

TOP B2B SALES STRATEGIES FOR HOUSEHOLD HYGIENE PRODUCTS IN SULAYMANIYAH

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Abstract

Aims: This market research has been conducted in Sulaymaniyah city, which emphasizes benchmarking top hygiene brands, evaluating the relationship among variables such as promotion, price, product quality, service quality, brand image, country image, customer value, customer satisfaction, switch intention and brand loyalty to design appropriate marketing strategies for businesses in hygiene and cleaning product market and also, assessing market owners' most important point of view on hygiene products.

Design: It is conducted through the benchmarking process of selling cleaning and hygiene products by B2B. All data are primary and collected from real markets and retailers, which are more than 101 brands in the Sulaymaniyah government. The collected data are analyzed with frequency and regression analyses to assess the strategic weight and importance of selling hygiene products.

Finding: From this research, market owners do not rely on promotion and price to decide whether to work on a brand. At the same time, service quality and product quality hurt brand image. In this case, it is discovered that brand owners have not done services correctly. It can be an opportunity to penetrate markets. However, packaging and online ordering systems are the most powerful factors impacting service quality. However, market owners do not trust products when they are introduced as high quality. Safety, performance, size aesthetics, durability, and usability are the most critical factors that affect product quality from a B2B perspective. Country of origin or country image negatively affects brand image because they believe that generally, products are imported from Turkey and Iran. Country image negatively affects customer value because customers do not trust products are imported from somewhere else apart from Iran and Turkey. By increasing brand image, the customer value rises and leads to customer satisfaction and eventually affects brand loyalty. In contrast, by increasing customer value, switch intention reduces and leads to better brand loyalty effectiveness.

Keywords: *Hygiene, Cleaning, Strategic, B2B, Benchmarking, Sales, Market, Sulaymaniyah.*

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1. INTRODUCTION

Household hygiene and cleaning products are generally used to remove visible stuff like soil and stains on surfaces or invisible germs and microorganisms (Terpstra, 2001). Aiello & Larson

et al. (2008) refer to the fact that people try to keep themselves and their environments clean to enhance their situations and have good health. Because homes consist of various types of humans in terms of age, health, gender, and susceptibility, the demand for hygiene and cleaning products is high. The typical home serves all the functions of a restaurant, a care center, a hospital, a restaurant, or even a shop, which shows potential hygiene demand by people (Bloomfield et al., 2016). It shows people need cleaning and hygiene products as their physiological needs to keep viruses and microorganisms away from themselves to remain in their alive positions (Bozyiğit, 2021). However, it is one of the core competitive products for companies to produce proper household hygiene and cleaning products to make profits and satisfy households simultaneously (Terpstra, 1998).

The market demand for buying hygiene and cleaning products increases continually due to many factors, such as the increasing population, climate change, home product requirements, and customer behaviors, so companies try to exploit these opportunities, especially for small and medium enterprises (SMEs). In this case, these startups and newcomers, even existing companies in this field, need to know how strategies can help them succeed and make giant steps toward being stable in the market (Demir et al., 2023). After producing these products, all company types should know how they are distributed over markets and reach consumers properly.

This research tries to benchmark cleaning and hygiene brands in Sulaymaniyah, including strategies used by distributors and some core strategies and tactics that can be used to guarantee success.

Market segmentation is one of the main theories that can be used to analyze hypotheses and their implementation. This theory divides markets into several categories based on each characteristic, such as customer-oriented, high-price-oriented, middle-price-oriented, and low-price-oriented.

However, during this paper, several questions are tried to answer, such as:

- What are the main hygiene brands in Sulaymaniyah?
- What do companies use the core strategies?
- What are the core competitive advantages companies must be aware of?

Theoretical background

In this section, the dimensions of the research will be explained, including the independent variables of Word of mouth, Bonus, Availability, Packaging, online system order, hazardousness, performance, foam, fragrance, size, multipurpose, spoilage, usability, promotion, and price, which will be profoundly illustrated. Then, the dependent variables are service quality, product quality, brand image, country image, value, customer satisfaction, switch intention, and brand loyalty.

2.1 Promotion

Promotion is like a clever plan companies use to make more people know about their products, get them excited, and improve how well they sell and market (Budur et al, 2018). This involves using different methods to get people's attention and make them want to buy the product. This helps the product or service improve overall (Išoraitė, 2016). In hygiene and cleaning products businesses, using famous people to support the product (celebrity endorsement) and giving discounts are considered the most effective strategies.

Spry et al. (2011) explain that celebrity endorsement promotes products or services through well-known individuals who like to share their achievements with many people. Celebrities can belong to various categories, such as comedians, sports stars, actors/actresses, or other fields, and they are recognized for their expertise in public. This means that famous people use their reputation to tell others about a product or service they like (Wei & Lu, 2013).

A discount can be a reward to recognize outstanding performance, given when specific goals or targets are successfully achieved (Rshid et al., 2020). The main goal is to encourage ongoing improvement, supporting the growth and enhancement of overall performance. A discount is like a reward given to appreciate someone doing well, and it is given when they meet specific goals. The idea behind it is to encourage them to keep getting better and to help their overall performance improve (Joseph, 1998).

Moreover, another critical factor considered effective is the discount, as Chen et al. (2012) suggested. This involves reducing the price and offering the same services for the same products at different prices. It involves providing the same product or service at various price points (Chen et al., 2012).

Discounts impact consumers and can increase a product's value. Researchers, as Bhatti (2018) shows, have proven that discounts influence consumers' intentions to make a purchase. In simpler terms, when things are sold or offered at a lower price, people are more likely to want to buy them.

Various forms of promotion impact attracting customers, creating awareness, and shaping the brand image. In simpler terms, the different ways companies promote their products or services influence how many people are interested, how well-known the brand becomes, and the overall image people have of the brand (Kim & Hyun, 2011).

Based on the findings of Mahrinasari (2020), the regression analysis has indicated a positively moderate and significant impact of sales promotion (0.493) on brand image. This research will be conducted to find H1, which is expected to positively and significantly affect sales promotion.

2.2 Price

Product price is the monetary value customers pay for a product. It represents a highly dynamic element within marketing that fluctuates in tandem with the evolving characteristics of goods and services. While loyal brands often find consumers placing lesser emphasis on price considerations, the opposite holds for less loyal brands. Price is a pivotal component in the essential marketing mix, playing a crucial role in revenue generation as opposed to other elements that primarily contribute to costs (Brata et al., 2017).

The price in marketing plays a crucial role, influencing various aspects like perceived value, customer trust, and brand image (Demir et al., 2020). It has a highly effective impact on other dimensions as well. Customers are often segmented based on price considerations. Additionally, achieving a competitive advantage is possible through strategic pricing. How much a product or service costs can significantly affect what people think isss worth, how much they trust the brand, and how it is perceived. Companies can also gain an edge over competitors by strategically setting prices (Hunt & Arnett, 2004).

In the study conducted by Widiastiti et al. (2020), it was discovered that price has a positive and significant impact on brand image. In this research, H2 is determined to get a positive and significant role of price on brand image.

2.3 Service Quality

The quality of service hinges on customer service, serving as the benchmark against which consumers compare their experiences to their expectations (Budur, 2018). Disappointment arises when these expectations are unmet; conversely, exceeding expectations can foster customer loyalty, encouraging repeat purchases and sustained patronage (Pena, 2013). For this purpose, the service quality is considered with some sub-criteria, such as availability, tangibility, and accessibility.

Availability is a measure that helps us understand how easy it is to find and buy a product and also tells us about the product's price on the market. This metric is crucial when evaluating a product's market share. Moreover, availability has a significant impact on the way customers think and feel about making a purchase. It creates a favorable environment that encourages customers to decide about buying and placing orders (Swami, 2006).

The tangibility aspect of service quality, as elucidated by Parasuraman et al. (1994) delves into the tangible elements encompassing physical attributes such as equipment and the human element. In essence, the evaluation of quality by customers frequently hinges on the observable and tangible aspects of the product's physical appearance. Tangibility is intricately linked to the entire array of tools employed in the provision of the service, encompassing a broad spectrum of tangible entities that contribute to the overall customer experience.

The accessibility part of service quality, as explained by Yarimoglu (2014) is all about how easy it is for customers to get in touch. This means the service should be reachable by phone, there shouldn't be long waiting times, the operating hours should be convenient, and the service location should be easy to reach. To make things easier for customers, there's an online system in place where you can order and choose what you want. This online system helps customers compare information quickly, so they don't have to spend much time searching and deciding (Park, 2003).

Customers care most about receiving excellent service because it directly correlates with their satisfaction. The fact that a firm is profitable does not show that it delivers quality service; other factors could be at play, such as being the only available option in a specific area or having a monopoly in the market. Customer satisfaction is driven by service quality rather than just a business's financial success (Zeithaml, 2000).

Researchers have investigated how service quality is connected to brand image. They discovered that good service quality positively affects how people see a brand (Dam & Dam, 2021). This leads us to hypothesis 3 (H3), which predicts a positive relationship between service quality and brand image.

2.4 Product Quality

Product quality encompasses features and characteristics that instill confidence in customers' purchasing decisions. When a product meets customer needs, generates satisfaction, and elicits a sense of happiness, it is deemed high quality (Russell & Taylor, 2006). To evaluate hygiene product quality, some major dimensions are taken: safety, performance, size, features, aesthetics, durability, and usability, which are the most effective dimensions for hygiene and cleaning products.

First, Safety ingredients refer to the free toxic components present in a product's formulation, posing no threats to human health and the environment. Hazardous components can potentially result in various harmful consequences, including toxicity, flammability, and poisoning. Evaluating safety is essential in ensuring that the product not only meets customer expectations but also adheres to health and environmental standards, reinforcing the overall perception of quality (Andeobu et al, 2023).

Second, product performance can be characterized as an internal aspect in evaluating product quality, assessing how well a product aligns with and fulfills customer needs and expectations (Burton, 2003; Torlak et al., 2019). When assessing performance, a product ingredient, Foam Formation, is considered to impact customer perception. It is characterized by the presence of low-density substances and the dispersion of a significant volume of gas in the form of bubbles within liquid, solid, or gel products (Hill & Eastoe, 2017).

Subsequently, the size of a product plays a crucial role in the packaging process, involving the meticulous determination of product dimensions based on its geometric characteristics. This step is integral as it directly impacts the weight and cost of packaging. Proper consideration of product size is essential for efficient packaging, optimizing resources, and minimizing packaging-related expenses. By aligning the packaging dimensions with the product's geometric attributes, businesses can balance adequate product protection and cost-effective packaging solutions (Vöröskői et al., 2020).

Additionally, the dimension of features encompasses the secondary uses of a product. These features can be the attributes that render a product multi-purpose, allowing it to serve more than one intended function. This versatility enables consumers to accomplish various tasks efficiently, providing added value to the product. Not only does this multi-functionality save time, but it also enhances the product's overall appeal due to its ability to meet diverse consumer needs. The consideration of features in product evaluation goes beyond the primary purpose, acknowledging the potential for added convenience and utility, thereby contributing to a more comprehensive understanding of product quality (Viswanathan & Sangelkar, 2017).

An aesthetic characteristic that falls under the category of non-essential components is fragrance. The fragrance is deliberately integrated into products to provide a pleasant aroma or to mask any undesirable odors. While not essential for the primary function of the product, the inclusion of fragrance contributes to the overall sensory experience, influencing consumer perceptions and enhancing the product's appeal. This olfactory element adds a dimension of pleasure to the use of the product, making it a more enjoyable and satisfying experience for consumers. The consideration of fragrance as part of the aesthetic features highlights the role of sensory elements in shaping consumer preferences and product quality perception (Wolkoff et al., 1998).

Durability, as a crucial dimension, refers to the ability of a product to withstand alterations in its physical and chemical components over time, ultimately influencing its performance. The measure of durability involves assessing how well a product retains its functionality and suitability for use, and any deterioration in these aspects could render the product unsatisfactory. This dimension is essential in evaluating the long-term reliability and performance of a product, ensuring that it maintains its intended use and quality throughout its expected lifespan. The consideration of durability is particularly important for consumers seeking products that can withstand wear and tear, providing value for their investment over an extended period (Kamil & Lupuliasa, 2011).

The last one is usability which constitutes the evaluation of user performance metrics, incorporating both effectiveness and efficiency, along with an assessment of consumer satisfaction derived from the overall user experience. Effectiveness in usability gauges how well users can achieve their goals using the product, while efficiency measures the speed and resource utilization in completing tasks (van Kuijk et al., 2015).

The quality of products plays a significant role in shaping the overall brand image and how customers perceive a brand. High-quality products contribute to building a solid and positive relationship with customers. In other words, when customers experience products of superior quality, it enhances their trust and satisfaction, strengthening the connection between the brand and the customers (Hu et al., 2009).

According to Cuong (2022), product quality positively impacts the brand image. Hypothesis 4 posits a positive relationship between a product's quality and its perception of brand image. This implies that as a product's quality improves, it is expected to influence how consumers perceive the overall image and reputation of the brand associated with that product.

2.5 Brand image

Brand image is the collective perception and overall impression consumers hold regarding a product formed within their minds. Cultivating a positive and distinctive image necessitates strategic marketing activities that imbue the product with favorable and unique characteristics, shaping a favorable mental representation among customers (Mohammadzadeh, 2015).

Brand image significantly influences consumer behavior, loyalty, and brand value, making it crucial for a business's overall success. It creates an emotional connection and perception with consumers, contributing to customer loyalty. A positive brand image shapes consumers' behavior, fosters loyalty, and enhances overall customer value (Budur et al., 2019; Hossien et al., 2012).

Chandon (2003) researched the link between brand image and customer value, highlighting a positive relationship. Hypothesis 7 predicts a positive correlation between brand image and customer value. This implies an expected positive impact on the brand's overall value.

2.6 Country image or country of origin

The concept of country image emerges when a nation establishes a reputation for excelling in producing products and services, surpassing others in high quality. This image is cultivated based on the perceived specialization of the country in delivering superior goods and services (Serrano-Arcos, 2021).

Indeed, before using a product, consumers evaluate it based on several characteristics. At this point, customers may assess products based on the country of origin (COO) or the country's

image, which is an influential factor shaped by the reputation of the producing country. The country of origin impacts customer perception, brand image, and product value, particularly when the producing country is known for specialization and is well-regarded for a particular service or product (Koubaa, 2008).

Previous studies have demonstrated a positive relationship between country and brand image (Hien et al., 2020). Hypothesis 5 predicts a positive correlation between the country's image and brand image. This suggests that as the positive perception of a country grows, it is likely to have a favorable impact on the image associated with brands from that country.

As Ayyildiz and Cengiz (2007) clarified, a positive correlation exists between the country's image and customer value. Hypothesis 6 expects to find a positive correlation between the country's image and customer value. This shows that when the overall perception of a country is positive, it positively influences the perceived value of products or services associated with that country in the eyes of customers.

2.7 Customer Value

Customer value is consumers' perception of a product's worth, encompassing functional, social, monetary, and psychological dimensions. It reflects the multifaceted aspects of a product's utility and significance in meeting consumer needs (Canada, 1999).

By assessing customer value, businesses can enhance their products and services. The better a company understands the customer value, the more effectively it can cater to the market and serve its interests. The customer value influences their satisfaction and loyalty. Customers may continue to support and stay loyal to a brand if they perceive value in its products. Alternatively, they may end the relationship and switch to alternatives if they feel dissatisfied. Understanding and meeting customer value expectations is essential for building and maintaining strong customer relationships (Blocker et al., 2011).

Flint et al. (2011), have identified a positive correlation between customer value and customer satisfaction. Hypothesis 8 predicts a positive correlation between customer value and customer satisfaction, so when the perceived value of a product or service increases, customer satisfaction is expected to rise.

A study conducted by Althonyan et al. (2015) explored the negative correlation between customer value and switch intention. Hypothesis 9 expects a negative correlation between customer value and switch intention. When customers perceive high value, they are less likely to switch to alternative products or services.

2.8 Customer Satisfaction

It is the resultant satisfaction and contentment experienced by individuals who have engaged with a company, deriving from fulfilling their expectations or even surpassing them. This positive outcome underscores the company's ability to leave a lasting impression and foster a sense of gratification among its customers (Angelova et al., 2011).

The effectiveness of customer satisfaction has various direct consequences, including positive word of mouth. Customers happily share their experiences when satisfied, leading to brand loyalty through repeated purchases. Customer satisfaction can serve as a metric for business success because satisfied customers have the potential to generate higher outcomes and increased profits. Additionally, it enhances a business's reputation as customers express positive feelings about their interactions with the company (Deng et al., 2010).

Research on the relationship between customer satisfaction and brand loyalty suggests that positive customer satisfaction positively impacts brand loyalty (Leninkumar, 2017). Hypothesis 10 predicts a positive correlation between customer satisfaction and brand loyalty, indicating that as customer satisfaction increases, the likelihood of customers demonstrating loyalty to the brand is expected to rise.

2.9 Switch intention

Switch intention refers to the negative consequences associated with a product or service, prompting customers to seek alternatives or consider discontinuation in their usage of that particular product or service (Han, 2011).

Assessing switch intention is not just about tracking how many customers have left or ended their relationships with a product. It also provides clear insight into how well a product convinces its consumers to repurchase and why customers still continue to use it. This aspect can be a critical benchmark for understanding the effectiveness and appeal of a product in retaining its customer base.

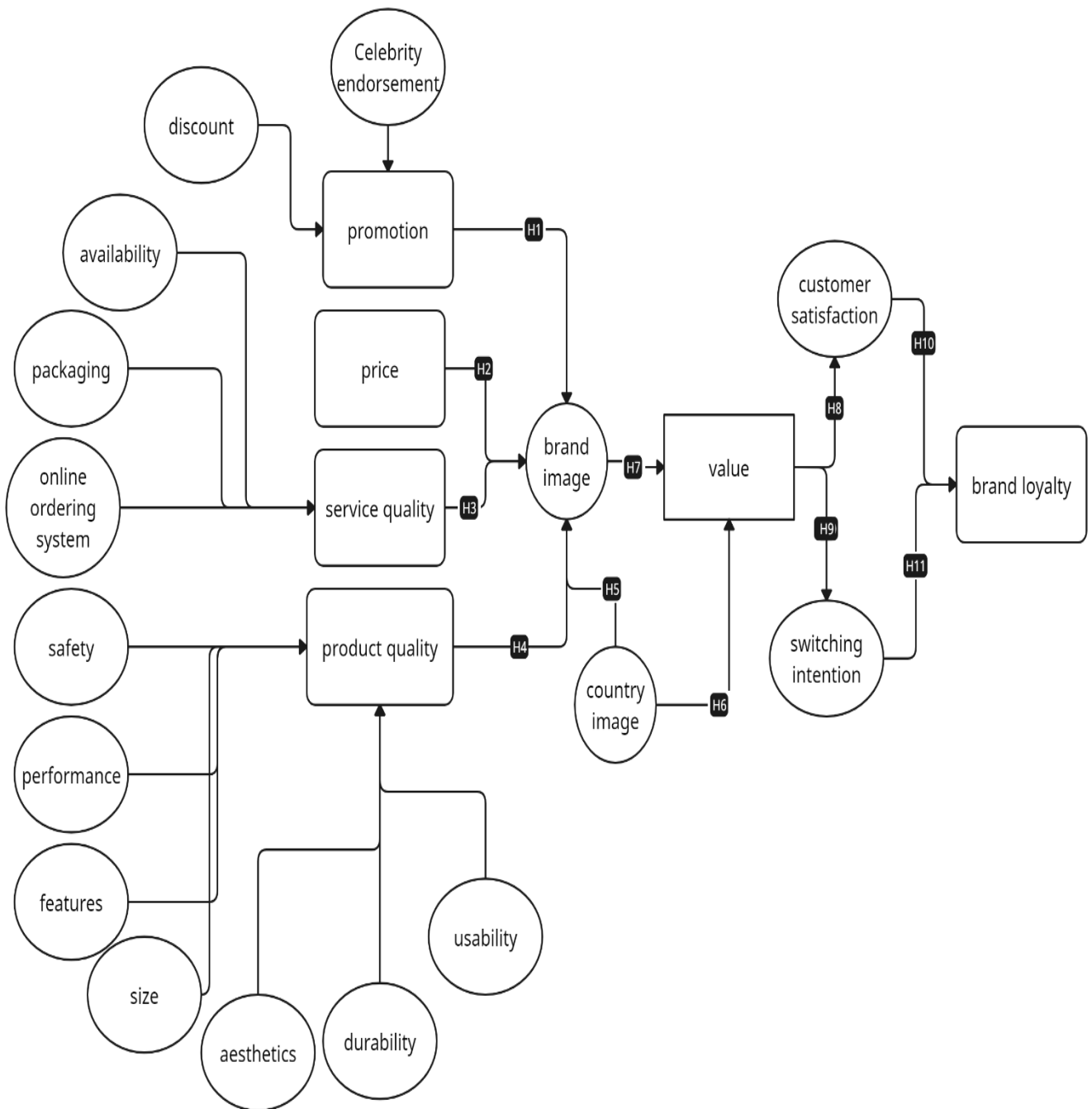
Indeed, a study conducted by Sloot and Verhoef (2008) explored the relationship between switch intention and brand loyalty, revealing a negative correlation between these two variables. Hypothesis 11 predicts a negative correlation between switch intention and brand loyalty. This illustrates that as customers intend to switch to other brands, there is an expected negative impact on their loyalty to the current brand.

2.10 Brand loyalty

Brand loyalty is a marker of a robust emotional connection between customers and a product or service, compelling repeated engagements in purchasing even in the face of existing competitors (Mohammadzadeh, 2015).

The increase directly influences a business's growth in brand-loyal customers. As customer awareness grows, the business generates more revenue and establishes a stable presence for loyal brands (Kumar, 2008). Achieving brand loyalty can be accomplished through various tactics, such as improving product quality, enhancing customer awareness, and implementing rewarding programs for those who make repeat purchases. These strategies contribute to a business's overall success and sustainability in the market (Zineldin, 2006).

Figure 1 The research model



3. RESEARCH METHODOLOGY

The primary purpose of doing this research is to find the strategies used by companies such as market newcomers and show the connection between several variables, which are (promotion,

price, product quality, service quality, country image, brand image, customer value, customer satisfaction, switching intention and brand loyalty.

The primary data will be collected from markets in Sulaymaniyah. There are 101 middle and big markets involved in this research. However, the questionnaire was translated into Kurdish so market owners could understand it better and give appropriate results. Each dimension is asked with a question. Questions have been evaluated via a Likert scale of 1-5, with 1 for strongly disagreeing and 5 for strongly agreeing. In this paper, frequency analysis and regression analysis are used to analyze the findings.

101 data were collected, and all data are reliable. The regression analysis will be accepted as significant if the t value is more than 1.95 or less than -1.95, while the range between -1.95 and 1.95 is counted as an insignificant result.

4. RESEARCH FINDINGS

In this section, the analysis of data is demonstrated with several analysis methods such as frequency analysis for showing the mode of brand names that are available in the markets and using frequency analysis for evaluating the hygiene product types available in markets such as soap, dishwasher, clothe wash in liquid and power type, floor wash, glass wash, and shampoo. During this research, 101 data are taken from owners of middle and big markets by random sampling, while 100% are male and only 0.0% are female. Due to the culture, a few females working in markets and shops might not have been interviewed during this research. All data are from Sulaymaniyah city. The participants are interviewed, and the data collectors personally record the data. Also, regression analysis was used to find each independent variable's effectiveness on dependent variables.

Table 1 frequency analysis for benchmarking of hygiene brand name

	Frequency	Percent	Valid Percent	Cumulative Percent
Shoof	27	26.7	26.7	26.7
ABC	9	8.9	8.9	35.6
Fairy	7	6.9	6.9	42.6
Polex	6	5.9	5.9	48.5
Clain	5	5	5	53.5
Newplus	5	5	5	58.4
Noora	5	5	5	63.4

Persil	5	5	5	68.3
Bujana	4	4	4	72.3
Wazeer	4	4	4	76.2
Alen	3	3	3	79.2
Taj	3	3	3	82.2
Asperox	2	2	2	84.2
Touri	2	2	2	86.1
Once frequented	14	13.9	13.9	100
Total	101	100	100	

Table 1 is the frequency analysis for benchmarking the hygiene brands available in the Sulaymaniyah city markets. It is evident that Shoof is the most popular hygiene brand, with 27 repeats and taking 26.7% out of 101 data. Then ABC is coming, which is 9 times and 8.9% out of the total amount. After that, Fairy is 7 times while takes 6.7%. Porex is come 6 and 5.9%. Clain, Newplus, Noora, and Persil are 5 timore mes frequented and take 5% out of the total ratio. Then, Bujana and Wazeer are 4 times more frequented and take 4%. Also, Alen and Taj, out of 101 data, only 3 times frequented and takes 3%. Asperox and Touri are 2 times frequented while taking 2% out of total data. However, 14 other brands appeared only once and together took 13.86% out of the total data.

It is the benchmark of hygiene brands in the Sulaymaniyah zone, in which Shoof, ABC, Fairy, and Porex are the first, second, third, and fourth highest-available brands in the markets, respectively. Clain, Newplus, Noora, and Persil are fifth in the benchmark list. Bujana and Wazeer are in the sixth position. Alen and Taj are seventh, while Asperox and Touri take the eighth position.

These data showed that Shoof is the market leader in distributing hygiene products, and being available more is 26.7% while Fairy is only 8.9%. It means the gap between the Shoof market leader and the second brand, which is Fairy, is too high. Then other brands come with a less frequented ratio.

Table 2 Frequency analysis of hygiene product types

	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Dishwash	67	66.30%	34	33.70%	101	100.00%
Soap	9	8.90%	92	91.10%	101	100.00%

Washing powder	35	34.70%	66	65.30%	101	100.00%
Washing liquid	29	28.70%	72	71.30%	101	100.00%
floor wash	43	42.60%	58	57.40%	101	100.00%
glass wash	22	21.80%	79	78.20%	101	100.00%
Shampoo	5	5.00%	96	95.00%	101	100.00%

Table 2 shows the availability ratio of hygiene product types (Dishwash, Soup, clothe wash powder, cloth wash liquid, floor wash, glass wash, and shampoo) regarding the brand names listed before. The valid column is the availability ratio, while the Missing column is the absence of that product type in the markets. 66.7% have dishwashers, while only 33.7% have not sold them. Soup is only available in 9% of markets. Clothe wash powder is available in 34.7% of markets, while clothe wash liquid is available in 28.7%. Floor wash is available in 42.6%, glass wash is 21.8%, and Shampoo is only 5%.

This table illustrates that the hygiene product most in demand is dishwash, which is available in 66.7% of the markets. Then floor wash is 42.6%, clothes wash powder is 34.7%, clothes wash liquid is 28.7%, and glass wash is 21.8%. Soup and Shampoo availability ratios are fewer, at 8.9% and 5%, respectively.

Dishwashing is customers' most used hygiene product due to its high availability rate. Also, it is the fastest-sold product compared to other hygiene product types. Then floor wash, clothes wash powder, clothes wash liquid, and glass wash are coming. These types are more common than dishwashers in the market. With a small ratio, soup and shampoo are available in the markets.

Table 3 regression analysis of celebrity endorsement effectiveness on promotion

Independent variable	Dependent variable	R square	Coefficient	t value	Significant
Celebrity endorsement	Promotion	.066	.162	2.67	Significant

Table 3 shows the effectiveness of celebrity endorsement on promotion. The t value is higher than 1.95, which indicates a significantly positive effect. Only 6% can have an effect on promotion, and the coefficient is 0.162, which is very weak. It shows that celebrity endorsement has a positive, significant effectiveness on promotion but in a small ratio. Generally, celebrity endorsement might be a new approach or not common in promoting hygiene products because the Sulaymaniyah market still works with classical marketing.

Table 4 regression analysis of discount effectiveness on promotion

Independent variable	Dependent variable	R square	Coefficient	t value	Significant
Discount	Promotion	.022	.101	1.496	Insignificant

Table 4 discusses the effectiveness of promotion discounts. Because the t value is less than 1.95, it is considered insignificant. The coefficient is 0.10, which is very weak, and the total effectiveness can be only 2%. However, it takes insignificant results, but the coefficient and R square are still very low.

Reliant on collecting data face-to-face from the market, owners said, “Generally, companies and wholesales do not give markets discounts or very small ones, which cannot be taken into account.” This shows that discounting is not a popular market tactic. So, market owners do not expect any discounts from companies or wholesalers.

Table 5 regression analysis of availability effectiveness on service quality

Independent variable	Dependent variable	R square	Coefficient	t value	Significant
availability	Service quality	.001	.047	0.364	Insignificant

Table 5 illustrates the regression analysis of availability on service quality. The effectiveness of availability on service quality is insignificant due to the lower t-value result than 1.95. Also, the coefficient is very low and close to zero, and the R square might also be considered zero percent.

It can be thought that availability by suppliers has no significant effect on service quality.

It shows that market owners do not care about being suppliers available to take orders or even when products are out of stock. This means that if a brand stops marketing for a while, its service quality might not be affected.

Table 6 regression analysis of packaging effectiveness on service quality

Independent variable	Dependent variable	R square	Coefficient	t value	Significant
Packaging	Service quality	.066	.352	2.660	Significant

Table 6 is about packaging's effect on service quality. It has a positive significant effect on service quality due to the higher t value than 1.95. Also, the coefficient is 0.35, but only 6% participate in service quality.

However, its effect is significantly positive, but the rate is very low, only 6%. This shows that market owners do not focus too much on packaging. It makes a small difference for a brand to make a differentiation strategy.

Table 7 regression analysis of online ordering system effectiveness on service quality

Independent variable	Dependent variable	R square	Coefficient	t value	Significant
Online ordering system	Service quality	.090	.224	3.148	Significant

Table 7 shows the OOS (online ordering system) effectiveness on service quality. It has a significant positive effect on service quality. The coefficient is weak while it has a 9% impact on service quality.

OOS has a significant positive effect on service quality, but the ratio is low and only 9%. It means that this factor might be not used correctly by suppliers to take orders from a website or application that market owners can order. Or even might be due to the issues in the internet service or lack of web programmers to create an appropriate online system.

Table 8 regression analysis of safety effectiveness on product quality

Independent variable	Dependent variable	R square	Coefficient	t value	Significant
Safety	Product Quality	.109	.282	3.496	Significant

Table 8 shows the regression analysis of the safety factor on product quality, which has a significant positive effect due to the higher t-value rate than 1.95. The coefficient is 0.29, and 11% participate in making product quality.

This result shows the positive significant effectiveness of safety on PQ (product quality), which is 11%. This outcome illustrates that safety in hygiene products is a major factor. People care about safety a lot. It might be a strength point for some brands to concentrate on and develop a marketing and advertising strategy.

Table 9 regression analysis of performance effectiveness on product quality

Independent variable	Dependent variable	R square	Coefficient	t value	Significant
Performance	Product Quality	.071	.324	2.756	Significant

Table 9 is the regression analysis for performance effectiveness on PQ. It has a significant positive impact, which is higher than 1.95, has a coefficient of 0.32, and participates 7% in PQ.

Performance significantly impacts PQ and accounts for 7% of total factor effectiveness on PQ. It can be taken into consideration that the performance of hygiene products is important to market owners because customers ask about the performance of hygiene products before purchasing them. The suppliers should care about the performance of their products because market owners care about it and may refuse brands due to the lack of performance.

Table 10 regression analysis of features' effectiveness on product quality

Independent variable	Dependent variable	R square	Coefficient	t value	Significant
Features	Product Quality	.002	-.055	-.404	Insignificant

Table 10 is about the features effectiveness on PQ. The result of the t value is -0.4 which is between -1.95 to 1.95. The coefficient is -0.05 and the R square can be counted as zero. The t value is insignificant while the coefficient and R square are close to zero, which means it has no significant effect on PQ. It means that market owners do not care about those products that can use multiple functions. They focus on the specific performance of products. They may think negatively about a hygiene product when it can be used for two or more things, which reduces the reliability of the PQ.

Table 11 regression analysis of size effectiveness on product quality

Independent variable	Dependent variable	R square	Coefficient	t value	Significant
Size	Product Quality	.125	.423	3.786	Significant

Table 11 is the regression analysis for product size on PQ. The t value is 3.79 and the coefficient is 0.42, and R square is 0.13. It shows that the effectiveness of product size is positively significant due to the higher result than 1.95. The coefficient is moderate and has a good impact while taking 13% effectiveness on the PQ. It shows that the size of hygiene products is demanded more by market owners because customers care about when they purchase them.

With product size, the brands can make better competition. It also can be a differentiation strategy for suppliers.

Table 12 regression analysis of aesthetics effectiveness on product quality

Independent variable	Dependent variable	R square	Coefficient	t value	Significant
Aesthetics	Product Quality	.068	.256	2.708	Significant

Table 12 shows the aesthetic effectiveness of PQ. The t value is 2.71, the coefficient is 0.26, and the R square is 7%. The aesthetic effectiveness is positively significant on PQ because the t value is higher than 1.95. the coefficient is weak, and the R square is only 7%. It shows that the good colors and smiles significantly enhance PQ but not as much as the primary factors because it works as an added value. However, it might be important for some people but ignoring it might not be a very weak point.

Table 13 regression analysis of durability effectiveness on product quality

Independent variable	Dependent variable	R square	Coefficient	t value	Significant
Durability	Product Quality	.040	.244	2.050	Significant

Table 13 shows the regression analysis of durability on PQ. The t value is 2.05, the coefficient is 0.24, and the R square is 4%. It illustrates that durability significantly impacts PQ, but it is weak, at only 4%. It shows that market owners do not care how long these hygiene products are suitable for storing. Even if there is high demand for hygiene products, they do not remain for a longer time and are sold easily.

Table 14 regression analysis of usability effectiveness on product quality

Independent variable	Dependent variable	R square	Coefficient	t value	Significant
Usability	Product Quality	.040	.213	2.039	Significant

Table 14 is the regression analysis of usability effectiveness on PQ. The t value is 2.04, the coefficient is 0.21, and the R square is 4%. The t value is positively significant because it is higher than 1.95. The coefficient is weak, and it only has a 4% effect on the PQ. Usability has a significant and positive effect on PQ, but the strength is very low, which means that there must be a general idea for each hygiene product that it can be used easily and that customers do not become frustrated while using it. It might be a major factor that when a hygiene product is produced, it should be easy to use.

Table 15 regression analysis of promotion effectiveness on brand image

Independent variable	Dependent variable	R square	Coefficient	t value	Significant
Promotion	Brand image	.004	.076	.640	Insignificant

Table 15 is a regression analysis of promotion on BI (brand image). Its t value is 0.64, and the coefficient is 0.08, and the R square is 0.004, close to zero. The t value is less than 1.95 which is insignificant. Also, the coefficient is weak while the R square can be considered zero. The data shows that the promotion of hygiene products is not stable, it fluctuates and changes from one brand to another. Totally can be said that promotion in this field is not reliable to take into account to have an impact on making a brand image. Also, it might be because the market trends still have not fitted and are dynamic. H1 is rejected because of finding an insignificant correlation between promotion and brand image.

Table 16 regression analysis of price effectiveness on brand image

Independent variable	Dependent variable	R square	Coefficient	t value	Significant
Price	Brand image	.022	.208	1.494	Insignificant

Table 16 is a regression analysis of price effectiveness on BI. The t value is 1.49, and the coefficient is 0.21, and the R square is only 2%. The result is insignificant because it is less than 1.95. however, it is weak, and only 2% has an effect on BI. The data shows that the price might not be effective in making a brand image by chance because, generally, the price may have a good impact on it, but here, it may be affected by another reason, which makes it insignificant and very weak. H2 is rejected due to the insignificant result of the correlation between price and brand image.

Table 17 regression analysis of service quality effectiveness on brand image

Independent variable	Dependent variable	R square	Coefficient	t value	Significant
Service quality	Brand image	.036	-.151	-1.98	Significant

Table 17 is a regression analysis of SQ (service quality) effectiveness on BI. The t value is -1.98, and the coefficient is -0.15, and the R square is 4%. The t value shows the significant but negative effect of SQ on BI because it was -1.98. The coefficient is very weak, and its impact is only 4%. This data shows that market owners do not rely on the services provided by suppliers. They only expect good quality products, not services. Also, because some markets purchase wholesale and personal care products from their own markets, it may cause them to put services out of their expectation. H3 is rejected which is the negative correlation between service quality and brand image.

Table 18 regression analysis of product quality effectiveness on brand image

Independent variable	Dependent variable	R square	Coefficient	t value	Significant
Product Quality	Brand image	.001	-.025	-.236	Insignificant

Table 18 shows the regression analysis of PQ effectiveness on BI. The t value is -0.27, the coefficient is -0.03, and the R square is 0.001, which is close to zero. Based on the t value, the result occurred by chance. Generally, PQ has a big impact on BI, but there is an insignificant and negative effect, which shows that people do not trust the suppliers about their PQ. Also, it may be because the governmental sector of quality control has not conducted its role in controlling the quality of hygiene products in the Sulaymaniyah region. H4 is rejected because of the insignificant negative correlation between product quality and brand image.

Table 19 Regression Analysis of Country image Effectiveness on Brand image

Independent variable	Dependent variable	R square	Coefficient	t value	Significant
Country image	Brand image	.190	-.322	-4.836	Significant

Table 19 is about the effectiveness of CI (country image) on BI. The t value is -4.84, and the coefficient is -0.32, and the R square is 19%. The result is significant but negative; however, the coefficient is weak but has a 19% impact on BI. As a market owner explained most of the products are imported from Iran or Turkey, so they do not believe that some products are produced from somewhere else. So, the suppliers must not focus too much on the country's image because the people do not believe it, and in return, people have a negative idea about that product. H5 is rejected because of taking negative correlation between country image and brand image.

Table 20 regression analysis of brand image effectiveness on Customer value

Independent variable	Dependent variable	R square	Coefficient	t value	Significant
Brand image	Customer value	.006	.061	.808	Insignificant

Table 20 is about the regression analysis of BI on CV (customer value). The t value is 0.80, the coefficient is 0.06, and the R square is 0.006, which both are close to zero. Reliant on the t value, the result occurred by chance, which is not significant. Also, the BI coefficient is very weak, and its impact is close to zero. Based on the derived result, BI is not a significant factor in affecting CV; it may happen because people do not care about hygiene brand images. Customers may have experience with many different hygiene brands because, during each period, some brands come to market, and some others leave. H7 is rejected due to the finding that an insignificant correlation between brand image and customer value is positive.

Table 21 regression analysis of Country image effectiveness on customer value

Independent variable	Dependent variable	R square	Coefficient	T value	Significant
Country image	Customer value	.001	-.021	-.373	Insignificant

Table 21 is the regression analysis for CI effectiveness on CV. The t value is -0.37, the coefficient is -0.02, and the R square is 0.001, close to zero. Reliant on the given result, the t value is between -1.95 and 1.95, which is insignificant and may have occurred by chance. The coefficient is very weak, and its impact is about zero. Based on the result, CI has no effect on CV; it might be that people do not trust suppliers at this point. So, whether CI increases or not, it has no effect on the CV because it is shaped in the mind of people that many products come from Turkey and Iran to the Iraq markets. H6 is rejected because the correlation between the country's image and customer value is negative.

Table 22 regression analysis of customer value effectiveness on customer satisfaction

Independent variable	Dependent variable	R square	Coefficient	T value	Significant
Customer value	Customer satisfaction	.039	.216	2.005	Significant

Table 22 is the regression analysis for CV effectiveness on CS (customer satisfaction). The t value is 2.00, and the coefficient is 0.22, and the R square is 4%. The data show that the CV has a positive and significant effect on the CS, but the coefficient is weak, and it is only 4% may have an impact on CS. Based on the result derived, because the market is dynamic and brands change a lot, customers cannot judge the brands regarding their experience. So, a CV cannot involve making CS too much. H8 is accepted because the correlation between customer value and customer satisfaction is positive.

Table 23 regression analysis of customer value effectiveness on switching intention

Independent variable	Dependent variable	R square	Coefficient	T value	Significant
Customer value	Switching intention	.029	-.292	-1.728	Insignificant

Table 23 is the regression analysis of CV effectiveness on SI (switching intention). The t value is -1.73, and the coefficient is -0.3, and the R square is 3%. The t value, which is not significant, means it occurred by chance. Also, the coefficient is weak, and its impact is only 3%. Reliant on the derived result, the experiences of people with hygiene products is too far from each other; somehow, it reduces SI but is not significant. It means that increasing the CV to a small amount can reduce SI by market owners. H9 is rejected because the insignificant correlation between customer value and switch intention is negative.

Table 24 regression analysis of customer satisfaction effectiveness on brand loyalty

Independent variable	Dependent variable	R square	Coefficient	T value	Significant
Customer satisfaction	Brand loyalty	.077	.285	2.88	Significant

Table 24 is a regression analysis of CV effectiveness on BL (brand loyalty). The t value is 2.88, and the coefficient is 0.29, and the R square is 8%. The data shows that CS has a significant, positive effect on the BL because the t value is greater than 1.95. However, the coefficient is weak, and its impact is approximately 8% on the BL. It shows that by increasing the CS, the BL increases. Still, because of the dynamic market of hygiene products, the market owners cannot rely on some brands, which confuses them and reduces BL. However, it takes some time to replace a brand with another one, so many brands are still working on the introduction step to build a good relationship with markets. H10 is accepted because the correlation between customer satisfaction and brand loyalty is positive.

Table 25 regression analysis of switching intention effectiveness on brand loyalty

Independent variable	Dependent variable	R square	Coefficient	T value	Significant
Switching intention	Brand loyalty	.080	-.186	-2.945	Significant

Table 25 is about the regression analysis of SI effectiveness on BL. The t value is -2.95, the coefficient is -0.19, and the R square is 8%. It shows that the t value is smaller than -1.95, which significantly occurred, so SI negatively impacts the BL. However, the coefficient shows a very weak effect on BL, and SI can affect BL in a total of 8%. The data shows that the BL can increase by reducing SI but only slightly. Generally, Sulaymaniyah's hygiene market means that a few markets are loyal to brands. So, SI is very low and can change from one brand to another. It can be an opportunity for new brands, or those that have never started marketing in the Sulaymaniyah region, to replace other brands with their own brands easily. H11 is accepted because the correlation between switching intention and brand loyalty is negative.

Table 26 regression analysis for all independent and dependent variables

Independent variable	Dependent variable	R square	Coefficient	t value	Significant
Celebrity endorsement	Promotion	.066	.162	2.67	Significant
Discount	Promotion	.022	.101	1.496	Insignificant
availability	Service quality	.001	.047	0.364	Insignificant
Packaging	Service quality	.066	.352	2.660	Significant
Online ordering system	Service quality	.090	.224	3.148	Significant
Safety	Product Quality	.109	.282	3.496	Significant
Performance	Product Quality	.071	.324	2.756	Significant
Features	Product Quality	.002	-.055	-.404	Insignificant
Size	Product Quality	.125	.423	3.786	Significant
Aesthetics	Product Quality	.068	.256	2.708	Significant
Durability	Product Quality	.040	.244	2.050	Significant
Usability	Product Quality	.040	.213	2.039	Significant
Promotion	Brand image	.004	.076	.640	Insignificant
Price	Brand image	.022	.208	1.494	Insignificant
Service quality	Brand image	.036	-.151	-1.98	Significant
Product Quality	Brand image	.001	-.025	-.236	Insignificant
Country image	Brand image	.190	-.322	-4.836	Significant
Brand image	Customer value	.006	.061	.808	Insignificant
Country image	Customer value	.001	-.021	-.373	Insignificant
Customer value	Customer satisfaction	.039	.216	2.005	Significant
Customer value	Switching intention	.029	-.292	-1.728	Insignificant
Customer satisfaction	Brand loyalty	.077	.285	2.88	Significant
Switching intention	Brand loyalty	.080	-.186	-2.945	Significant

Figure 2 regression analysis result

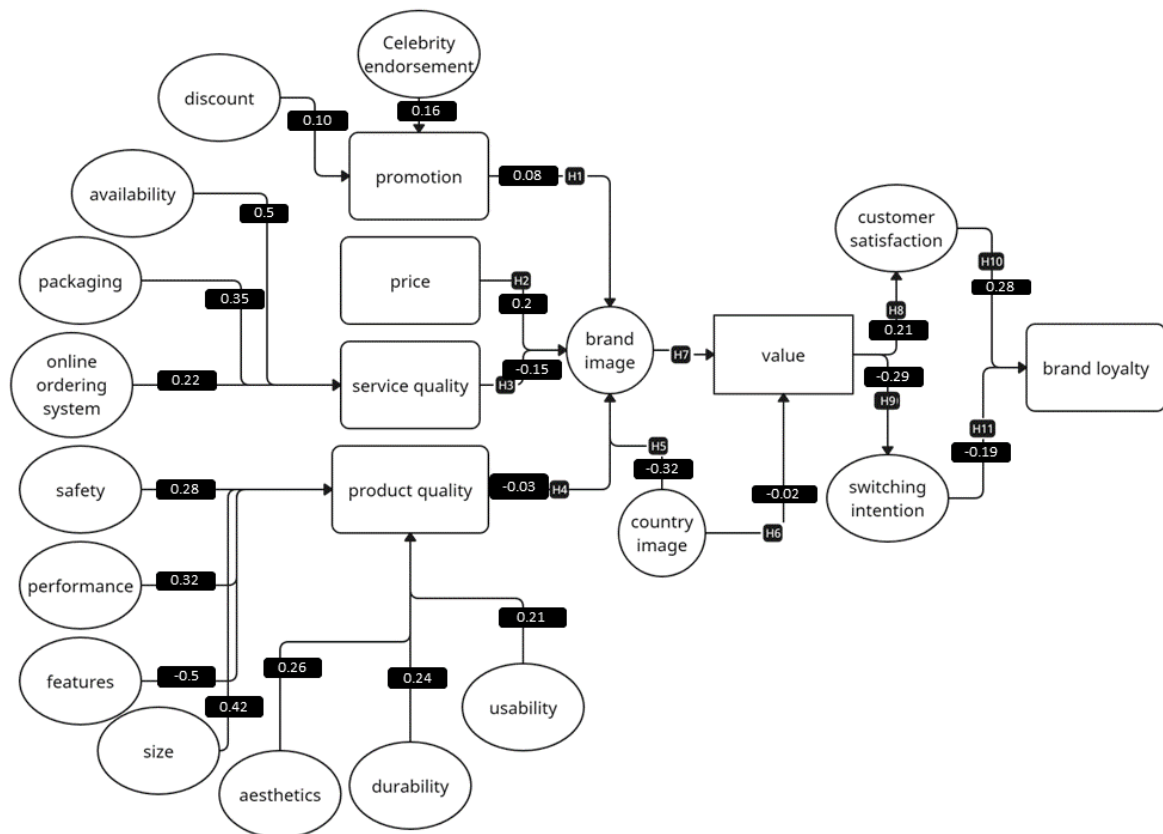


Table 26 consists of all independent variables and dependent variables that have been taken in this research. This table includes all variables' R square, coefficient, and t value. It can be classified based on the significant and insignificant groups regarding the independent variables. The significant variables are celebrity endorsement, the packaging of an online ordering system, safety, performance, size, aesthetic, durability, usability, service quality, the country's image on brand image, customer value on customer satisfaction, and switch intention. On the other hand, the insignificant variables are discount, availability, features, promotion, price, product quality, brand image on customer value, country image on customer value, and customer value on switch intention.

Also, the significant variables can be clustered according to their strength, which can be greater than 10%, 5-10%, and less than 5%. The CI on BI, size, and safety are first class, which have an impact greater than 10%; their effectiveness is 19%, 12.5%, and 11%, respectively. While OOS, SI, CS, performance, aesthetics, celebrity endorsement, and packaging are between 5-10%. Their impacts are 9%, 8%, 7.7%, 7%, 6.8% and 6.6% respectively. However, usability, CV on CS, and service quality have less than 5% effectiveness, which are 4%, 3.9%, and 3.6%, respectively.

However, all insignificant variables have effects of less than 3%. Three of them are greater than 1%, CV on SI, discount, and price, and their weights are 2.9%, 2.2%, and 2.2%, respectively. This group's t value is higher, but it has not reached a significant level, so it can be said that companies may not consider it a valuable point to work on to conscience market owners to influence hygiene markets.

Table 27 benchmarking for market owner perception related on criteria for accepting new market-comers

	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Ingredient	15	14.9%	86	85.1%	101	100.0%
Packaging	3	3.0%	98	97.0%	101	100.0%
Discount	24	23.8%	77	76.2%	101	100.0%
customer reviews	18	17.8%	83	82.2%	101	100.0%
Price	26	25.7%	75	74.3%	101	100.0%
Performance	8	7.9%	93	92.1%	101	100.0%
Availability	1	1.0%	100	99.0%	101	100.0%
Safety	7	6.9%	94	93.1%	101	100.0%
Foam	3	3.0%	98	97.0%	101	100.0%

Table 27 is about frequency analysis to benchmark which variables are the most important by the market owners. The valid column contains the criteria selected by market owners, while the missing column shows that they ignored that number of participants. the most important variables are price 25.7%, discount 23.8%, customer reviews 17.8%, ingredients 14.9%, performance 7.9%, safety 6.9%, packaging 3%, foam 3% and availability 1%.

Most market owners focus on the price of the products because they care about which products are sold fast or slow, so they can get more profits from what is sold fast. The discount is somewhat close to the price significant, which is 23.8%. Also, at this point, market owners focus on their profits.

They consider customer reviews an important factor, which is 17.8%, because when people positively talk about a product, demand will increase, and markets can earn more, too.

From the customer perspective, the ingredients, performance, and safety are essential to satisfying customers and making them purchase hygiene products. These three variables affect customer reviews and eventually lead to positive word-of-mouth about hygiene products. There is packaging and foam, and availability comes but not as much as we should take into consideration.

Generally, with suitable prices, discounts, positive reviews, and word of mouth about the hygiene products, each brand can compete with the top brands.

5. DISCUSSION

Mahrinasari (2020) has investigated and found the positive and significant impact of sales promotion on brand image. Besides, the results of this research are insignificant. The results of the current study in this manner seem to be different than the prior study mentioned. The main reason for this difference might be a specific market situation of the Kurdistan Region of Iraq. The sellers and companies do not make high promotion quality or even give a discount to markets. Also, they do not use celebrity endorsements in their promotion.

Widiastiti et al. (2020) researched the impact of price on brand image. They found that price has a positive and significant impact on brand image. Besides, this research found that price's impact on brand image is insignificant. The result of this study was different from previous research. This might be due to the similarity of price strategies by most companies in the household hygiene and cleaning area.

It was discovered that service quality positively affects brand image (dam & dam, 2021). However, this research found that service quality negatively but significantly impacts the brand image. The result of this study was different from prior investigations. It might be because of some reasons; during data collection, some market owners explained that they bring products

from wholesale by themselves, which means the wholesaler has no service in this field. It can be said that service quality may not be an influential factor to focus on in this type of business. However, availability and packaging, and online ordering systems were considered to evaluate their impact on service quality. Availability was ineffective, but packaging and online ordering systems were positive factors. From this point, market owners are looking for good packaging because it affects their workload and makes their markets more arranged. Also, an online ordering system can be a good point to order by market owners. While it is not a standard tool, it is desired. Packaging and online ordering systems can be differentiated strategies for businesses to influence the hygiene market.

According to Cuong (2022), product quality positively impacts the brand image. It was found in this research that product quality has a negative and insignificant effect on brand image. The outcome of this research was different from the prior study. It might be because of some points, however, strange information that was found in market owners' speeches during collecting data, it was that most of them agree that the Iraqi and Kurdistan markets are full of Turkey and Iranian products; they do not believe these products have good quality and think when a company says our products come from other countries and have better quality, are lying to them and it reduces their brand image. Also, it was said, "The hygiene product market is manipulated." it might be the appropriate strategy here to convince them by testing and showing good results or product or leaving negotiation based on product quality with market owners.

It demonstrated a positive relationship between country image and brand image (Hien et al., 2020). Besides, in this research, the result was a significant negative impact of country image on brand image, which is a different result from the previous study. It might be that reliant on the speech many of market owners, "the companies lie when they say our products are brought from other countries apart Turkey and Iran because our borders with both countries are easier to transport products so companies do not spend money to bring from other countries." It can be better, to be honest with people about the country of origin or reduce focus on this point because if it takes longer to argue with market owners about the country of origin, they get upset and eventually may reflect on the brand image.

Ayyildiz and Cengiz (2007) found a positive impact of a country's image on customer value. besides, the result of this research was the negative insignificant impact of the country's image

on customer value. The result was different from the previous study. It might be because most people are sure that there are a few products from other countries besides Turkey and Iran.

Chandon (2003) researched the positive impact of brand image on customer value. What is found in this research was the positive insignificant effect of brand image on brand value. The result was different from the previous study. It might be because of that belief by many people that the market is occupied with turkey and Iranian products. So, it makes no different image for products due to their close in quality and country of origin.

Flint et al. (2011) found a positive effect of customer value on customer satisfaction. This research found a significant positive impact of CV on CS, similar to the previous study. It is common that making unique products, creating positive experiences, working on quality, and adjusting marketing strategies with customers can increase CV, which in turn positively affects CS.

Anthony et al. (2015) have conducted research that explored whether there is a negative correlation between customer value and switch intention. Besides, this research found an insignificant negative correlation between CV and SI. It might have happened due to a lack of alternative brands existing in the market. Maybe switching a brand affects their relationships with others because, generally, people here are collectivist and share their opinions with each other. Finally, other brands leave that market. However, it might be because of that there are many brands owned by a company. If a market switches one, the company cuts its products from that market.

Leninkumar (2017) has done research and investigated the positive impact of CS on BL. This research also found a positive, significant effect of CS on BL, similar to a previous study. Brand loyalty occurs when customers repurchase from a brand; it is converted to a loyal brand for that customer. To increase brand loyalty, businesses should build good relationships with customers, make them feel well, create good experiences, and increase their CS.

A study conducted by Sloot and Verhoef (2008) explored the negative impact of SI on brand loyalty. This research explored that SI has a negative and significant impact on BL. The result is similar to the previous investigation. When a brand would like to increase BL, it must care about SI and reduce it to a minimum. This can be done by understanding customers well and delivering value and quality for them.

6. CONCLUSION

This study has focused on benchmarking top hygiene brands in Sulaymaniyah city, analyzing the correlation between variables for designing appropriate marketing strategies for businesses such as promotion, price, product quality, service quality, brand image, country image, customer value, customer satisfaction, switch intention, and brand loyalty. Moreover, evaluating the market owners' feedback on which points of view are most important to them when deciding which product to bring into their markets is important.

For this study, 101 data were collected in Sulaymaniyah city from middle and big markets that sell hygiene products. The frequency analysis and regression analysis are used in this research. The questionnaire is translated into Kurdish to obtain better data from market owners. However, all market owners are male. Females might have markets, but they have not been reached during this research.

This research found that promotion and price for most brands were the same, which are not effective criteria. It might be revealed from this aspect that market owners do not rely on promotions and prices when deciding whether to work on a brand. In contrast, service quality and product quality hurt brand image. In this case, it is discovered that brand owners have not done services correctly. It can be an opportunity to penetrate markets. However, packaging and online ordering systems are the most potent factors that impact service quality. However, market owners do not trust products when they are described as high quality or different because they think most products are of the same quality. While providing more information about product quality, they get upset and decrease the brand image. Safety, performance, size aesthetics, durability, and usability are the most important factors that affect product quality from a B2B perspective. Also, the country of origin or country image negatively affects brand image because they believe that products are generally imported from Turkey and Iran. Also, CI negatively affects CV because customers do not trust products imported from elsewhere besides Iran and Turkey. However, increasing BI increases the CV and leads to CS, eventually affecting BL. In contrast, by increasing CV, SI reduces and leads to better brand loyalty effectiveness.

Theoretically, brand image is influenced by promotion, price, service quality, product quality, and country of origin. These criteria positively affect BI. The brand image leads to making customer value. However, country of origin has a positive impact on customer value. Also,

customer value influences customer satisfaction positively and switches intention negatively. Eventually, increasing customer satisfaction leads to increased brand loyalty, and by reducing switch intention, BL increases too.

From this study, the main points can be recapped as several sentences; business owners can use celebrity endorsement tools to influence markets because while the demand for a product increases and reviews from customers return to market owners, they order from that brand with more demand. The discount and price may not impact market owners so much. While market owners care more about the size of products, which returns more profits, and safety, performance, aesthetics, durability, and usability of hygiene products make the brand better quality. Simply working on increasing the safety level of products and emphasizing it in marketing activities attracts customers more; also, adding good fragrance to products affects customers' feelings and makes them love and buy them. However, market owners do not focus on service quality and product quality; if a brand salesman concentrates more on it, it may reflect negatively and create an obstacle between the brand and the market and, finally, may not be accepted by market owners to order. In this case, the salesman must be aware of how to introduce products or truly talk about their products. During the introduction, it might be better to talk a little bit about the country of origin because people, especially market owners till high are sure most of the products are imported from Turkey and Iran or can be produced inside or outside. However, they are fake which labeled as other countries. Building good relationships with customers makes them repurchase, increase their value, and finally be loyal customers.

During the collection of data, many obstacles appeared, such as some of the market owners not being ready to answer questions about specific brands if they did not reveal their information or problems. Also, while asking them, some of them suggested giving the same value to all brands because they thought most brand products were the same, but their labeling was different. They negatively talk about most brands, but because of demand, they order, so sometimes it takes longer to get data from them.

It can be suggested to those who would like to research more about hygiene and cleaning products. It emphasizes more on how to treat a product that may be out of the market for a while and then try to penetrate the market again.

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