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EFFECT OF CONSUMER RIGHTS ON IMPROVEMENT OF THE BUYER-SELLERS RELATIONSHIPS IN DEVELOPING COUNTRIES FIRMS

In the developing countries there is a new approach on the responsibility to the consumers. In these countries, consumers are always challenging with the vendors. One of the sources of these concerns is the extent of respect for consumer right by the companies. Researchers believe that notice to the consumer rights lead the firms to the better buyer-seller relations. The purpose of this research is evaluating of the relationship between the consumer rights and buyers-seller communications. The method of research is descriptive and studied 384 people of 65 companies in Iranian firms. The results of research indicated that the most important rights of consumers are: manufacturing regulations (pre-purchasing stage), confidence (in-purchasing stage) and packaging (post-purchasing stage). The research findings showed that the mentioned rights affect the relational marketing. Also to respect the consumer rights increase their commitment to the company and to reduces the conflict between seller and them.

Keywords: consumer, consumer rights, buyer-seller relations, purchasing stages, developing countries.

Problem statement. Nowadays, in developed countries, an exciting development has been occurred regarding the observance of consumers' rights. In accordance with the regulations imposed on such countries, the manufacturer is the sole responsible for consequences of any defect in commodities purchased by consumers. Consumers are looking to improve their buying behavior. They refer to the best sellers and most reputable manufacturers. A good deal of the manufacturer and its agents is most profitable for them. One of the most important factors in this regard, is respect for consumer rights by the manufacturer. The rights in three stages: before, during and after purchase, are considered. If at any stages, the producer fails to satisfy the customer, their relationship will be strained. Many studies have focused on the relationship between customer and vendor. Most studies focus on customers buy comfort. Any type of anxiety limits the purchase or entirely cut off. It's better to respect customers before, during, or after the purchase. Respect leads in the buying to sustain the relationship.

The study examined the relationship between consumer rights and communication between them and vendors. To beginning it is necessary to consider the importance of consumer rights. There are few studies of consumer rights in the developing countries. Only few studies have examined consumer rights, just in Law journals. Few studies have been carried out in this context in Iran as a developing country that they mentioned.

Sadeghi and Montaghani (2009) resulted that the one of the ways of consumer rights improvement is to create some non-governmental organizations [1, p. 24]. These organizations often serve as pressure groups whose common purpose is to improve consumer rights. For political, economic, legal and cultural reasons, these organizations are not basically formed or, they are formed, but not very active in developing countries. Understanding consumer rights and independence of people are linked together. Independence means that

people can recognize their identity. One of these rights is the right to freedom of food choices. In this study, researchers are seeking to revive the authority to determine food composition of the consumer [2, p. 48].

On the other study by consumer international organization (2011) the SADC is studied. The SADC region presents a particular challenge for the consumer advocate interested in balancing these asymmetries. The illiteracy rates as estimated by UNESCO reveal a particular vulnerability of a significant share of the population. Also, and similar to other regions in Africa, there has been increased liberalization of exchanges, and the opening of trade borders, which put the SADC markets under particular stress. New and immature markets are particularly susceptible to asymmetries of information and poor consumer awareness. Consumers, who are constantly exposed to new products and services, such as in the financial services sector, can easily become overwhelmed. Finally, the SADC region has another challenge – limited access to justice, which makes it long, difficult, costly and sometimes just plain impossible for consumers to exercise their rights in case of abuse.

On the other side, this study will find a relationship between consumer rights and relationship marketing. Many academics and practitioners would consider relatively intense attention given to buyer-seller relationships as a new paradigm which shifts for the marketing discipline, a change of focus from a transactional perspective to a relational one [3]. The results of a research showed that the variables of experiential marketing in the private and public banks, trust and commitment are positive and have significant impact on customer loyalty. One of the tools for relationship marketing development is the relationship with the customer. But now due to competition between businesses the use of relationship marketing approach does not seem enough [4, p. 115]. Dimensions of relationship commitment and trust effect on risk and perceived value. In addition, it has a direct impact only on the adoption of adaptability and testing capabilities [5, p. 33].

There is a clear understanding about two factors that impact together. This relationship arrow led from better considering of consumer rights to better buyer-seller relations. The realization of this situation occurs only when the consumer has received his protection feeling. Due to continuing this relationship will improve consumer rights.

There are three stages in the purchase (steps to buy, when to buy and after than shopping). The consumer must have a good feeling at any point of purchase. The good feeling comes only through respect for consumer rights. The companies should consider the rights of customers to sustain their relationship. Unfortunately, in developing countries are given less importance to this issue, may be due to the lack of long-term relationship between customer and supplier or there is not adequate oversight on this matter. Customers are not satisfied with the behavior of manufacturers because their rights will be ignored. In this study, the relationship will be reviewed in three stages. At each step required measures are introduced. Finally, it is concluded that any variable what influence on improving the relationship between buyer and seller. It is thought that regard to the right of customers to improve their relationship with the seller. The issue is considered with caution about manufacturers in developing countries. So the main question in this research is “what is the role of consumer right and improve the relationship with the seller”?

Literature review. Generally, four principles significantly affect the successful attempts of the developed countries regarding consumers’ rights including strengthened role of organizations which support consumers’ right [6, p. 14], formulation of executive and binding standards with the cooperation of involved parties, enhanced level of knowledge in such countries and competition and fight to monopolization in order to improve products efficiency and quality. A historical look at the issue of consumers’ right indicate that necessity of providing sufficient information by manufacturer and seller has become so important that not

to give information is regarded as not to present commodities [7, p. 35]. It is obvious that observing consumers' rights by manufacturer has been always a critical necessity. In Iran, rules protecting consumers' right were approved since 2009, and attempts have been made to defend consumers' rights against potential defects caused by manufacturer. However, the important point is that Iranian manufacturers to what extent pay attention to this critical issue. Do manufacturers have determined a special position for structure, human power and management attitude? Is it possible to say that observing consumers' rights in manufacturing sectors is more important because such sectors are more in interaction with consumers? In Iran, Consumers Protection Law was approved by Islamic Council Assembly. Based on this law, the providers of public services are required to guarantee the satisfaction of customers during guarantee time; otherwise consumer can do complaint and refer to court. Since the formation of Global Standard Organization in 1974, the issue of consumers' right has been suggested as one of the main concerns of manufacturers. The risks threatening consumption-based community were first proposed by American philosophers and modification of consumers' rights was seriously established by the lecture of J.F. Kennedy in 1962. So consumers' right was considered in developed countries as a specialized independent discipline. Kennedy pointed to four rights for consumers: right to receive security, right to be provided with complete information, right to receive public protection of consumers and right to do a free selection. Since then, American consumers defended their rights and established some institutions to protect consumers' rights. In 1970s and 1980s, governments have attempted to protect further consumers' rights in international area by formulating different regulations. In 1993, in France, consumers' regulations were formulated and applied [8, p. 231]. As protection of consumers' right is the main goal of consumers' rights regulations, adoption of law and binding regulations in a civil and penal form and prediction of some rules regarding effective administrative institutions have led to a legal discipline named consumers' rights [9]. Sadeghi and Montaghemmi have defined consumers as actual and legal persons who apply some properties or services for non-professional applications [1, p. 24]. One of the most important agreements on consumers' rights is UN agreement in 1986 which was revised in 1999. Based on this agreement, governments are required to adopt and regulate policies and priorities relevant to consumers' rights in proportion to their own cultural, economic and demographical situations.

Some of these strategies include protection of consumers' security, protection of financial interests of consumers, assurance of consumers' access to databases, enhancement of consumers' knowledge level, making consumers assured of their freedom regarding establishment of some consumers' rights protection institutions [6, p. 14]. On the other hand, consumers' right protection organization is a world trade organization which has been able to adopt different regulations and protect the rights of this group of people. Some of these regulations include intellectual ownership law which prevents providing any non-original product [10, p. 177]. Research shows that 70% of Europeans use the internet regularly. Almost half of EU consumers (45%) shop online, with 11% shopping from traders based in another European country. Consumers choose to shop online as it offers them greater choice and value for money, and such savings have been estimated to amount of €11,7 billion or 0,12% of EU GDP. The European Commission has set ambitious targets for the growth of e-commerce, with the Digital Agenda establishing targets of 50% of the population buying online and 20% buying online cross-border by 2015. The UK's National Fraud Authority publishes an Annual Fraud Indicator report which for 2013 estimates that cyber-fraud represented 41% of all crimes reported to the Action Fraud agency, with an average individual loss of £3 689,6. Europol suggests that victims lose around €290 billion each year worldwide as a result of cybercrime making it more profitable than the global trade in marijuana, cocaine

and heroin combined [11]. People in the web extremely expected use from using data for commercial purposes in this circumstance [12].

Notably, disclosure of information and consumers' access to required information for doing a conscious purchase is one important tool to protect consumers' rights which play significant roles in the reduction of risk perceived by consumers' rights. The following studies indicate the significance of consumers' rights and observance of relational marketing necessities. Byun (2001) has studied consumers' rights in developing countries showed that one of the most significant concerns of firms is the observance of consumers' rights which could be used as an effective competitive tool [13, p. 290]. The present paper considers the most significant rights for consumers as right to protest and suggest, right to understand needs and also right to acquire knowledge and information. Tang et al (2000) studied the rights of car customers and found that the customers are influenced by some factors such as low weight of car, security, appearance, efficiency and guarantee, close relationship with customer, knowledge management and organizational commitment [14, p. 536]. In a study entitled "the factors influencing customers' rights and preferences", Cunningham (2002) regarded the most significant factors as personal interest (93%), health and security (89%), facilitated services (68%), preparation to fulfill needs of customers (66%), price (16%) and appearance (12%), which the security of commodity in the selection of a car was also confirmed in another study by other researches [15, p. 12]. In a study on 400 customers from 30 firms, Brito (2007) attempted to identify good characteristics of a qualified firm in providing after-sale services [16, p. 465]. They recognized that most important demands of customers from a firm include prompt servicing, price, lengthened guarantee, cleanness of a place and accessibility. Fraud is a serious danger to decrease of trust in the e-commerce. Then the Consumer Policy Advisory Committee of the International Standardization Organization (ISO) proposed a standard for international personal privacy. It is ready to regulate this standard for IT and e-commerce privacy.

Herman (2007) investigated 246 car sellers and by studying relationship between fairness of pricing and increased satisfaction recognized that customers' perception of fairness of car pricing can create a kind of loyalty and increase firms selling [17, p. 50]. Herman regards this loyalty as customers' right to take advantage of fair trade by a consumer. Sadeghi & Aghajani (2012) in a study entitled "an economic analysis of replacement right or exchange of intact goods to consumer in Iran" claimed that restitution right or goods exchange is generally suggested regarding defective goods [18, p. 182]. This applied subject has not been yet considered in our legal literature and so the present paper attempts to reply the above questions. As the issues related to consumers' rights have a close relationship with legal and economic subjects, the current paper firstly considers legal basis and secondly economic basis of this right. Darabpour (2010) in a study entitled "a study on the contracts of endowing consumer license in Iran and UK law" reinstate that the contracts of endowing consumer license are received by an actual person who signs the contract for fulfilling consuming needs and an objective rather than trade and business [19, p. 25]. In a study entitled "the role of NGOs in the protection of consumers' right" conclude that one way to protect consumers' right is the formation of NGOs in the support of consumers' rights [10, p. 177]. Such organizations as the embodiment of independency from government and system are regarded as pressure groups which mainly aim to protect consumers' right. The study of de-regulation in domestic commerce for protecting consumers' right focuses on de-regulation of consumers' right in Iran and asks the question whether the existing regulations can sufficiently protect consumers or not. In addition, that study has done a comparative analysis of the consumers' right protection law in other countries and specially France [20]. In this regard, the study has identified the strengths and shortages of the relevant rules, and has

provided some strategies for improving this law by applying some fundamental rules such as commercial competition law. Bagherzadeh (2004) in his study entitled “a theoretical approach to consumers’ right and human right” claims that although in the legal system of many countries, consumers’ right is of a special significance, this question is raised whether consumers’ right could be regarded as an example of human right [21, p. 145]. The analysis of consumers’ rights in the framework of consumers’ rights protected law and its comparison with consumers’ rights protection law 1987 in UK. Morid Nejad (2004) attempts to compare such law with consumers’ rights protection law 1987 and find that how are the strategies adopted to regulate relationships between producers and consumers in both systems [22]. Ahanchi (2004) in his study – “A comparative study on the relationship between criminal protection of consumers’ rights and France criminal law” – claimed that goods and services sometimes significantly damages consumers, and classic private law cannot seriously protect consumers based on two main principles namely free will and accountability [23, p. 10].

Many researches considered relatively attention given to buyer-seller relationships as an indication of a new pattern in the marketing discipline, Table 1 [3]. Also some researchers as believed that relational exchange is not a new concept, but rather has been the overriding model for most of history [24, p. 10].

Table 1 – The benefits of the buyer-seller relationship [3]

Buyer	Seller
Fraternization with service employees	Increased Revenue
Friendship with service employees	Increase Share of Wallet
Better purchase decisions	Market Share
Helps feel connected and joined to others Creates feelings of acceptance, openness, and belonging	Price Premium
Increase the quality of life	Channel performance
Emotions such as thrill, passion, and excitement	Higher effectiveness in serving the customer
Adds meaning to life	Long-term investments in the company’s stocks
Help form self-identity and social identity	Long-term orientation

The aim of this study is to evaluate the effect of consumer rights on improvement of the buyer-sellers relationships in developing countries firms and the most important four aspects are classified in the following questions.

Questions:

1-What are the most significant measures for evaluating the protection of the firms studied from customers’ rights in pre-purchase stage?

2-What are the most significant measures for evaluating the protection of the firms studied from customers’ rights in purchasing stage?

3-What are the most significant measures for evaluating the protection of the firms studied from customers’ rights in post-purchase stage?

4-How much are the compatibility between the above measures and buyer-seller relationship necessities?

Basic material. Methodology. The present paper is applied in terms of objective and is descriptive in terms of data collection tools. At one level, the study is exploratory (to study assessor measures) and at the second level it is field-based (to investigate the degree of compatibility to relational marketing based on the obtained measures). To do this, first the

consumers' rights evaluation measures are extracted and prioritized and then they are studied based on four aspects of relational marketing. The study statistical community is composed of academic elite, the experts of administrations active in the area of consumers' rights and all domestic appliances manufacturing companies. Given the different productive nature of these firms and also variety of their activities, such organizations have been categorized into three sectors including energy, electronics and computer. The main goal of these groups is increase in the validity of research findings and their generalization. Iran provinces were divided into five areas including north, south, east, west and center. Then, out of 65 identified Iranian brands (www.Hau.ir), 9 were determined. In this regard, the views of academic experts were evaluated through an analysis of the views of the professors in the area of commercial management and law in the selected provinces. Also, to investigate organizational variables of 10 provinces and 9 domestic brands, the views of 384 managers and staff of marketing and selling sectors were taken into account.

Discussion and analyzing the questions. Such measures are extracted following initial investigations and evaluation of the views of respondents in some areas including management, law and economy in commercial universities and organizations. In Table 2, mentioned the measures of the pre-purchase stage. In this stage they stated the several aspects as respect to customer being free to select place in real action in buyer-seller relationship.

Table 2 – The measures identified related to the pre-purchase stage

Primary Aspect	Secondary Aspect	The Indices Studied	Total Average
Pre-purchasing	Respect to customer	Observing individual dignity, keeping privacy, respect to values, cultural considerations, paying attention to customers' needs, observing religious and moral principles, personality traits, considering cultural values, paying attention to humanity of a customer	3,713
	Being free to select	Preventing any discrimination among customers, preventing any fear and pressure among customers, letting customers purchase freely preventing any sexual discrimination, no financial pressure on customer' right to select and buy freely and independently	3,650
	Product advertisement rules	Not exposing customers to unwanted advertisements, not making damaging advertisements, not exposing to unwanted direct marketing, not exerting pressure on customers to purchase something	3,761
	Information on Product	The possibility of establishing a relationship with manufacturer prior to purchase, possibility of collecting necessary information on a product, making customer more knowledgeable on product, participation of customers in production process	3,801
	Sufficient knowledge on product	Give some information on the combinations of products and production process, providing important dates such as expiration time and also probable risks when using the product, introducing service representatives, providing some catalogues	3,722
	Trust and confidence in an expert Seller	Confidence of finding an expert seller, trust in resolving a problem through a product, confidence in the originality of seller through representative, trust in the consistency of relationship after purchase	3,677
	Management of relationship with customer	Existence of an online site for advertisement, purchase and other services, having a direct phone line, possibility to record the purchased item by customer, right to become aware of off sells	3,872
	Productive regulations	Observing quality standards and selling rules, compatibility between commodity and customer, observing environmental standards	3,651
	Place in real action	Easy access to store, easy entrance to store, easy transfer of purchased commodities-presence in the place of accumulation of other complementary products	3,661

In Table 3, it is also revealed the measures of the In-purchase stage. In this stage the factors of respect, attention, time, payment ... and customer-orientation are specified as new metrics in purchasing.

Table 3 – The measures identified at the purchasing stage

Primary Aspect	Secondary Aspect	The Indices Studied	Total Average
In-Purchasing	Respect, attention and moderation	Respect to customer while purchasing, observing handicapped people's rights, focus on primary needs of customers while purchase, being fair while fulfilling customers' needs in store	3,654
	Being free to select	Let customer free and independent, let customer be free in counseling with his companions, freedom to compare commodities	3,711
	Time	Awareness of commodities delivery time-awareness of installation and implementation time, paying attention to time required for customer to purchase a product	3,765
	Sellers characteristics	Skill in describing goods-professional conduct to customer, cleanness of seller, politeness	4,411
	Payment	Right to pay money by different ways, right to become aware of received profit, right to have credit ways while paying, right to compare different prices	4,201
	Trust	A confident atmosphere to pay online, confidence in the accuracy of commodity, creating trust in seller and other individuals in charge, trust in pricing, trust in proper transfer of commodity to the desired location of customer	3,345
	Awareness	Awareness of the results of the studies conducted on customer, awareness of the quality of the product and exchanged commodities, awareness of complementary commodities	4,003
	Store atmosphere	Cleanness of store, a calm atmosphere in store-having appropriate ventilation systems, proper light and temperature in store, existence of guides in purchase place, fire extinguishers, simple medical facilities	4,132
	Customer-orientation	Paying attention to the mood and mind of customer	3,879

The factors of the while using and after sale issues are showed in Table 4. To become aware of customer satisfaction evaluation results is one of the indices in post-purchase stage.

Table 4 – The measures identified related to the post-purchase stage

Primary Aspect	Secondary Aspect	The Indices Studied	Total Average
1	2	3	4
After Buying	While using the commodity	Not causing physical and mental damages to purchaser, compatibility between product and purchaser's life quality, resolving probable damages while using the product, observing product's quality standards	4,433
	Customer satisfaction evaluation	Right to become aware of customer satisfaction evaluation results, the existence of electronic satisfaction evaluation systems, satisfaction with product's technical specifications, creating a calm and private atmosphere in which customers can express their attitude easily and freely	3,567

Table 4 (continued)

1	2	3	4
After Buying	After-sale services	Awareness of after-sale service centers, easy communication with center, dispatch of expert manpower, training of customer on methods to install and use, training for probable risks in simultaneous use of accessory products, proper delivery of goods, providing customer with additional benefits of using product	3,777
	Paying attention to customer after sale	The formation of products buyers' club, tracking down the future needs of a customer, establishment of an emotional relationship with customer after sale	3,989
	Security	Enhancing customer's knowledge on observing security recommendation while using the product, enhancing moral, mental and physical security of customer, enhancing information security	4,401
	Complainants and conflicts	Right to replace and return commodities, existence of a system for receiving complaints from customer, the existence of a customer complainants' management system up to the achievement of a result, participation of customer in production process, managing possible disagreements on the nature of commodity, pricing-delivery, advertisement	4,212
	Health	Enhancement of social health and security, enhancement of personal health and security, preventing any damage to other members of a family, considering social health	3,456
	Commitment	Fulfilling all commitments in warranty-guaranty of real efficiency of a product	3,567
	Packaging	Simple packaging and delivery of commodities, some complementary information on package, proper commodity packaging, maintaining the proper shape of commodity until delivery and installation, insurance of product to the place of delivery	3,761

The sale experts in the firms studied were asked to determine how much are the compatibility between the following measures and relational marketing necessities. In the Table 5, the nature of such aspects is presented.

In all variables, the factorial-exploratory analysis was used by method of principal components analysis and Varimax orthogonal rotation and two indices including efficiency of sampling (KMO) and chi-square were calculated for Bartlett's sphericity test. In all variables, the value of KMO index was obtained higher than 0,7 showing the data are proper for factorial analysis and also the meaningful value of Bartlett's sphericity test was obtained less than 0,7, expressing the data are meaningful in the factorial analysis. Also, the factor loading value of all spheres (questions) at all of the research variables was obtained higher than 0,5, meaning inseparability of the spheres into more than one dimension and finally, the specified variance value for all variables was obtained higher than 0,5.

The Research's Model. In so far as a descriptive research allows, the goal of this study is to discover the relationship between meanings and concepts which was stated in the previous sections. For this, the data resulted of the questionnaire was analyzed and it was observed that the expanded measures and models were valid, stable and meaningful. In order to exploit the calculated model, the model's results must totally be interpreted. Before interpreting the results of calculation of structural model, the fitted model must be suitable and the goodness-of-fit tests confirm suitability of calculation. In such conditions, the results of model's calculation can be trusted.

Table 5 – The factor analysis of consumer rights evaluation measures to explain relational marketing aspects

Primary Aspect	Secondary Aspect Determine which of the followings is more compatible with the factors in the next column (please select one)	Trust	Commitment	Communi- cations	Conflict management
Pre-Purchase	Paying attention and respect to customer			0,671	
	Right to select freely				0,768
	Observing regulations of product advertisement		0,711		
	Providing buyer with some information		0,678		
	Enhancing customers' knowledge on product		0,761		
	Enhancing trust and confidence to an expert seller	0,871			0,911
	Enhancing management of relationship with a customer		0,781		
	Observing manufacturing regulations			0,712	
While-purchase	Paying attention to appropriate place and time to purchase	0,812			
	Respect to customer, paying attention to buyers				0,655
	Considering free will and right to select goods freely and independently		0,561		
	Considering the free time of a customer can			0,671	
	Suitable characteristics of seller while purchase	0,781			
	Right to have a variety of ways to pay	0,891			
	Enhancing knowledge and awareness when customer attempts to buy goods			0,723	
	Paying attention to the suitability of a store			0,671	
Post-Purchase	Observing standards for customer while using goods		0,778		
	The existence of a customer satisfaction evaluation system				0,871
	The existence of after-sale service system				0,675
	Following up and paying attention to customer after purchase			0,656	
	Enhancing mental and physical health of customer after purchase		0,723		
	Existence of a special system designed to consider customers' complainants and critics				0,899
	Enhancing health of customers and society		0,878		
	Enhancing accountability among manufacturers		0,912		
	Enhancing commitment to society		0,923		
	Suitability of goods packaging for customers			0,512	
	Paying sufficient attention to goods transfer and distribution to the place where customer lives			0,612	

According to the Figure 1, the first 4 indices can simply be seen. The numeral value of χ^2 is equal to 116,78, while degree of freedom is equal to 46 and the required conditions are maintained and are in good fitting's domain. Indeed, χ^2/df also is in good fitting's domain. Also, the values of p-value indices, RMSEA, GFI, and AGFI are in good and acceptable fitting's domain.

It can be concluded that the model is well-fitted and reliable and its results can be documented. The considerable point is that, on the base of this study's proposed model, as seen in the above diagrams, rate of proceeding to the consumer's rights in addition to the direct effect, has an indirect effect through other dimensions too. For exact interpretation of

the effect of proceeding and successfulness rate in investigating consumer's rights, the total effect resulting from the direct and indirect effects must be considered.

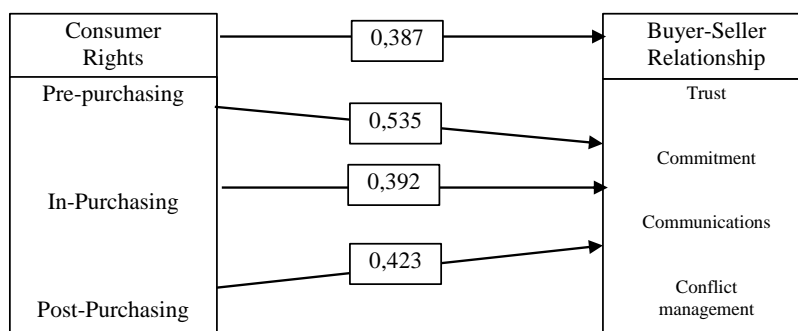


Figure 1 – The consumers' rights effect on relationship between buyer and sellers

According to the table, the effects' results of pre-, in- and post-purchase dimensions on the companies' performance show that the effect of dimensions relevant to pre-purchase factor has maximum effectiveness on the performance. Maximum of effectiveness rate are related to pre- and while-purchase elements respectively. In the model, it can clearly be seen that in each of the studied factors, productive regulations, confidence and packaging have devoted maximum effectiveness to themselves.

Companies have not been very interest to use measurement, but currently the best way for consumer-orientation to adopt their roles as good business function is by the good measurement. The Ability among professionals regarding what, how to measure and the measurement process will main to greater effectiveness of marketing performance.

Consumer rights should be a way to improve marketing. Because each company must be respect its customers. This effective marketing is said to be as respectful of the customer in the purchase process. They considered the most significant rights for consumers as right to protest and suggest, right to understand needs and also right to acquire knowledge and information that our research is consistent with them [1, 20]. Other studied also discusses the effects of the behavior of sellers on buying behavior of customers during purchase. This is referred to as client privacy while shopping. Byun (2001), Tang & O'Donald (2000) studies also mentioned the rights of compliance the product features for customers and found that the customers are influenced by some factors such as low weight of car, security, appearance, efficiency and guarantee, close relationship with customer, knowledge. This study found that customers apart from price are important to health. In this regard Cunningham (2002) believed that the most significant factors as personal interest, health and security, facilitated services and so on. The pre-purchase stage's direct effectiveness on the consumers' rights is equal to 0,533. Also, its total effect on the consumers' rights is 0,816 indicating maximum effect on the consumers' rights relative to two other factors (while- and post-purchase).

It seems that in some states there are many similarities between consumer rights and human rights. In this context, Bagherzadeh (2004) has reached the same conclusions. In some replies referred to similar cases. For example, respect and time are the same dimensions have been extracted for the rights to buy and when to buy. A good performance protection system also has the value of supporting consumer rights credibility. In this case, researchers have

defined consumers as actual and legal persons who apply some properties or services for non-professional applications. Therefore, this study is consistent with other researchers who believe that should be considered valuable rights for customers. Security has been detected from the customer's perspective. It seems that the main reason for this is that the customer likes the product safe to use. In most cases, more importance is given to physical and financial security of other factors. Therefore the companies should pay more attention to the rights of individuals to choose and security. Regarding to progressive enhancement of the consumers' expectations level in life affairs, in order to attract satisfaction and protection of consumers' rights and enhance purchasing process facilitation, the managers of domestic appliance companies must investigate and removal the reasons which in competitive environment, because customer be distrustful and or packaging design be weak and consequently, the customers don't purchase. Customer satisfaction is main factor of successfulness in many of the companies and in the various researches, it has mentioned to relationship of customer satisfaction with face-to-face interaction, loyalty, repeat of purchasing and enhancing of companies' profitability.

Regarding to the research's findings, the managers of domestic appliance companies are recommended that attempt to enhance customers' satisfaction for making confidence and effective communications and hereof, it is recommended that by training staff in order to decrease wrongs and providing valuable information and, on the other hand, by providing and distributing the customer guide instructors, these companies proceed about the products and such cases for customers. Regarding to the research's findings, companies' managers are recommended to observe the right of restitution and exchange of defective good, one of the consumers' fundamental rights, mentioned in Consumers Protection Law passed at 2010. This right is consistent with economic bases such as optimum allocation of risk and transactional cost and has found more importance in modern space of competitive market and invitation of more customers. The companies' managers are recommended that regarding to the importance of customers' satisfaction, proceed gradually from traditional marketing towards relational marketing, this approach is very important for modern companies and they proceed to further enhancement of variables more determinant than relational marketing, including confidence, commitment, management of conflict, ability and communications. The companies which enjoy relational marketing, are desirous further of employment of the measures relevant to customer

The results of research revolved that the domestic appliance companies should pay more attention to that group of motives attracting the consumers' confidence in their advertisements and provide higher-quality packaging of products for enhancing their own sale and for training about using manner of products. It can use the methods such as presenting educational leaflets including stages of step-by-step use of products and simultaneous training customers to use of products while sale. The companies' managers must note that despite of increasing level of consumers' expectations of companies, managers and staff; fulfill desirably customers' expectations via giving services in shortest time. Every negligence even small causes the consumers become discouragement of domestic appliance companies.

The research's findings showed that the production regulations have maximum effect on the consumers' rights and companies with produce the standard goods could obtain the further market share. The most important rights among all the studied factors that have been extracted include: Freedom Right Giving Information, Confidence Enhancing, Improving Relationship

and Venerating to Customer, free Paying Attention to, Time, Confidence Atmosphere, Satisfaction Evaluation, and Security. It seems that companies should care more for the rights of consumers to improve their marketing relationships.

It is recommended that to help customers better understand their rights in the purchasing processes. This will allow the customer to enjoy shopping and keeping communications and feelings of acceptance, openness, and belonging. One of the important aspects of clients' rights is to provide the optimal environment for purchases. Customers are better able to think in a favorable environment. The recent findings confirm that the understanding respectful of the seller, increase customer confidence. When the companies increase confidence, the customers will feel more secure and believe that their rights are well respected. This study proved that the paying attention to the customer rights before the purchasing by retailers increase their commitment, in the phase of buying it will improve the relationship between buyer-sellers, and after the purchasing conflict will be reduced.

It is recommended that staff be trained so that they can build a better relationship with customers. Employees should care about customers, to increase their knowledge about the products, to consider their knowledge about goods, respect them to free will and right to select goods freely and independently.

Conclusions and directions of further researches. The results of research indicated that the most important rights of consumers are: manufacturing regulations (pre-purchasing stage), confidence (in-purchasing stage) and packaging (post-purchasing stage). Also, the research findings showed that the mentioned rights affect the relational marketing. Also to respect the consumer rights increase their commitment to the company and to reduces the conflict between seller and them. According to research' findings, the effects' results of pre-, in- and post-purchase dimensions on the companies' performance show that the dimensions relevant to pre-purchase factor has maximum effectiveness on the performance. Also the higher effectiveness rate is related to pre- and while-purchase elements respectively. In the model, it can clearly be seen that in each of the studied factors, productive regulations, confidence and packaging have devoted extreme effectiveness to themselves

Regarding to the consumers' expectations level in life affairs, in order to attract satisfaction and protection of consumers' rights and enhance purchasing process facilitation, the managers of companies must investigate the new way of consumer rights. In the competitive environment, customer satisfaction is main factor of successfulness in many of the companies and in the various researches. It has mentioned to relationship of customer satisfaction with face-to-face interaction, loyalty, repeat of purchasing and enhancing of companies' profitability.

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Р. Шафеї, Ф. Шафеї. Врахування прав споживачів як один з інструментів покращення взаємодії між споживачами та компаніями-продавцями в країнах, що розвиваються

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Врахування прав споживачів як один з інструментів покращення взаємодії між споживачами та компаніями-продавцями в країнах, що розвиваються

Встановлено, що в країнах, що розвиваються, формується новий підхід до відповідальності перед споживачами. Враховуючи те, що відносини між споживачами та продавцями в цих країнах є досить складними, встановлено, що важливим питанням є визначення ступеню поваги компаній до прав споживачів. Дослідниками визначено, що розуміння прав споживачів дозволяє налагоджувати більш ефективні зв'язки між покупцями та продавцями. Метою цього дослідження є оцінювання взаємозв'язку між правами споживачів та особливостями комунікації споживачів і продавців. У ході дослідження був використаний описовий метод; було опитано 384 працівники з 65 іранських компаній. Результати дослідження показали, що найбільш важливими правами споживачів є: правила виробництва (передпродажний етап), упевненість (етап купівлі) та упаковка (післякупівельний етап). Крім того, було встановлено, що названі права впливають на маркетинг відносин. Також було визначено, що для того, щоб більшою мірою врахувати права споживачів, необхідно підвищити їх прихильність до компанії і зменшити кількість конфліктів між продавцями та споживачами.

Ключові слова: споживач, права споживачів, відносини «покупець – продавець», етапи процесу купівлі, країни, що розвиваються.

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Учет прав потребителей как один из инструментов улучшения взаимодействия между потребителями и компаниями-продавцами в развивающихся странах

Установлено, что в развивающихся странах формируется новый подход к ответственности перед потребителями. Учитывая то, что отношения между потребителями и продавцами в этих странах являются достаточно сложными, установлено, что важным вопросом является определение степени уважения компаний к правам потребителей. Исследователями определено, что понимание прав потребителей позволяет налаживать более эффективные связи между покупателями и продавцами. Целью этого исследования является оценка взаимосвязи между правами потребителей и особенностями коммуникации потребителей и продавцов. В ходе исследования был использован описательный метод; было опрошено 384 работника из 65 иранских компаний. Результаты исследования показали, что наиболее важными правами потребителей являются: правила производства (предпродажный этап), уверенность (этап покупки) и упаковка (послепродажный этап). Кроме того, было установлено, что названные права влияют на маркетинг отношений. Также было определено, что для того, чтобы в большей степени учесть права потребителей, необходимо повысить их приверженность к компании и уменьшить количество конфликтов между продавцами и потребителями.

Ключевые слова: потребитель, права потребителей, отношения «покупатель – продавец», этапы процесса покупки, развивающиеся страны.

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