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Knowledge Acquisition in Market by Customer-Seller Interaction Model based on Accepting Seller's Misbehavior by Customer (Case Study: Gold and Jewelry Industry of Iran)

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ABSTRACT

This research aims to design a model of customer-seller interactions on knowledge acquisition about the acceptance of misbehavior by customers. The current study is an applied-developmental study in terms of its purpose, and it is cross-sectional survey research in terms of the method and data collection. A semi-structured interview and a Likert scale questionnaire were used to collect the data. The statistical population in the qualitative section includes experts and specialists in gold and jewelry industry. Ten experts were selected for qualitative part sampling using purposive sampling. 384 people were selected as the statistical sample calculated based on Cochran's table with an error ratio of 0.1. To analyze the data, Atlas ti and SMARTPLS software were used to identify the research indicators and to validate and present the final model. Using the grounded theory model 6 categories were identified with, 23 core codes, and 151 primary codes. In this research, the six categories of individual factors, individual awareness, leisure management, inflexibility of decision making, store conditions, and social conditions were considered as causal conditions. 4 strategies and 5 consequences were also identified. The creation of this model requires a plan or program in which the managers and transitional experts who want to present the model must consider identifying, the mobility and dynamics of the customer, culture building, customer orientation and business strategies. If the customer loyalty model is implemented, stability in customer relations with the product and social media, beneficial word of mouth and viral advertising, customer satisfaction and purchase intention will improve.
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1. Introduction

Knowledge capital can have an internal or external source (Chaithanapat et al., 2022). Customer knowledge constitutes the most important part of external knowledge assets and if it is acquired and used effectively, it leads to the creation of value for the organization (Baima et al., 2022). This knowledge emerges when the company interacts with its customers (Naeem et al., 2021). The quality of customer-seller interaction determines the level of customer satisfaction with the implementation of ethical standards and service delivery (Jalil et al., 2016). Certainly, the growth of profitability in the market is one of the main goals of the business, and one of the critical factors in evaluating growth and profitability is the sales amount (Ahearne et al., 2022). In order to achieve sales and a greater market share, continuous compliance with the expectations and needs of customers is the key to the success of companies, and success in this matter is possible when the principles and techniques of sales are also used in an appropriate way by the professional sales force (Lee & Wong, 2021). Customer knowledge is recognized as an important resource in the marketing and can be managed to support research and development, improve innovation, increase sensitivity to emerging opportunities, and support long-term customer relationship management. In fact, the method of selling products, especially in today's era, is to establish a long-term relationship with the customer (Li et al., 2020). A seller who can attract customers, convince them to buy, and create loyalty in them is one step ahead of other sellers of similar goods and services. For this reason, the quality of communication and the importance of sales behavior have been highly regarded by scientific circles and economic enterprises (Cao & Tian, 2020). The interactive behavior of salespeople with customers is considered an important and influential factor in salesperson performance (Li & Murphy, 2012).

Salespeople play an absolutely significant role in developing and maintaining customers by improving customer satisfaction, creating commitment and trust in them, and ultimately creating loyal customers. Companies that have salespeople with a high ability to use interactive behaviors with customers have a high potential to gain a competitive advantage (Lin, 2012). Therefore, interactive behavior with customers plays an important role in the sales process. Salespeople can create a competitive advantage for the company by improving long-term relationships with customers, which ultimately leads to improved performance (Sehat et al., 2021).

One of the most important goals that marketers should strive to achieve is to gain, maintain and increase their current market share and, on a higher order, to maintain customer loyalty in order to create a sustainable competitive advantage through marketing efforts (Nesset et al., 2021).

Therefore, from the point of view of marketing management, it is very important to ensure customer loyalty and acquire profit from increasing customer lifecycle. Especially in the field of services, customer loyalty is known as one of the most important factors in business operations (Briston et al., 2019). Although the process of accomplishing things in recent years compared to the past has become different due to industrialization and in a way it can even be said that everything has changed; theorists believe that misbehavior exists in the organization of all ages and is an inseparable part that cannot be separated from the organization even with the passage of time and should be taken more seriously (Biggerstaff et al., 2015).

Various studies (Briston et al., 2019; Leondi et al., 2018), show that despite the importance of constructive interaction between buyers and sellers, most sellers mistreat customers (Ourzik, 2022).

Misbehavior can be defined as follows: the behavior of people who willingly or unwillingly, secretly or openly, intentionally or unintentionally, perform actions in the organization; which is contrary to organizational expectations and assumptions and leads to disruption in customer service.

Usually, such behaviors are unacceptable to customers (Kaynak et al., 2011). But based on the evidence in the Iranian market, misbehaving with customers is ignored by customers or sometimes increases their desire to buy. In fact, Iranian customers are a wide community of people who have the potential to use the services and products offered in the market in Iran or abroad. These people are of Iranian origin or familiar with Iranian culture.

Tolerating a bad behavior by people for a long time leads to the institutionalization of that behavior (Briston et al., 2019).

For example, most people consider the long queue of a restaurant, delay in order delivery, long queue, and inflexibility of the salesperson as a sign of the high social level of sales. The investigations carried out by the researcher, the existence of dictatorial regimes in the history of Iran, corrupt administrative system, wrong educational culture, the strengthening of fear-based thinking in the family, nutrition, and climate are important elements as determining factors in the psychology of the culture of Iranian customers. The acceptance of misbehavior by Iranian customers originates from the damaged self-esteem and self-respect in all past periods of Iran's history. Outgoing and opening is only possible with information and awareness and finally correct education for raising the next generations. Unfortunately, in the past literature, not many studies have been done in this particular field, and most of the studies have been done within the last few years. The main purpose of this research is to identify the destructive behavior of sellers and to check the level of acceptance of this misbehavior by consumers. This part of the organization's performance is determined by the customers, and the employees, as the front line of communication with the customers, play an important role in it by properly performing their duties and responsibilities. In fact, organizations have always expected that their employees and members seek to perform the duties and responsibilities assigned to them and avoid harmful behaviors for the organization that lead to harm to employees or customers

(responsibility). Such behaviors are undesirable behaviors and are considered a deviation from the norms of the organization. This research project only deals with the existence of this problem and a brief study of its etiology. In this study, Iran's gold and jewelry industry has been examined and researched as a sample. Therefore, this research seeks an answer to the question, what is the reason for accepting bad behavior by customers in the interactions between sellers and customers?

2. Literature Review

Customer knowledge

Researchers believe that a customer gains a lot of knowledge and experience when using a service or consuming a product. This knowledge has become one of the most important organizational resources and obtaining it brings a new competitive advantage to organizations (Oliveira et al., 2017). On the other hand, in order to make the best purchase, the customer needs knowledge and information that must be provided by organizations (Sebald et al., 2018). Customer knowledge offers a two-way value, that is, it helps the company to better meet the needs and demands of the customer and creates value for customers. On the other hand, by identifying the needs, behaviors, consumption patterns, and demands, helps organizations develop and improve products and services according to customer's needs and increase profitability and customer loyalty. This process ultimately leads to value creation for the organization (Pappas, 2016).

The basis of what exists in customer knowledge management is to improve the performance of processes by using customer knowledge and experience, and this issue is more critical for leading organizations that need to maintain their competitive position through proper communication with customers and meeting their needs. (Mihalea, 2015). In order to create better relationships with customers, it is necessary to provide services to each customer in his preferred way, in which case we will need

customer knowledge management (Ahearne et al., 2007).

Customer knowledge management refers to organizational knowledge management based on the customer's mind. Since customer relationship management cannot acquire knowledge from customers well, customer knowledge management with its methods and styles facilitates the process of acquiring, transferring, and exploiting customer knowledge (Sata, 2013). Customer knowledge management (CKM) integrates the principles and procedures of knowledge management and customer relationship management, and the resulting value is beyond the sum of the values of knowledge management and customer relationship management. The difference between the concepts of CRM, KM, and CKM is expressed as follows (Mu & Zhang, 2021). Customer relationship management (CRM) is known as a tool to retain customers through various loyalty patterns, but it ignores the biggest source of value, which is customer knowledge. In CRM, knowledge about customers is considered, but in CKM, the main focus is on acquiring knowledge from customers. CRM only uses customer databases, but in CKM, knowledge is obtained from direct interaction with customers and sales representatives. CKM enables organizations to better recognize emerging opportunities in the market and increase their competitive advantage. In the CKM cycle, the types of knowledge created in the interaction between customers and the organization are used to create value for both parties (customer and organization) and provide a better and more appropriate service or product (Lindberg et al., 2018).

In the following, studies in line with the objectives of the present research have been examined.

Ahearne et al. (2022), conducted a research titled "The Future of Buyer-Seller Interactions: A Conceptual Framework". The revolution in the availability of information and the advancement in new interactive technologies have brought two major changes that question the traditional assumptions of buyer-seller interaction. First, there is buyer-seller information asymmetry, which is greatly reduced in many interactions. Second, face-to-face communication is no longer the main form of buyer-seller interactions. The authors review empirical research on how these technological changes have changed buyer-seller negotiations, an important type of buyer-seller interaction. Several insights emerge from this review. Fundamental changes have been made in the role, power and inclinations, and information processing of buyers and sellers.

The most important of these changes are 1- change in the attitude and behavior of buyers, 2- change in the effectiveness of sellers in interacting with buyers, and 3- change in the interactive processes of buyers and sellers. Based on this view, the authors developed a research agenda to guide the investigation. Revision of existing theories and development of new theories create buyer and seller interactions.

Sehat et al. (2021) presented research entitled the effect of the destructive behavior of employees on the reaction of customers (a study of chain stores). The main value of this research is due to the important influence that store employees can have on the intention of customers to buy again from the store as the front line of sales. In this research, the library method including the review of books, articles, theses, and the survey method with the distribution of questionnaires were used to collect data. The statistical population of the research is the customers of the Shahrvand store. Data analysis using the structural equation modeling method yielded results that indicated the significance of the influence of variables of destructive organizational behavior on customer satisfaction and trust, the effect of customer satisfaction on customer trust, and the effect of customer satisfaction and trust on customer loyalty.

Abbasi et al. (2021), conducted aresearch titled presenting the anxiety management model in consumer behavior during Iran's economic embargo with the foundation data approach. The findings showed that economic and cultural variables are the main variables that cause anxiety in consumer behavior on marketing strategies and

research, and marketing strategies and marketing research results also affect consumer knowledge management and co-creation of value with consumers, which lead to learning and managing consumer experience. In this way, anxiety in consumer behavior can be controlled and managed during economic sanctions.

Also, the index of increasing people's purchasing power with increasing incomes, under the condition of price stability, has the highest degree of importance in managing the anxiety of consumer behavior.

The conducted surveys indicate the need for a model of misbehavior with customers and the investigation of the reasons for acceptance of misbehavior by customers. Therefore, this research with the grounded theory approach seeks to present a comprehensive model for customer and seller interactions with the approach of accepting misbehavior by customers.

3. Methodology

The current research uses a mixed methods comprising both qualitative and quantitative data. To answer the research question, the qualitative methodology usig Strauss-Corbin's Grounded Theory approach was adopted. This research is exploratory in terms of its purpose and explores the variables and their causal relationship. The data were collected by interviewing experts and using Atlas ti software.

The statistical population of this research included experts and specialists in business management and managers of gold and jewelry industry. Sampling was done using the non-probability judgmental (targeted) method.

In order to sample, the snowball method was used and semi-structured interviews were conducted with open and general questions for up to 9 people. Finally, factors were identified by using Strauss-Corbin Grounded theory analyzed via the Atlas ti software.

The statistical population in the quantitative part also includes customers and sellers of the gold and jewelry industry. Using Cochran's formula for indeterminate communities, 384 people were calculated as the sample. A random sampling method was used for sampling. The designed model was fitted using the structural equation method in SMARTPLS software.

The main tool for collecting research data in the qualitative part was a semi-structured interview and in the quantitative part, a questionnaire. The Holstein coefficient was used to measure the validity of the interview results. The "percentage of observed agreement" or PAO was obtained by calculating the Holsti coefficient of 0.8, which is an acceptable value. The validity of the questionnaire was confirmed by calculating the content validity ratio of CVR.

Cronbach's alpha of the overall questionnaire was 0.83 and for all dimensions was greater than 0.7, so the reliability of the questionnaire was confirmed.

4. Findings

In the first stage, qualitative data were collected through in-depth interviews with a group of experts. In the process of open coding, many themes were obtained, and during the back-and-forth process of data analysis, the set of these primary qualitative data was reduced to fewer categories. Then, each of these obtained categories was examined in the qualitative stage.

In open coding, first, the data obtained from the interviews were carefully studied, examined, and analyzed, then conceptualization was done and the data that were similar in terms of the concept were labeled with suitable names.

This stage presents more complex and comprehensive cases in order to compare and differentiate codes and concepts. At this stage, by identifying patterns in the findings, primary categories were formed. Also, at this stage of data analysis, at the same time as collecting new data, the researchers, being involved in the process of continuous comparison, paid attention to the amount of receiving new information in the categories and therefore to their saturation. A category is a representation of units of information about events, occurrences, and instances.

Usually, the central phenomenon is a category among the collected data, which is

widely mentioned during the interviews, or from the theoretical aspect, it emerges in the form of a central and fundamental concept.

Strauss and Corbin (1998), the types of categories that can be placed around the central phenomenon include: causal conditions (factors that cause the emergence of the central category), contextual and intervening conditions (internal and external factors affecting the implementation of the policies and strategies of the model), The strategies (proposed strategies in response to the central phenomenon) and finally the consequences (results of applying the strategies) were enumerated.

Based on the interview results, a total of 151 concepts and 23 categories or open codes were identified and extracted. The 23 identified categories were included in the 6 main data categories of the foundation. Table 1 presents the different stages of the coding process.

Table 1. *Different stages of coding the data*

Initial code	Secondary code	Axial code
Family education conditions	Individual factors	Causal factors
Individual negligence		
Obsessive customer behavior		
lack of self-esteem		
Immense expectations of customers		
Lack of self-confidence		
Individual attitude		
Lack of clarity		
Lack of individual responsibility		
Excessive respect for others		
Lack of awareness of individual rights	Individual awareness	
Not having a high school degree		
Inability to recognize due to frequent repetition of abusive and bullying situations		
Repetition of the offending act in similar circumstances (emotional discharge)		
Close access	leisure management	
Reduce search costs		
Strong interest in goods or services		
Ease of transaction		
Lack of alternatives	Inflexibility of decision making	
Lack of freedom and flexibility in choice		
Not having enough time to buy goods		
Knowing the product and the basic need for the product		
Not having enough funds for alternatives		
The sensitivity of the product	Department store conditions	
Expensive goods		
Business pressure		
The need for attention and accuracy in the sales process		
Misbehavior thinking is a sign of expertise and high workload		
Awareness of the rarity of your goods and services		
Harmony with the congregation	Social situation	
Adapting to the behavior of peers		
Social comparison		
Willingness to reciprocate		
Penetration in thoughts and opinions		
Extensive communication of people without time and place limitations	Information Technology	Background conditions
Management of communication with electronic customers and virtual conversations without follow-up		
Increasing the level of frankness of sellers in social media		
Increasing sales in internet businesses and cross-regional access to customers		
Dramatic changes in traditional sales		
Internet revolution		

Initial code	Secondary code	Axial code
Inappropriate culture of society	Cultural and social conditions	
class culture		
Non-compliance with international standards		
Lack of citizenship education		
gender discrimination		
Lack of social responsibility		
Behavioral difference based on the customer's social level		
Absence of a suitable model		
Lack of sufficient training in the field of customer rights		
Lack of social supervision of existing conditions		
Direct and immediate communication and interaction of consumers	Marketing	
More customer acquisition strategy instead of customer retention		
Creating common interests for customers and businesses		
Identifying customer needs based on physical values		
Lack of empathy for customers and businesses		
Lack of expertise of marketers and sellers		
Expensive goods	Economic conditions	Intervening conditions
swelling		
Economic sanctions		
Imbalance of economic conditions		
Lack of price stability		
Lack of price control regulations		
Living conditions of the customer		
Inappropriate competitive atmosphere	Market conditions	
Political behaviors of business owners		
Materialistic profiteering		
Not paying attention to intangible values in business		
Certain jobs are at risk due to market conditions		
Distrust procedure in the market		
Rampant growth of some businesses without supervision		
Age	Demographic factors	
Behavioral characteristics		
Physical and mental conditions		
Features of the geographical area		
Inappropriate body language	Seller conditions	
Weakness of in-service training		
Inadequacy of salesperson's skills with job conditions		
Conditions of non-citizen behavior		
Manager's behavioral discrimination with employees		
Workplace problems		
Dissatisfaction with salaries and payments		
Inadequacy of responsibilities with the amount of salary		
Inappropriate jokes with colleagues in front of customers		
Bad mental condition of the seller		
Citizenship Education	Culturalization	Strategies
Creating the infrastructure of corporate social responsibility		
Media protection of customer rights		
Increasing customers' awareness of their rights		
Improving customer relationship management		
Improving the position of customer orientation		
Staff training	Business strategies	
Improving customer retention strategies		
Creating a sustainable competitive advantage in the field of customer retention		
Creating a system of encouraging and punishing employees in the field of dealing with customers		
Modeling successful businesses in the field of communication with customers		
Revision of the employee selection system		

Initial code	Secondary code	Axial code
Creating a monitoring and evaluation system for sellers		
Promotion of customer awareness	Customer mobility and dynamics	
Creating friendly relationships among consumers		
Evaluation before purchase		
Providing customized offers		
Interactive learning		
Providing services beyond customer expectations	Customer Orientation	
Customer psychology		
Fulfillment of customer needs		
Get extra value		
Availability		
The degree of conformity of the product with expectations		
Receive feedback and suggestions		
Brand equity		
Memorable experience	Customer loyalty	consequences
Repeat purchase		
Positive experience		
Purchase priority		
A sense of respect		
Positive mental reaction of the consumer		
sense of worth		
Business and customer empathy	Sustainability in customer relationships with products and social medi	
Consumer dependence on the brand		
Biased consumer behavior		
Efforts to attract the attention of others to the product		
Customer favor of the brand		
Positive electronic comments	Profitable word of mouth and viral advertising	
Praise the product and brand		
Evaluation of personal experiences		
Providing honest opinions		
Interpersonal communication in cyberspace		
Consumers' informal communication with each other		
Electronic word-of-mouth advertising		
Good luck	Customer satisfaction	
Customer retention		
Meeting basic needs		
Customer satisfaction		
A sense of customer superiority		
Brand satisfaction		
Satisfaction with the product		
Consumer willingness to buy goods	Intention to buy	
Choosing a brand in terms of purchase		
Decided to buy		
High probability of buying products		
Real shopping		
Immorality	Acceptance of abuse Secondary code Individual factors	
offensive behavior		
Arrogant and top-down behavior		
favoritism		
Lack of confidentiality		
procrastination		
Stealing customer time		
Lack of customer orientation		
lack of enthusiasm		
Poor service		

By analyzing the data, in the initial stage (open coding), 106 concepts were extracted from the transcribed content of the interviews. Selective coding and axial coding were also done. Among the identified factors, the axial coding paradigm was performed and based on that, the linear relationship between the research categories including causal conditions, central categories, contextual conditions, intervening conditions, strategies and consequences was determined (Farrell, 2009). In order to measure the reliability, Krippendorf's alpha coefficient was used, the overall coefficient of which was .84. Figure 1 shows the implicit coding paradigm, representing the model of the qualitative research process.
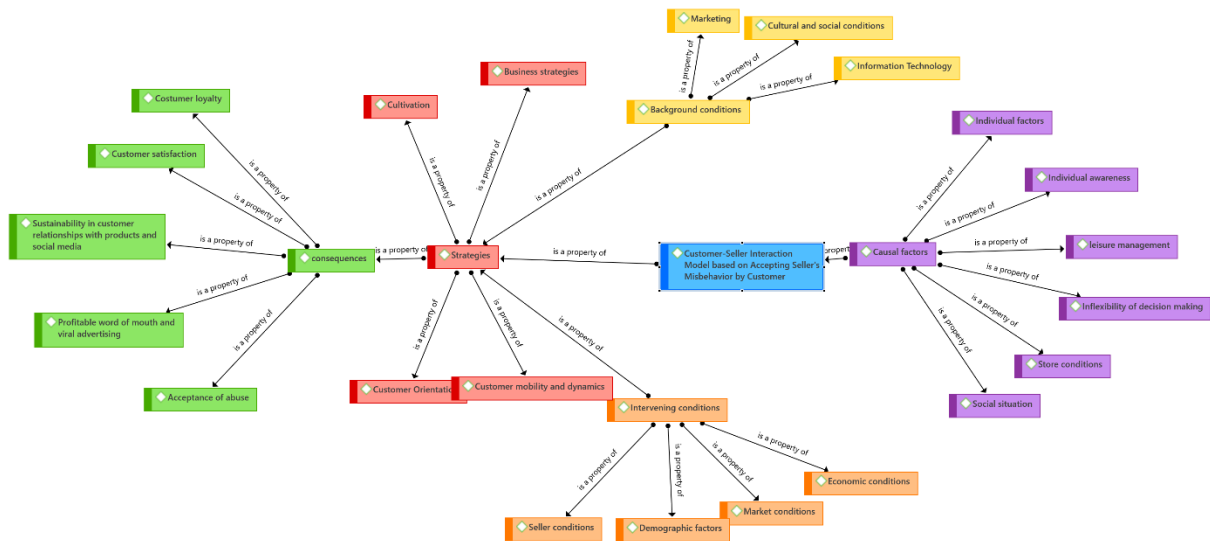

Figure 1. The paradigmatic model of Knowledge Acquisition in Market by Customer-Seller Interaction based on Accepting Seller's Misbehavior by Customer in ATLAS.TI software

After the initial model of knowledge acquisition in the market by customer-seller Interaction based on accepting the seller's misbehavior by the customer was designed, Structural Equation Modeling (SEM) method was used to validate and present the final model. The structural model of the research in the standard estimation mode is shown in Figure 2. In this model, which is the output of SMARTPLS software, a summary of the results related to the standard factor load of factor relationships is provided. The t statistic to measure the significance of relationships is also presented in Figure 3.
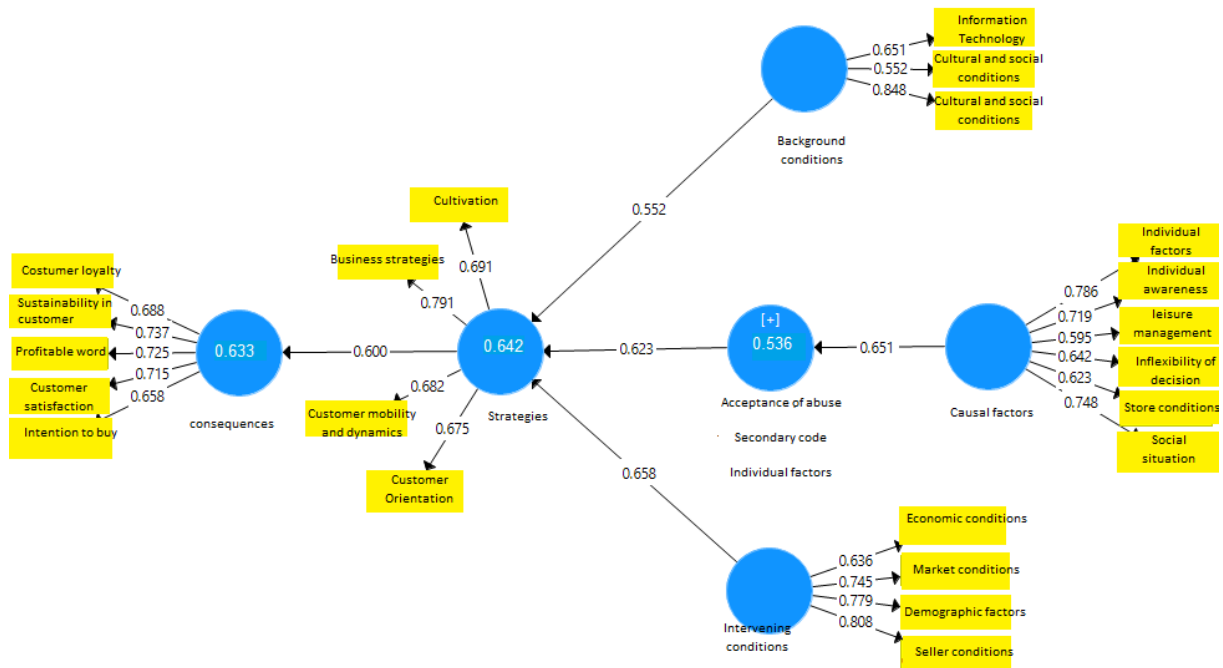
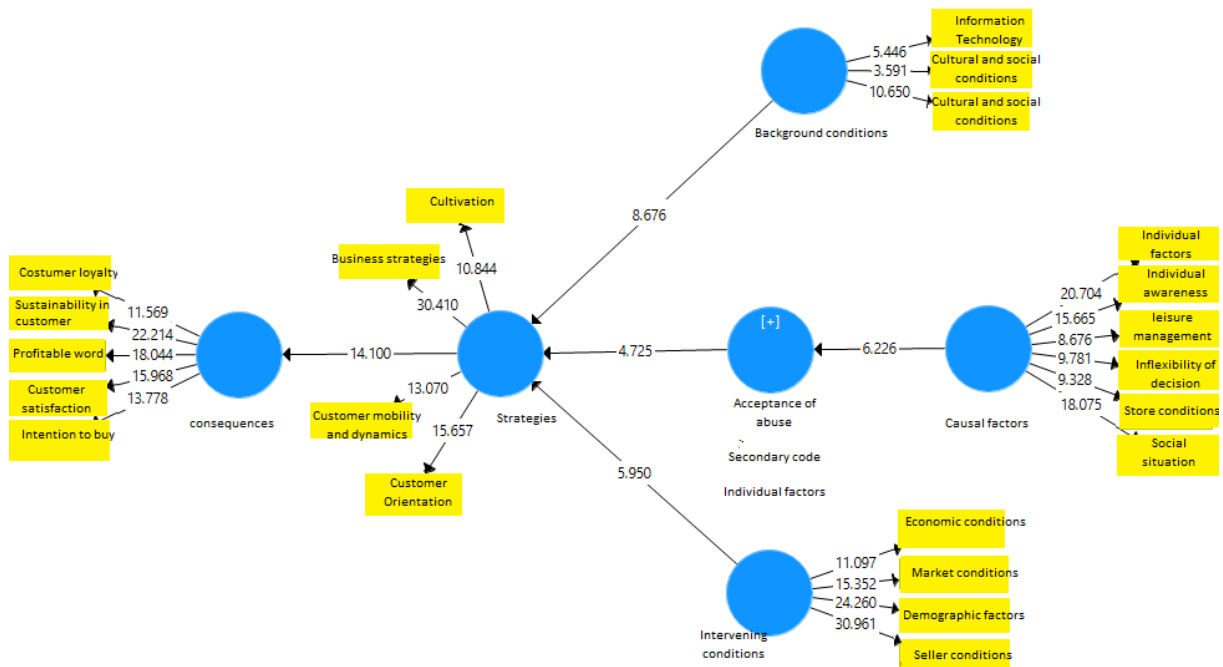*Figure 2*. Factor loading of the research model (external model)

Figure 3. Bootstrapping T-statistics of the research model (external research model)

After checking the fit of the measurement part and the structural part of the overall research model, the overall model fit was assessed using the following formula:

$$GOF = \sqrt{Avg(\text{Communalities}) \times R^2}$$

$Avg\ (R^2) = 0.604$

$$GOF = \sqrt{0.713 \times 0.604} = 0.656$$

In this part, based on the results obtained from partial least squares calculation based on factor loading and bootstrapping, research hypotheses have been examined:

Table 2. *Investigating the influence of the identified factors of the foundation data model on each* other

Result	Significance level	t statistic	Factor loading	The effect
Confirmation of relationship	0.00	6.22	0.65	Causal factors on the main category
Confirmation of relationship	0.00	8.67	0.55	Contextual factors on strategies
Confirmation of relationship	0.00	5.95	0.65	Intervening factors on strategies
Confirmation of relationship	0.00	4.72	0.62	The main category on strategies
Confirmation of relationship	0.00	14.10	0.60	Strategies on Consequences

According to the table, the factors identified in the foundation's data model have had an impact on the integration. The factor load of causal factors on the main category is 0.65 and its t-statistic is 6.22, the factor load of contextual factors on strategies is 0.55 and its t-statistic is 8.67. The factor load of intervening factors on strategies is 0.65, its t-statistic is 5.95, the factor load of the main category on strategies is 0.62, and its t-statistic is 4.72. Finally, the factor loading of the strategies on the outcomes is 0.60 and the TN statistic is 14.10. Therefore, it can be said that the research model is approved.

5. Discussion

In the qualitative phase, among the strategies of qualitative research, the grounded theory was used to compile a comprehensive model that includes causal factors, intervening factors, contextual factors, strategies and consequences of presenting the knowledge acquisition in market by customer-seller interaction based on accepting seller's misbehavior by customer. In-depth interviews were used as the main data collection tool at this stage. A total of 151 concepts and 23 categories or open codes were identified and extracted. The 23 identified categories were placed in the 6 main data categories of the foundation. Customer knowledge management is a tool that has been used by companies using customer relationship management and knowledge management to gain competitive advantage. Therefore, customer knowledge management is the evolution of knowledge management and customer relationship management and includes both human and technological dimensions.

In this research, the category of designing a customer-seller interaction model in order to gain knowledge and information about the acceptance of misbehavior by customers was chosen as the central category because the traces of this category can be seen throughout the data and they are mentioned in almost all the interviews and plays a central role. Based on the codes extracted from the interviews, factors such as moral degradation, insulting behavior, arrogant and top-down behavior, partying, lack of confidentiality, procrastination, stealing customer time, lack of customer orientation, lack of enthusiasm and poor service play roles in seller-customer interaction.

Due to the technical nature of the topic, attempts were made to select people who are actively involved in the field of gold and jewelry, both in terms of production and sales, and branding. The views of academics and people with a history of education and research in the field of marketing, sales, and psychology were also reflected in these interviews.

Understanding the research subject was a bit time-consuming and difficult for the interviewees due to the negative nature of accepting misbehavior. Two things happened: First, the listeners unconsciously showed resistance, which originated from the

negative nature of accepting misbehavior. The second is the contradiction arising from the mental presupposition of positive utterances. It seems that clichéd and everyday sentences have unfortunately been institutionalized in the listeners' minds and have practically blocked any kind of different point of views.

The reason for repeating some questions was the high resistance of the interviewees. Due to the false attitude of making themselves look good and avoiding judgment, they have tried to hide any history of acceptance of abuse, which of course were revealed in the next questions. The next thing is to change the perspective affected by the position of the seller to the customer. When they are placed as a seller or in the position of providing a special service, they see the problem as the responsibility of the customer and vice versa. The contradiction of behavior that is directly related to power was understandable.

They hold the government responsible for presenting the strategy and solution to the issue. They consider inflation, high cost, and closed interactions as problems and they see education as the key to this problem. Finally, this was a general study based on a specific group in a specific geographic area in Tehran.

Leonidou et al. (2018) identify customer mistreatment as a direct path to business failure. Gunenzi et al. (2013), consider learning to behave correctly with the customer as one of the main requirements of a good sale. Sehat et al. (2021) state that misbehaving with customers is a type of destructive behavior of employees that affects the reaction of customers including satisfaction, trustworthiness, and loyalty in shopping. Abbasi et al. (2021) considered anxiety management necessary to increase peace in the store. This result is consistent with the present research. So that economic and cultural variables as the main variables causing anxiety in consumer behavior affect marketing strategies and research, and marketing strategies and marketing research results also affect consumer knowledge management and co-creation of value with consumers, which lead to learning and managing consumer experience. Ahearne et al. (2022) also obtained results consistent with the present study. In a highly competitive environment, there are organizations that are aware of the needs of their customers and their surroundings and identify opportunities faster than their competitors and take advantage of them.

6. Conclusion

It can be concluded that alert management is to take better steps to use the knowledge of customers and pay attention to the knowledge management of customers while managing the knowledge of employees and enhance their competitiveness. , Based on the obtained model, in order to reduce misbehavior with customers, it is suggested that:

- Shopkeepers may think of mechanisms for successful recruitments of shop assistants, paying more attention to human communication skills than the scientific and academic skills.
- Customer knowledge is used in executive decisions of organizations. Organizations can achieve maximum benefits by using the information obtained from the customers. This should be done through the constant updating of customer knowledge and the development of customer relations.
- Workshops and brainstorming sessions can be organized to train employees and shop managers.
- To improve the behavior of employees and encourage good behavior, an incentive system should be implemented in stores.
- The foundations and infrastructures of corporate social responsibility should be institutionalized.
- successful marketing strategies around the world can be used as models. a
- Efforts should be made by the government officials to make the market and the economy healthy, and inflation and high prices in the market should be controlled.

- Efforts should be done in order to make people aware of customers' rights.
- Educational programs should be considered in school education from younger ages, in order to raise self-confidence and respect for the rights of customers.

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Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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