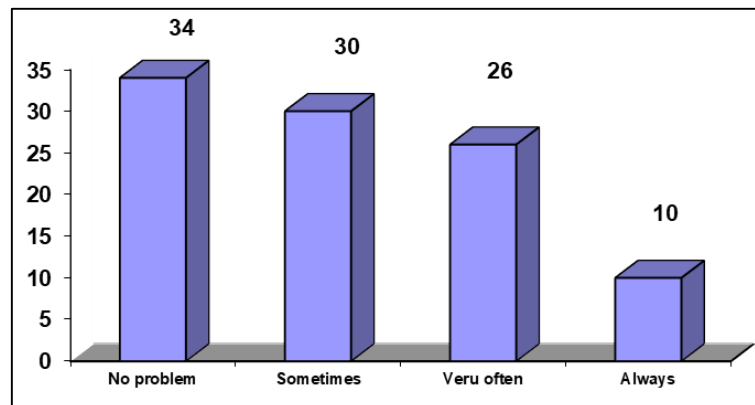


Fig 13

Interpretation: The data analysis reveals that 34% of the respondents reported being satisfied with their overall satisfaction level, indicating a significant proportion of customers who expressed contentment with their experience.

In contrast, 10% of the respondents reported having problems with their satisfaction level, suggesting a smaller percentage of customers who expressed dissatisfaction or encountered issues.

Table 14: Analysis based on types of preference

Types of milk	No. of Respondent	Percentage
Toned milk	60	30
Flavored milk	100	50
Skim milk	40	20
Total	200	100

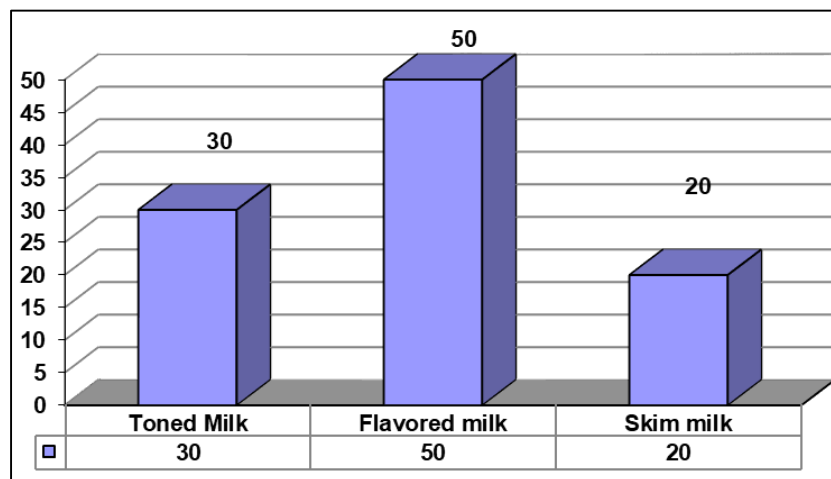


Fig 14

Interpretation: The data analysis indicates that 50% of the respondents have a preference for flavored milk, highlighting a significant portion of customers who enjoy the variety and taste of flavored options in the dairy sector. On the other

hand, 20% of the respondents reported a preference for skim milk, suggesting a smaller percentage of customers who prioritize low-fat or reduced-fat options in their milk choices.

Table 15: Analysis based on extra amount willing to pay

Extra willing to pay	No. of Respondent	Percentage
Up to 50 paisa	70	35
1 Rs	55	28
2 Rs	42	21
Above 2 Rs	33	16
Total	200	100

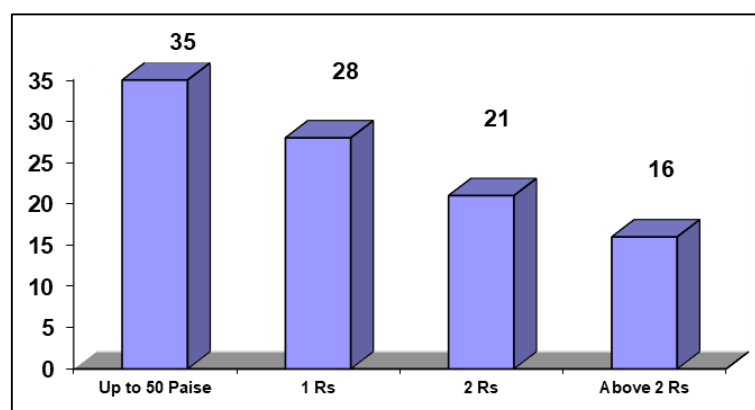


Fig 15

Interpretation: The analysis reveals that 35% of the respondents are willing to pay an additional amount of up to 50 paise for Dairy products, indicating a significant percentage of customers who are willing to pay a small

premium for the brand's offerings. Furthermore, 16% of the respondents reported being willing to pay above 2 Rs per liter for Dairy products,

Table 16: Analysis based on buying on deferential price based on the source

Buying differential price	No. of Respondents	Percentage
Up to 16.50 Paisa	80	40
17 RS	55	28
17.50 RS	40	20
18 RS	25	12
Total	200	100

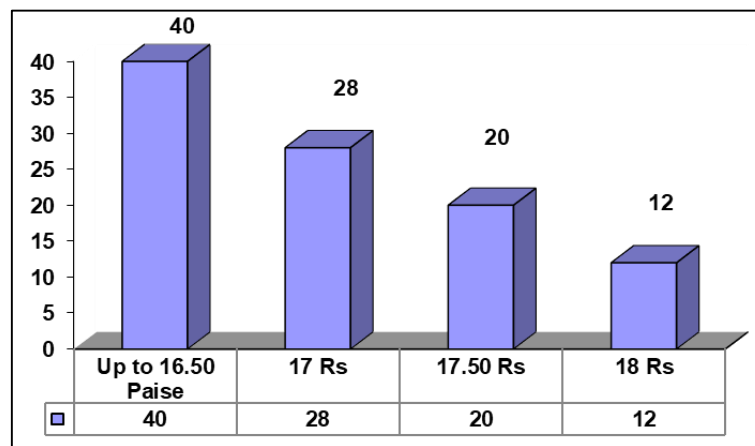


Fig 16

Interpretation: - Notably, a substantial 40% of participants reported purchasing dairy products from Dairy at a price of Rs. 16.50 per liter. This finding signifies a significant market share for the company and suggests that their pricing strategy at this rate is resonating well with a considerable segment of consumers. Conversely, 12% of the respondents disclosed

acquiring dairy products from an alternative source, indicating they are willing to pay a higher price of Rs. 18 per liter. The reason for choosing a different source could be attributed to factors such as product quality, brand loyalty, or specific preferences that surpass the cost consideration.

Table 17: Analysis based on purpose of buying

Purpose of buying	No. of Respondents	Percentage
Tea	50	25
Coffee	43	22
Butter milk	37	18
Ghee	30	15
Curd	40	20
Total	200	100

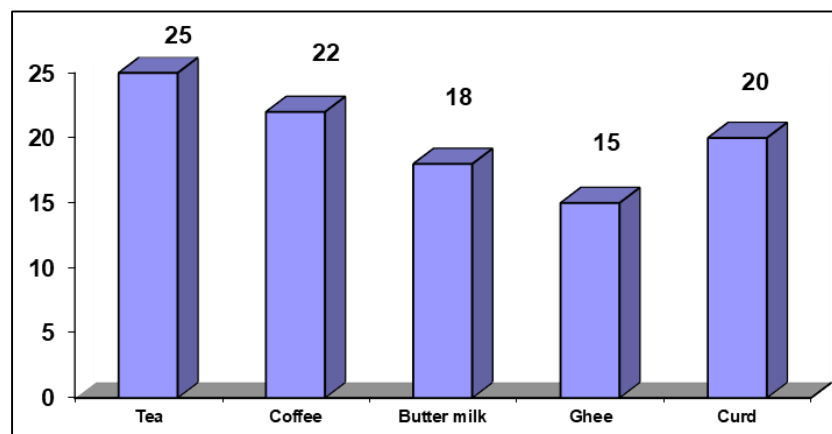


Fig 17

Interpretation: Specifically, 25% of the participants reported utilizing the milk primarily for tea consumption, indicating a significant proportion of the population integrating milk into their daily tea rituals. On the other hand,

a notable 15% of respondents indicated using the milk for the production of ghee, underscoring the enduring cultural and culinary significance of ghee in the Indian context.

Table 18: Analysis based on satisfaction level with price

Satisfaction level	No. of Respondent	Percentage
Highly satisfied	15	8
Satisfied	25	12
Neither satisfies nor dissatisfied	30	15
Dissatisfied	50	25
Highly dissatisfied	80	40
Total	200	100

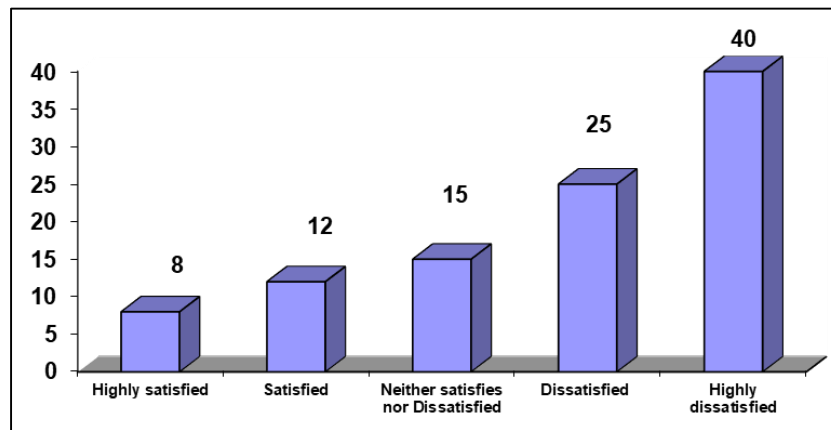


Fig 18

Interpretation: The data analysis reveals that 40% of the respondents are purchasing Dairy products at a price of Rs. 16.50 per liter, indicating a significant portion of customers who are acquiring the products at this particular price point.

Additionally, 12% of the respondents reported paying Rs. 18 per liter, suggesting a smaller percentage of customers who are purchasing the products from a different source at a slightly higher price.

Table 19: Analysis based on satisfaction level with quality

Satisfaction level	No. of Respondent	Percentage
Highly satisfied	80	40
Satisfied	50	25
Neither satisfies nor dissatisfied	40	20
Dissatisfied	20	10
Highly dissatisfied	10	5
Total	200	100

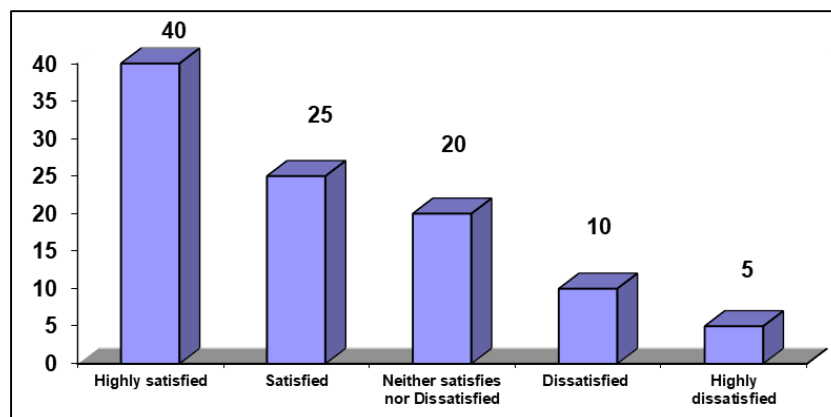


Fig 19

Interpretation: The analysis indicates that 40% of the respondents reported being highly satisfied with the quality of Dairy products, suggesting a significant portion of customers who expressed a high level of satisfaction with the

product quality. In contrast, 5% of the respondents reported being highly dissatisfied with the quality of Dairy, indicating a smaller percentage of customers who expressed dissatisfaction or concerns regarding the product quality.

Table 20: Analysis based on satisfaction with the service

Satisfaction level	No. of Respondent	Percentage
Yes	80	40
No	120	60
Total	200	100

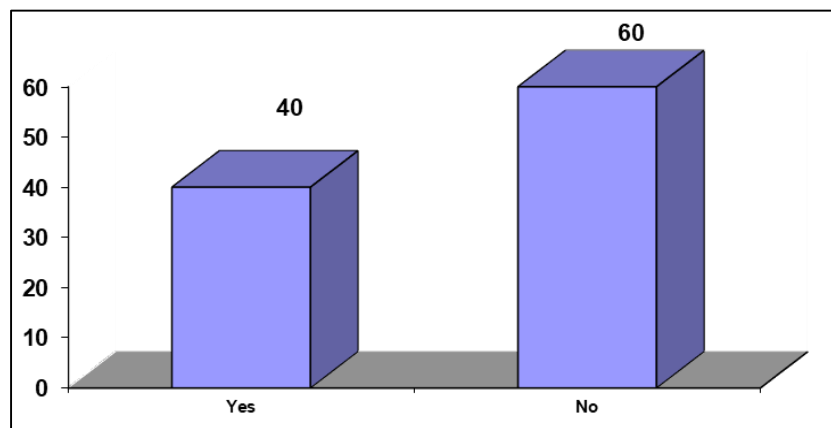


Fig 20

Interpretation: The data analysis reveals that 60% of the respondent's expressed dissatisfaction with the service provided by milk sellers of Dairy, indicating a significant portion of customers who are not satisfied with the service

experience. On the other hand, 40% of the respondents reported being happy with the service provided by milk sellers of Dairy, suggesting a smaller percentage of customers who expressed satisfaction with the service received.

Table 21: Analysis based on satisfaction level with packing

Satisfaction level	No. of Respondent	Percentage
Highly satisfied	25	13
Satisfied	52	26
Neither satisfies nor dissatisfied	40	30
Dissatisfied	63	31
Highly dissatisfied	20	10
Total	200	100

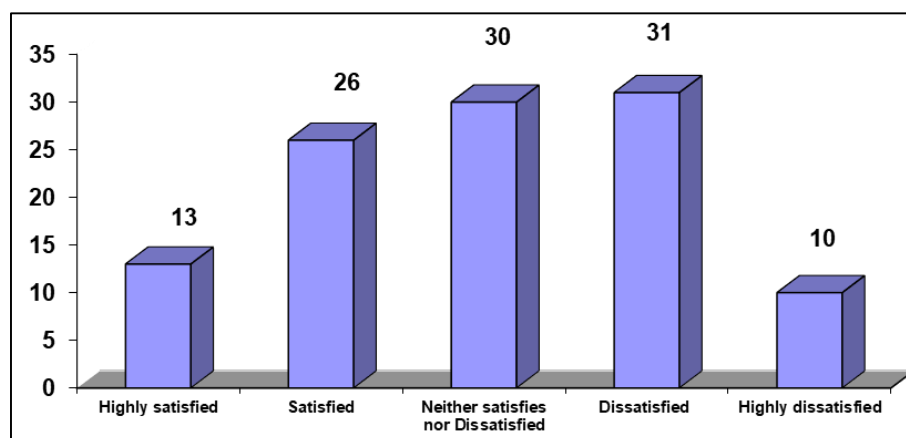


Fig 21

Interpretation: The analysis indicates that 31% of the respondent's expressed dissatisfaction with the packing of Dairy products, indicating a significant portion of customers who are not satisfied with the packaging. Furthermore, 10%

of the respondents reported being highly dissatisfied with the packing of Dairy, suggesting a smaller percentage of customers who have strong negative opinions about the packaging.

Table 22: Analysis based on leakages in packing

Leakages periods	No. of Respondent	Percentage
Every day	45	23
Weekly once	58	29
Monthly once	70	35
No problem	27	13
Total	200	100

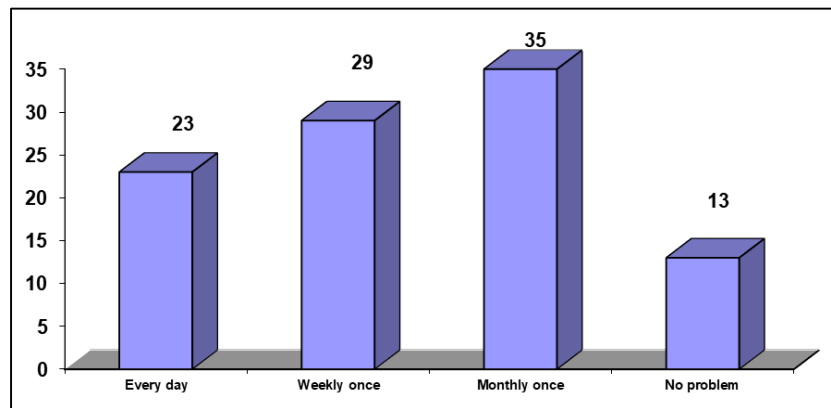


Fig 22

Interpretation: The data analysis reveals that 35% of the respondents reported finding leakages in Dairy products on a monthly basis, indicating a significant proportion of customers who have experienced this issue. On the other hand, 13% of the respondents reported not finding any leakages in Dairy products, suggesting a smaller percentage of customers who have not encountered this problem.

5. Findings

- **Age Distribution:** 48% of the customers have 3-5 family members, while 21% belong to households with less than two family members.
- **Packaging Preferences:** 25% of the customers prefer to buy Dairy products below 500ml, while 15% opt for quantities between 2000ml and 3000ml.
- **Buying Period:** 46% of customers have purchased Dairy products for 2-4 years, and 13% have been loyal customers for over six years.
- **Reasons for Purchase:** 49% of the customers choose Dairy products because they believe it is beneficial for their health, whereas 11% base their decision on the affordability of the products.
- **Purchase Points:** 45% of the customers prefer home delivery for Dairy products, while 10% each purchase from small shops and vending machines.
- **Source of Awareness:** 32% of customers became aware of Dairy products through agents, whereas only 5% learned about them from television advertisements.
- **Satisfaction Levels:** 34% of the customers express mixed satisfaction levels, while 10% are dissatisfied with their experience.
- **Milk Preferences:** 50% of the customers prefer flavored milk, whereas 20% opt for skim milk.
- **Price Satisfaction:** 40% of the customers are highly dissatisfied with the pricing of Dairy products, while 8% are delighted.
- **Quality Satisfaction:** 40% of the customers are delighted with the quality of Dairy products, while 5% express high dissatisfaction.
- **Packaging Satisfaction:** 31% of the customers are dissatisfied with the packaging of Dairy products, with 10% reporting high levels of dissatisfaction.
- **Leakage Issues:** 35% of the customers experience monthly leakage incidents, whereas 13% have not encountered any leakage problems with Dairy products.

These findings provide valuable insights into customer preferences and satisfaction levels, which can guide the dairy

sector in India in enhancing its product offerings and overall customer experience.

6. Suggestions

- Based on the above findings from the study on customer satisfaction towards dairy products in the dairy sector in India, the following suggestions are proposed to improve the overall customer experience and enhance the market position of Dairy products.
- **Diversify Product Sizes:** Considering that 48% of customers have 3-5 family members and 21% have smaller households, offering a more comprehensive range of product sizes can cater to the needs of different homes. This may include introducing more miniature packs for single-person households and larger groups for larger families.
- **Improve Packaging:** As 31% of customers express dissatisfaction with the packaging, efforts should be made to enhance packaging quality and minimize or eliminate leakages. Sturdy and leak-proof packaging can instill confidence in customers and prevent product wastage.
- **Targeted Marketing Channels:** Since agents play a significant role in creating awareness about Dairy products, it's essential to strengthen the agent network and provide them with the necessary marketing materials. Additionally, television advertising should be optimized to reach a broader audience and raise brand awareness.
- **Address Pricing Concerns:** As 40% of customers are highly dissatisfied with the pricing of the products, conducting a price analysis to ensure competitive pricing without compromising product quality is crucial. Special promotional offers or loyalty programs can also be introduced to incentivize repeat purchases and retain customers.
- **Focus on Product Quality:** The study highlights that 40% of customers are delighted with the quality of dairy products. Maintaining this level of satisfaction should be a priority, and continuous efforts should be made to ensure consistent quality standards.
- **Variety of Milk Options:** With 50% of customers preferring flavored milk, expanding the range of flavors and introducing new variants can attract more consumers. Additionally, marketing campaigns can promote flavored milk's health benefits and unique selling points to boost sales.
- **Enhance Customer Support:** Addressing the concerns of

the 10% of dissatisfied customers and the 34% with mixed satisfaction levels is essential. Investing in customer support channels, such as helplines or online assistance, can help promptly resolve customer issues and improve overall satisfaction.

- **Long-Term Customer Retention:** As 46% of customers have been loyal for 2-4 years and 13% for over six years, developing customer retention strategies is crucial. Implementing customer feedback mechanisms, loyalty rewards programs, and personalized offers can foster long-term customer relationships.
- **Emphasize Health Benefits:** Since almost half of the customers purchase the products due to perceived health benefits, highlighting the nutritional value and health advantages of Dairy products can appeal to health-conscious consumers and attract new customers.
- **Continuous Market Research:** Regular market research is essential to stay ahead of customer preferences and changing market trends. This can help identify emerging demands, monitor customer satisfaction, and make data-driven product improvements and innovations decisions.

7. Conclusion

In conclusion, this data analysis provides valuable insights for Dairy to enhance customer satisfaction. Improving product quality, addressing service-related concerns, optimizing packaging, and rectifying leakage issues will bolster the company's brand image and foster customer loyalty in India's competitive dairy sector. Diversifying product sizes to cater to household needs, improving packaging to address customer concerns, and strengthening marketing channels through agents and television ads can expand the brand's reach and attract a wider audience.

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