Identifying and Prioritizing the Factors Influencing Successful Marketing by Fuzzy TOPSIS Model; Evidence From a Petrochemical Company

Ahmad Reza Arabi

M.A. in Executive Management, Islamic Azad University, Science and Research Branch, Khouzestan.

ABSTRACT

Intensity of competition necessitates many industries, especially the petrochemical industry, to adopt new marketing paradigm named as successful marketing. In this turbulent environment, petrochemical industries have to change their way of response to market; therefore, it is not unexpected that the implementation of successful marketing programs face with various factors. Thus, this study investigates and identifies successful marketing factors in Laleh petrochemical Company and specifies their importance. This study is an applied research in terms of objective which has gathered information from both interviewing with experts and distributing the questionnaires. The results of theoretical investigation was reached to six individual, organizational, product, price, promotion and distribution elements as key factors of successful marketing. After identifying, these factors were prioritized using Fuzzy TOPSIS technique and based on the comments received from the experts of petrochemical industry. The results showed that the product-related factors have the most importance, and organizational, personal, promotion, price, and distribution factors have the next ranks respectively. Finally, the components of each of these factors were also prioritized.

Introduction

With the growth of global competition, creating and long-term survival of the relationship with the customer is considered as the companies' main concern (Hsieh et al., 2005: 1683). Today, companies with superior performance in various industries, are moving towards retaining customers and winning their loyalty; because most markets are in the maturity stage, and competition is increasing and the cost of attracting new customers has also greatly increased (Kotler and Armstrong, 1999: 122).

Companies today are forced to change their responses practice to market; so that focus less on products and more on customers and relations and instead a short-term vision, take the long-term one (Ghafari Ashtiani, 2009: 55). In addition, research has shown that by maintaining almost 5 percent of customers, organizations can increase their benefit as 100% (Reichheld and Sasser, 1990: 50).

Companies have found that losing a customer is beyond the loss of an item for sale; rather means the loss of total purchases that the customer could have in their life, or the time period they were customer. Today, only the organizations have a good competitive position which has focused on the needs of customers and satisfying their needs. Companies are constantly looking for ways to maintain their relationships with their valued customers.

One of the most discussed of these approaches, is a known one as the "successful marketing". In this approach, customer retention and receiving their loyalty is critical to continue the business. Among these, the petrochemical industry is also not an exception. Due to the fact that today, the petrochemical industry has greatly developed in the world, and in this way, many countries could overcome their economic problems, such as the low level of per capita income, rate of unemployment and lack of foreign exchange earnings, increasing competition in this industry is quite predictable.

Today, in addition to the development of strategies to attract new customers and to bargain with them, organizations attempted to retain their current customers and create permanent relationship with them. Kotler, knows successful marketing in the sense of creating, maintaining and enhancing strong relationships with customers and other stakeholders (Kotler & Armstrong, 1999: 87).

Also Gronroos, has introduced successful marketing as a process to identify, develop, maintain, and strengthen and, where necessary, terminating relationships with customers and other stakeholders in a mutual benefit; so that the goals of all parties are met in the relationship (see Gronroos, 1994: 10).

In successful marketing, the contract is not closed between the seller and the buyer, but the relationship is based on long-term relationships and the company must use strategies to commit to the buyer to purchase from the company (Seshadri & Mishra, 2004: 516). In successful marketing, the main idea of retaining customers is to provide customer's satisfaction continuously by supplying superior value to them, which involves creating, maintaining and enhancing and, if necessary, terminate the relationship with customers, so that the goals of the two sides are met (Christopher, M., Payne, A., & Ballantyne, D. 2013).

Successful marketing refers to establishment of long term and mutual relationships with individuals, organizations and interest groups and it is based on optimum and effective communication in order to preserve them.

Tele:
E-mail address: ahmadrezaarabi@gmail.com

In other words, the basic goal is that the organization to maintain more customers and lose fewer customers, thus attracting and keeping customers, is purpose of successful marketing (Du, S., & Sen, S. (2016).

In general, successful marketing philosophy can be examined from three perspectives:

-**Tactic perspective**: relations are used as a means of promoting the sale. In this regard, development of information technology to create various aspects of loyalty can be noted.

However, such projects are expensive; instead it offers excellent opportunities for the company to create loyalty and profitability.

-**Strategic perspective:** The objective of relationships is linking with customers and building loyalty among customers. Today, most senior managers of organizations, ask their customers to contact them and share their needs. For example, the head of the North American Division of PepsiCo, calls at least four customers daily to negotiate with them.

-**Philosophical perspective**: from the philosophical aspect, establishment of these relations goes towards the heart of marketing concept, which is customer-driven, and understanding his needs and expectations. To better understand the concept of successful marketing with the previous introduced traditional marketing, here's an example: consider a competitive market such as the automotive industry, where producers plan to produce their cars in terms of design, comfort, safety, speed and power as traditional and display them different in the eyes of customers.

Some other manufacturers also plan to show their product different providing after-sale services and providing warranty. But in the meantime, there are also producers who intend, with the knowledge of the costumer, their activities, and interests, to provide them with consultation of the various fields, such as how to finance a car purchase, maintenance, insurance, replacement or even sale, and thereby to gain his trust and establish a stronger relationship with the customer. So in the modern marketing, services not only included after-sales service; rather the aim is comprehensive services and includes 3 stages: pre-sale, during the sale, and after-sale.

All of these services are a basis for market and customer retention (Aghaei, M., Vahedi, E., Kahreh, M. S., & Pirooz, M. 2014). While diverse interpretations may be introduced from the successful marketing concept by different researchers, but one cannot neglect its benefits and impact on organizational performance improvement (Ranjbarian and Barari, 2009: 90). For example, studies of Sin et al., show that the foundation of successful marketing, including trust, social relationships, communications, shared values, empathy and mutual effort, had a significantly positive effect on sales growth, market share and investment return rate of these companies (Sin et al., 2002: 656).

Also, the results of Izquierdo & Cillan show that successful marketing had an important impact on the economic performance of companies which have been moving towards this approach (Izquierdo & Cillan, 2005: 239). Alos Thurau et al., in their research which have considered the service sectors, concluded that the benefits of relationships, including social benefits, confidence, and special behaviors had a positive meaningful relationship with commitment and satisfaction of customers which in turn, has had an impact on customer loyalty and positive word of mouth advertisements (Thurau et al., 2002: 233).

Implementing the successful marketing programs; a literature review

Research has shown that several factors impeding the implementation of successful marketing programs which reduce the effectiveness of these programs and thus prevent from reaching the main goal of successful marketing, i.e., attracting and retaining customers and creating long-term and mutual relationships with them. However, few studies have been conducted to identify these factors. Of course, it should be noted that, according to circumstances of implementation of successful marketing programs, these factors will change.

During research in Midland English on manufacturing and service organizations, Simkin identified the following factors: poor and weak communications, external environment forces, insufficient information, lack of business/training skills of senior managers, lack of sufficient understanding from customers, exclusivity of market, top to down approach in the planning, limited time to plan, staffing shortages and leaving the organization frequently, resistance to change, lack of coordination of the program with company strategy, poor management, believing in the principle that marketing is the same advertising, the pace of technological change, mistrust, uncertainty, compatibility with problems, concentration of power in the hands of the manager, mismatch between education and duties taken, lack of empathy skills, lack of technical skill, lack of believing in communications to the program, lack of overall understanding of the management development organization, lack of enthusiasm among staff (Simkin 2000: 340).

McDonald in a research, identified factors of achieving successful marketing: lack of support from senior manager, lack of support, resources and skills, ambiguity and confusion between the planning process and its results, lack of knowledge and marketing skills, and lack of plans for performing planning activities (McDonald 1992: 7).

In addition, observations of Dibb & Simkin added new cases to the comments provided by marketing planning experts. They identified a set of issues which approved concerns of MacDonald and Piers; therefore, it was added to factors hindering the marketing plan. These factors include: a poor understanding of the concept of successful marketing, inadequate understanding and support from senior management, little opportunity for lateral thinking, lack of confidence, lack of attention to the planning activity and poor inter-department communications among task units about successful marketing (Dibb & Simkin, 1997: 53).

In another classification, factors impeding the development of successful marketing strategies can be classified into three groups:

1. Promotion factors (including complexity, formalization and centralization); 2. System factors (issues related to organizational culture and work processes); 3. Product factors (Rajalingam, U., & Pushpanathan, A. 2013)

In this study, after examination and review of literature and interviews with experts (executives and industry experts), the main factors for successful marketing in Laleh petrochemical industry, producing low-density polyethylene in the country, were identified.

In this regard, and given that several factors hamper implementation of successful marketing programs, this study examines and identifies factors and barriers to the implementation of successful marketing in petrochemical industry and defines the importance of each of these factors.

According to what has been said about the importance of successful marketing, the main objectives of this study were

as follows: a) Identification of successful marketing factors in the petrochemical industry, and b) Ranking successful marketing factors of petrochemical industry using fuzzy multi-criteria decision making techniques.

Research method

The method used in this study, is an analytical survey. In order to collect information, a combination of library and field research methods has been used. In this process, after a review of theoretical principles of the study and semi-structured interviews with experts, factors of successful marketing were identified in the Petrochemical industry. In this study, a questionnaire was used as the main tool for gathering information. The questionnaire has been designed to analyze the importance of successful marketing factors and their components and consists of 31 components.

The above-mentioned questionnaire has been developed after a study of the theoretical basis and interviews with experts. The population of this research includes experts and industry executives, which a sample of 54 people were identified and determined according to the expertise and relevant competencies. These individuals are industry managers and experts who have adequate knowledge in the field of petrochemicals. Demographic characteristics of respondents are given in Table 1. In this study, data were collected through questionnaires by referring directly to the population of specialists and technicians in the field.

To analyze the data, the fuzzy TOPSIS technic has been used. In this way, first the factor analysis is performed on 31 components and latent factors are identified. Finally, each of these factors and their components will be ranked. TOPSIS is one of the best decision-making models.

This technique is now frequently used in different areas. In this method, the option *m* is evaluated with index *n*. This technique is based on the notion that the option selected should have the shortest distance with the ideal positive solution (best possible) and maximum distance from the negative ideal solution (worst possible), but the remarkable thing about ranking of factors, is that in a position where quantitative information is required, they are expressed numerically;

But when investigations are carried out in a qualitative space and knowledge is ambiguous and unclear in which, information cannot be expressed as exact numbers. Therefore, a realistic view is to use verbal information rather than numbers (Zadeh 1975: 410). Since words are not more accurate than numbers, the concept of verbal variable fulfils the aim of providing the approximate characteristics of the phenomena which were too complex and not well defined, better than conventional quantitative phrases. Considering the above, it seems that providing a simple model based on fuzzy logic for interacting with the ambiguity of the measurement tools, seems necessary. Therefore, in this section we try to use fuzzy TOPSIS technique proposed by Chen, to rank the factors and limitations of successful marketing (Chen, 2000: 7).

The Fuzzy TOPSIS technique proposed by Chen due to the nature of this research includes the following steps:

Step 1: Creating a set of acceptable options and determining decision-making criteria. If the set $A = \{a_1, a_2, ..., a_n\}$ represent a set of decision-making options, in the selection of risk analysis method in the process industries, the set A includes methods of risk analysis after the first stage evaluation. D_i is used for the i-th decision criterion.

In the choice of risk analysis method, important significant factors affecting choosing, such as the ability to assess the sub-system risks, the cost of applying the method, time required, the availability of data and information required for the method, the capabilities of the method for providing the required output and also the possibility of meeting expertise to implement the decision criteria Di, are used.

Step 2: Creating the decision-making matrix. The decision matrix $F_{n \times m}$, where n is the number of options of the problem and m is the number of decision-making criteria, is made as follows:

$$F = \begin{bmatrix} f_{11} & f_{12} & \cdots & f_{1n} \\ f_{21} & f_{22} & \cdots & f_{2n} \\ \cdots & \cdots & \cdots & \cdots \\ f_{m1} & f_{m2} & \cdots & f_{mn} \end{bmatrix} \quad (1)$$

Where f_{ij} is the number assigned to the j-th option when it is evaluated considering the criterion i.

Step 3: normalizing the decision matrix. The aim of normalizing the decision matrix, is to descale it. Decision criteria are not of a type; the normalized decision matrix allows comparison of results of different criteria. The normalized matrix R of matrix F, where its elements r_{ij} are calculated as follows:

$$r_{ij} = \frac{f_{ij}}{\sqrt{\sum_{j=1}^{n} f_{ij}^2}} \quad (2)$$

Step 4: weighted normalized decision matrix. If the relative importance of the decision-criterion i is represented by w_i, the weighted decision-making matrix $V = \left[v_{ij} \right]_{m \times n}$ is made as follows:

$$v_{ij} = w_i = \times r_{ij} \quad (3)$$

Step 5: Determining the ideal positive and negative ideal. Positive ideal and negative ideal options are obtained as follows:

$$V^+ = \{v_1^+, ..., v_n^+\} = \quad (4)$$
$$\left\{ \left(\max v_{ij} | j \in J \right), \left(\min v_{ij} | j \in J' \right) \right\}$$
$$V^- = \{v_1^-, ..., v_n^-\} = \quad (5)$$
$$\left\{ \left(\min v_{ij} | j \in J \right), \left(\max v_{ij} | j \in J' \right) \right\}$$

Where, V^+ is the ideal positive option and V^- is the ideal negative one. Also, J is the set of indices related to positive criteria and J' is the set of indices related to negative criteria.

In the other words:

$$J = \{ j = 1, 2, ..., n | j \text{ associated with benefit criteria} \}$$
$$J' = \{ j = 1, 2, ..., n | j \text{ associated with cost criteria} \}$$

Step 6: Calculation of relative distance index. To obtain the index of relative distance of options from the positive and

negative ideals, the distance of each option from these ideals must be obtained. In the following two equations, s_i^+ is the distance of option i from the ideal positive response and s_i^- is the distance of option i from the ideal negative response.

$$s_i^+ = \sqrt{\sum_{j=1}^{n}(v_{ij} - v_j^+)^2} \quad (6)$$

$$s_i^- = \sqrt{\sum_{j=1}^{n}(v_{ij} - v_j^-)^2} \quad (7)$$

The relative distance index of option i, which is the basis for assessment and selection of the best option, is calculated according to equation (8). In this equation, $\overline{C}_i$ is a numerical between zero and one. The option with the highest value of $\overline{C}_i$ is selected as the best option.

$$\overline{C}_i = \frac{s_i^-}{s_i^- + s_i^+} \quad (8)$$

Step 7: Ranking the options.

In this study, the Cronbach's alpha coefficient was calculated to test the reliability of the questionnaire. The *results are provided in the table below.*

Due to the fact that the amount of alpha calculated for each section of the questionnaire, as well as for all the data, is greater than the critical value (0.7) of this coefficient, the reliability of the questionnaire is confirmed.

Table 1. Frequency table of respondents.

Characteristic	Description	Frequency	Percent
Gender	Male	14	25.93
	Female	40	74.07
Marital Status	Married	48	88.89
	Single	6	11.11
Education	Diploma	2	3.70
	Associate	6	11.11
	BA	40	74.07
	Graduate or higher	6	11.11
experience	0-5 years	22	40.74
	5-10 years	20	37.04
	10-15 years	6	11.11
	More than 15 years	6	11.11

In the process of determining the validity of the questionnaire, it was first handed to scholars and experts to express their opinions and suggestions. After revisions, the final research questionnaire was distributed. In addition, factor analysis along with rotation of variance was used to determine the validity of the structure. Since in this study, the adequacy of vectored sampling KMO is equal to 0.745, decomposition of indices into factors is appropriate.

Bartlett's test with a significance level of less than 0.05, low residues and high common values, all indicate the adequacy of the data and proposed factor model fitting.

Table 2. Factor analysis results of the questionnaire components.

Component	factors					
	1	2	3	4	5	6
Individual factors						
Coordination between education staff and their duties	0.621					
empathy skills	0.615					
Ability to provide expert advice of employees to customers	0.615					
Introduction to Marketing Concepts	0.565					
Sufficient personnel experience	0.565					
Technical skills	0.565					
respond the customer	0.565					
Organizational Factors						
Lack of organizational culture supportive of the principles of relational marketing		0.555				
Lack of coordination of marketing plan with company strategy		0.595				
Slow addressing to customer complaints		0.595				
Shortage of personnel leaving the organization repeatedly		0.644				
Uncertainty of customers to the organization		0.625				
Factors related to the product						
Variety of products			0.744			
Brand			0.522			
Higher quality than competitors			0.742			
Factors related to the price						
Fair price compared to similar products				0.560		
Presenting list of the sales price				0.612		
variety of discount				0.740		
Comparison of current prices relative to the prices of competitors				0.560		
Appropriateness of the price to the consumer purchasing power				0.560		
Good quality at a price				0.565		
Factors related to the promotion of product						
Remote purchase possibility					0.565	
Strong advertising compared to the same goods					0.666	
Complaints Management					0.548	
No queues or any cause of delay in the purchase					0.623	
Factors related to distribution						
Facilities and methods of distribution						0.740
Geographical coverage						0.560
The low-cost customer access to product releases						0.545
Sturdy and attractive packaging						0.743

The final factors based on factor rotation are presented according to the following table. This table shows the matrix of rotated components, including factor load of scores for each variable in the remaining factors after the rotation. As the results of factor analysis indicates, successful marketing factors were classified into six general factors.

Based on descending order CC_i obtained from fuzzy TOPSIS technique, options available from the given issue can be ranked. It should be noted that the basis of fuzzy numbers and range used in this study, are the numbers presented by Cheng (Table 3).

Table 3. Range and fuzzy numbers.

Verbal expressions	Fuzzy numbers
Very low	(1, 1, 3)
Low	(1, 3, 5)
Average	(3, 5, 7)
High	(5, 7, 9)
Very high	(7, 9, 9)

Prioritizing the successful marketing factors

In this study due to the possibility of uncertainty in the comments collected, fuzzy logic was used to better interpret and analyze data; therefore, first the definitive numbers of the questionnaire were converted into fuzzy numbers (Table 3) then, based on fuzzy TOPSIS approach, we ranked the successful marketing factors. This method, assigns the index c to fuzzy numbers; the order of numbers from large to small is determined based on the size of this index. The results are obtained as Table4.

As can be seen (Table 4) factors related to the product, organizational, personal, promotion, price and distribution are in priorities from 1 to 6, respectively.

The results of ranking of the components of each of these factors are given in following tables.

Table 4. Results of fuzzy ranking of successful marketing factors.

Rank	Factors	Distance from positive ideal	Distance from negative ideal	Ci
1	Factors related to the product	5.1730	7.1729	0.5810
2	Organizational factors	5.2892	7.2891	0.5795
3	Individual factors	5.3548	7.3547	0.5787
4	Factors related to the promotion	5.5493	7.5491	0.5763
5	factors related to the price	5.9043	7.9042	0.5724
6	Factors related to distribution	5.9147	7.9127	0.5749

Table 5. Results of fuzzy ranking of factors related to the product.

Rank	Factors	Distance from positive ideal	Distance from negative ideal	Ci
1	Variety of products	4.9631	6.9630	0.5838
2	Brand	4.9631	6.9630	0.5838
3	Higher quality than competitors	5.5310	7.5310	0.5766

Conclusion and discussion

Today, companies in addition to developing strategies to attract new customers, try to preserve their current customers as well and create permanent relationship with them. In other words, they have found that the loss of a customer is something more than losing a sale item.

Table 6. Results of fuzzy ranking of organizational factors.

Rank	Factors	Distance from positive ideal	Distance from negative ideal	Ci
1	Supportive organizational culture	4.9137	6.9136	0.5845
2	Coordination of marketing program with company's strategy	5.0125	7.0125	0.5832
3	speed in handling customer complaints	5.2349	7.2348	0.5802
4	Personnel and their exit from the organization	5.4325	7.4324	0.577
5	Confidence of customers to the organization	5.8523	7.8522	0.5730

Table 7. Results of fuzzy ranking of individual factors.

Rank	Factors	Distance from positive ideal	Distance from negative ideal	Ci
1	coordination between education and duties of the staff	4.9715	6.7915	0.5891
2	Empathy skills	5.1604	7.1695	0.5846
3	expert advice of employees to customers	5.2114	7.2045	0.5843
4	Introduction to Marketing Concepts	5.3894	7.3845	0.5812
5	personnel experience	5.8026	7.5894	0.5799
6	technical skills	5.6217	7.6218	0.5759
7	Accountability for customer	5.7293	7.7290	0.5743

Table 8. Results of fuzzy ranking of promotion factors.

Rank	Factors	Distance from positive ideal	Distance from negative ideal	Ci
1	Remote purchase possibility	4.7162	6.7162	0.5875
2	Strong advertising compared with similar products	5.0128	7.0127	0.5832
3	Complaints Management	5.2100	7.2100	0.5805
4	No queues or any cause of delay in the purchase	5.7780	7.7780	0.5738

Table 9. Results of fuzzy ranking of price factors.

Rank	Factors	Distance from positive ideal	Distance from negative ideal	Ci
1	Fair prices compared with similar products	5.0621	7.0620	0.5825
2	Providing sale price list	5.2843	7.2842	0.5796
3	Variety of discounts	5.4323	7.4323	0.5777
4	Comparison of current prices relative to the prices of competitors	5.4569	7.4569	0.5774
5	Coordination of the price with consumer purchasing power	5.8523	7.8522	0.5730
6	Suitability of the price with quality	6.1734	8.1733	0.5697

Table 10. Results of fuzzy ranking of distribution factors.

Rank	Factors	Distance from positive ideal	Distance from negative ideal	Ci
3	Facilities and distribution method	5.0523	7.2323	0.5717
4	Geographical coverage	5.5169	7.6569	0.5724
5	Low cost customer access to product releases	5.9523	7.8525	0.5735
6	Strong and attractive packing	6.0734	8.2733	0.5691

So trying to keep customers is cost-effective from economic view. Successful marketing involves all steps the company takes to identify and provide better services to their valued customers. Among this, the petrochemical industry is also not an exception. Due to the fact that today, the petrochemical industry has greatly developed in the world and through this approach, many countries have been able to overcome their economic difficulties, the implementation of successful marketing is very important in this industry.

In this regard, there are several factors preventing the implementation of successful marketing programs in the industry. These factors include: individual, organizational, price, product related, promotion and distribution factors. In order to determine the importance of each of these factors using fuzzy TOPSIS technique, the factors mentioned above were ranked.

The results of this ranking with fuzzy TOPSIS technique implies that, in implementing successful marketing programs, the factors and components with more importance and influence must be considered, so effective steps can be taken in order to address these factors and resolve related problems.

Thus, according to the data processing regarding the six above-mentioned factors, the degree of importance and rank of the factors and components influencing the successful marketing are as follows:

The most important factors for successful marketing from the expert opinion are factors related to the product. In this regard, the Variety of products, brands and higher quality than competitors, is effective on successful marketing.

Organizational factors were identified as the second factors which in this regard, the lack of organizational culture supportive of the principles of successful marketing, lack of coordination of marketing plan with the company strategy and low speed in addressing customer complaints, play a significant role in reducing the efficiency of successful marketing.

Individual factors, which include mismatch between staff education and the tasks entrusted to them, lack of empathy skills, inability to provide skillful advice of employees to customers and lack of familiarity with marketing concepts, were identified as the third obstacle to successful marketing.

The fourth factor, are promotion factors which include items such as the possibility of remote buying, strong advertising compared to the same goods, handling complaints, no queues or any cause of delay in purchase.

Next factor is the price which in this regard, the fair price compared with similar goods, providing list of the sales price, variety of discounts, comparing current prices to the prices of competitors, the relevance of price and consumer purchasing power, and appropriate quality with price are effective in successful marketing. The promotion factors will be the last, including facilities and distribution method, Geographical coverage, low-cost customer access to the product supply, and sturdy and attractive packaging.

In fact, the results of ranking of the six factors mentioned in this study, shows that in the implementation of successful marketing programs, managers primarily need to focus their most attention on the factors related to the product. In this process, the implementation of appropriate reward systems as well as implementing employee performance appraisal system plays an important role in increasing their motivation.

In addition, organizational strategies must be in line and coordinated with successful marketing programs and do not conflict with them. As the results of this study showed, inadequate structure is considered one of the successful

marketing factors. This result is identical with the findings of Gilmore (2002), and Odunlami and Ogunsiji, A. (2011).

In other words, having the proper infrastructure, which is in fact part of petrochemical products in the marketing mix, and long-term relationships must be established with them (Hayami & Kawagoe (2016).

Also, executives and managers have to try to develop and create an organizational culture supportive of the principles of successful marketing, as well as motivating people to adopt this culture (Steenkamp, J. B. (2017).

It should be noted that presence of culture supportive of the principles of successful marketing to succeed in successful marketing programs within an organization is necessary, so that a price commitment to support these programs is ensured. Also, familiarity of managers with the concepts and principles of successful marketing and their support for the programs and their attention to personnel requirements could play an important role in addressing the factors of successful marketing (Datta et al., 2016).

By revising legislation related to petrochemicals, we can highlight the role of successful marketing in policies and use benefits through proper funding and facilities in the successful marketing. Also, through revision of laws related to petrochemicals and adopting appropriate policies from the government, to better support the petrochemical sectors in successful marketing efforts, the economic, social and cultural interests of this industry can be used in general in the country, and in particular in khouzestan province.

With regard to the cases noted, it is suggested to other researchers to examine the conceptual framework presented in this study in other industries as well, and compare the results with the results of the present study.

In addition, since other factors can exist in the way of successful marketing programs due to the environment and circumstances under investigation, therefore, it is recommended to design and test the conceptual framework specifically for other industries.

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