

**Title :**

Investigating the effect of brand and packaging quality on increasing sales and customer satisfaction in food products in Isfahan

**Abstract :**

Today, organizations are seeking ways by which they can achieve more success in controlling the market leadership. In order to achieve the success, customer satisfaction is needed. Brand, packaging and product appearance features are the factors that can effect customer satisfaction. These are factors that increase their sales and profitability of organizations and industries. In order to study this issue and to determine the " The relationship among the use of brand , packaging and the product appearance features with the sales and customer satisfaction (in regard with demographic characteristic) in domains of food & clothing Products from the customers point of view in the city of Isfahan "the current research was done. The statistical society of the study was all the citizens in the city of Isfahan in the spring of 2017. Using a randomized sampling, 260 participants were selected from 14 districts of the city. Instruments which were used for assessment research variables including demographic questionnaire scale (with 4 items), sales(with 14 items) , customer satisfaction (with 16 items), attitude to brand, packaging, product appearance features (with 8 items) and compare products and foreign (with 5 items). The statistical procedures which were used to analyzed the data included: Pearson's correlation coefficient, simultaneous, step by step regression analysis and, t-test and MANOVA. Results revealed that between use of brand, packaging and product appearance features with sales negative significant relationship ( $p < 0/05$ ) existed. But between using the brand and product appearance features with customer satisfaction were not significant relationship. Between using of packaging with customer satisfaction significant relationship was found. Multiple correlation between brand, packaging and product appearance features with sales were significant. Multiple correlation between the brand, packaging and product appearance features with customer satisfaction were also significant. The level of Satisfaction toward Iranian products response compared with foreign products is less than the average level. Also among of the demographic characteristic related to use of brand, packaging and product appearance features, significant difference did not exist. Considering the finding as well as the shortcomings, some suggestions were proposed for the researchers and industrial organizations managers.

**Keywords :**

customer satisfaction, sales, brand, packaging, packing.