

## Customer Satisfaction Towards Iranian Products in Nangarhar Province, Afghanistan

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DOI: 10.64505/tijss/v01issue01/0005

### Article Info:

Received:

28/9/ 2025

Revised:

19/10/ 2025

Accepted:

26/10/? 2025

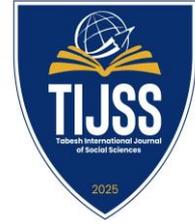
Published:

4/11/ 2025

### ABSTRACT

This research has analyzed customer satisfaction towards Iranian products in the Nangarhar province of Afghanistan. A sample of 176 respondents was used in carrying out a survey to examine the effect of brand reputation, availability of products, price, quality, and customer service on the behaviour of consumers in making purchases and ultimate satisfaction. The results show that although 54 percent of the TOT respondents occasionally buy Iranian products, one in every seven persons has made it their routine to buy Iranian products, which means that their market penetration is moderate though not comprehensive. The perception of quality was mainly positive, with 75 percent of the respondents confirming that Iranian products are good. But only 24.6 percent of them found quality as the major influence on their satisfaction, meaning that quality is not a sure-fire strategy to customer loyalty. The brand reputation, having 68.2 percent point of agreement, and a product availability, 78, were found to be considerable factors, whereas almost 60 rationale identified pricing to be fair. Moreover, 82.6 percent of the participants said that they were willing to suggest Iranian goods to others, and this figure also proves a mood of satisfaction among the customers. However, about 26 percent experienced neutral or poor service among shopkeepers, which is one area that needs to be improved. Hence, Iranian products have a strong market in Nangarhar, but there is competition where reliability, visibility, and customer interaction have to be enhanced in strategies that will attract various customers.

**KEYWORDS:** Customer Satisfaction, Iranian Products, Brand Reputation, Nangarhar



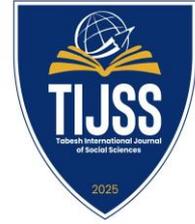
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## 1. INTRODUCTION

In contemporary times, Afghanistan is concentrating on importation alone since the condition of factories and businesses in the country has not been enhanced (World Bank, 2021). Therefore, Iran is a neighbouring state, one of the primary suppliers of Afghanistan, especially to the eastern region like Nangarhar. Iranian goods are preferred by Nangarhar's people as it is familiar and cheap (Ahmadi & Sadat, 2019). In spite of the notoriety of Iranian products, not many people know the degree to which Afghan customers can be satisfied with quality, prices, rely on brand reputation, and services (Oliver, 2015). Actually, the issue is to define the customer satisfaction against Iranian products, performing huge functions for the Iranian Products exporter as well as the retail distributor in Afghanistan. This helps us learn to know why consumers either like or do not like such products one knows, such as their prices, quality, brand name, and the ease with which they can be accessed in the market. In addition, individuals in Nangahar can base their decision on the price, minimal levels, believing in foreign items, or having local equivalentents (Zeithaml et al., 2018).

Iranian exporters and Afghan buyers should note that to need Iranian consents. It helped us to know why individuals do or do not like a product, such as its price, quality, reputation even its presence. The Nangarhar citizens will be split in their preference for the low price, the confidence in foreign products, or the local products. Customer satisfaction, according to (Kotler & Keller, 2016), is the satisfaction when a product performs better than or can fulfil the expectations of people. They are angry when the product is poor or does not live up to the billing. That is why it is critical to research the perception of people towards the Iranian products so that we can understand how to make them better and maintain our customer interest. This has the capability to bring about improved business and an increased number of retained customers. The most significant element that leads to repeat business is satisfied customers; it is essential to businesses in the long run (Parasuraman et al., 1985). Iranian products' satisfaction in Nangahar is a determinant of the price, quality of the product, brand name, as well as supply chain reliability (Hosseini & Ahmadzai, 2022).

Customer satisfaction is a significant parameter in business success and depends on the feelings the customers develop after using a product or a service. Surprising the customer with more than what is expected by the competitors will help the companies to grow. In studies on Pegah dairy products, it was found that variables, which include quality, appearance, variety, package, availability, and advertisement, have a role to play in determining the extent of satisfaction. They have established that, among them, the influence of variety was the most prominent but that of advertising was the least (Zand et al., 2021). To succeed, any product needs customer satisfaction. Nangarhar has many options to use Iranian products because of their familiarity with culture, low prices, and proximity (Financial Tribune, 2017). Even so, it is not fully known to what extent these products satisfy the customers. The factors that heavily influence satisfaction levels are quality, pricing, availability, and service (Tehran Times, 2002).



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## 1.2 Research Objectives

The study has three main objectives: first, to find how product price and availability affect customer satisfaction with Iranian products in Nangarhar. Second, to find how brand reputation and customer service influence customer satisfaction with Iranian products in Nangarhar. Third, to check how product quality impacts customer satisfaction with Iranian products in Nangarhar.

## 1.3 Research Questions

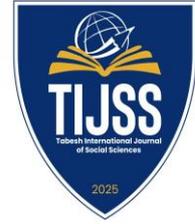
The study has three main questions: first, are the customers in Nangarhar happy with the quality, price, and availability of Iranian products? Second, what makes people choose to buy or not to buy Iranian products in Nangarhar? Third, how do brand reputation and shopkeeper service affect the use of Iranian products?

## 1.4 Significance of the study

The significance of this research is that it will assist us in forming an opinion about the level of satisfaction of the Afghan customers with the Iranian products in Nangarhar. It reveals the likes and dislikes of people regarding such products, including quality, price, brand, and availability. The findings will enable the Iranian exporters and Afghan shop owners to improve their products and services. It will also help businesses and policymakers to make more sound trade choices between the two countries. Altogether, the study will contribute to ensuring better product quality, consumer confidence, and business relations between Iran and Afghanistan.

## 2. Literature Review

A study conducted by (Yaghoubi et al., 2021) examined the potential effects that unconventional and innovative ways of displaying products have on customer satisfaction. The results showed that the level of presentation of the product is associated with improved customer satisfaction. Nevertheless, the study on the analysis of cosmetics was restricted to a geographical point in time, thus indicating the potential of future studies covering a wide range of products and geographical areas as well. Another study conducted by (Sari, et al. 2023) presented the results of the study about the impact of the quality of products, pricing, brand image, and promotions on customer satisfaction under the scenario of Lazada in Pekanbaru City, located in Indonesia. A sample of 150 respondents was used, and questionnaires were sent to the respondents randomly using the method known as accidental sampling. The results were that the quality of products, their prices, and promotional activities had effects on customer satisfaction, which was positive, though brand image did not seem to have an effect. It is also interesting to note that no period of undertaking such research was provided, and because of accidental sampling and a relatively small sample size, it is quite hard to apply such findings to other circumstances.



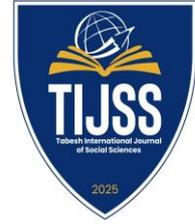
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The methodology proposed by (Siwiec & Pacana., 2023) is based on Quality Function Deployment (QFD) and allows predicting the impact of changes in the values of product attributes on quality, based on up-to-date and expected customer needs. It was demonstrated by means of a case study of vacuum cleaners to help businesses improve their products to achieve the highest possible satisfaction for their customers. The effectiveness of such an approach in its practical application depends on a correct grasp of the customer expectations.

Schindler et al. (2001), the authors explore the topic known as customer satisfaction, which is the fulfilment of the drivers of business success. They have evaluated different markets but have not, however, concentrated on either a country or a period. The authors provided how companies can achieve or even do more than expected by their customers in terms of offerings. Nevertheless, the study did not support these concepts with empirical data that could be applied in real-life practices or even in any industry. Similarly (Gua et al. (2009) investigated the issues that determine customer satisfaction with special attention to the quality of products and good service. This study was carried out in China with the help of surveys, which were conducted between 2007 and 2008. The results showed that the long-term maintenance of customer satisfaction will enable firms to maintain customers and reduce the rate of attrition. Various business sectors could have been included in the study.

Rahmani et al. (2024) discussed the influence of brand experience upon client contentment and commitment in Ayandeh Bank divisions at Tehran, Iran. The researchers exploited the use of questionnaires in obtaining 400 customers, but did not specify the period during which the research was undertaken to carry out a quantitative research method. The outcomes expressed that the better brand experiences can result in an increase in the satisfaction and loyalty of customers. However, the research has not indicated the statistical procedures used, and has not clarified the chronology that can limit the generalization of the results in other settings. In an article by (Wernerfelt et al. 2010) on customer satisfaction and long-term business success, it was established that a satisfied customer is more likely to purchase the product again and develop repeated purchases, hence leading to long-term growth of companies. (Lin and Wu, 2011) went further to state that poor service or delayed delivery can lead to a loss of a customer. (Rust and Zahorik, 2018) supported that a high rate of failure to deliver services leads to dissatisfaction among customers, especially when their expectations were not met. These studies combined both theoretical work and empirical data, but did not single out particular countries and were also not linked with a single evolutionary procedure and hence, there could be limitations of the applicability of the results of these studies.

Examining the issue of customer loyalty undermined by changes in product and service quality, (Auh & Johnson (2005) found that variation in product and service quality adds to failures in brand trust. (Anderson, 2021) assumed that customer satisfaction offered useful information to companies concerning their performance in the course. These studies presented excellent ideas and examples; however, it did not provide a geographic or a temporal context for their study. This could limit the validity of their results since there is no concrete data or



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calculations presented. (Verhoef, 2016) examined what the companies should do to enable customer satisfaction by maintaining the quality of the products and introducing the Total Quality Management. The focus of the research was to demonstrate the fact that TQM promotes organizational performance and the development of a positive customer perception. Nevertheless, the research made heavy use of theoretical notions with little empirical evidence. The conclusion has stated that TQM was capable of maintaining high rates of customer satisfaction; however, its results could not be generalized to every organizational setting since quantitative research was not present or because of no geographical concentration.

Kim & Mauborgne (2018) reviewed the effect of product quality on customer satisfaction in competitive markets. They have found out that just being a good feature is not enough in an environment where there are many competitors. Rather, companies are encouraged to be innovative to be able to escape the direct competition by creating unusual products—so-called blue oceans. What they discovered is that by offering unique services, companies can still grow at low costs. The study by (Chen et al., 2015) attempted to understand how product attributes influence customer satisfaction at different intensities of competition. They did a study implemented in China and used survey data collected between 2013-2014. The researchers focused on a quantitative design that involved the use of statistical analysis and regression models to evaluate the impacts of intrinsic and extrinsic product features on the level of satisfaction. These findings showed that markets where few competitors exist make customers focus more on the intrinsic characteristics of the product (performance and durability), which have a substantial influence on their satisfaction. Customer happiness tends to go up when these core areas are put into focus by companies.

The relationship between customer satisfaction and loyalty was studied at a U.S. hotel by (Bowen & Chen, 2001). They studied it using focus groups and a mail survey conducted among 564 guests and discovered that the relationship was not linear, in that no guarantee increased satisfaction resulted in increased loyalty. They used the database of the hotel to find out the loyal customers, and benchmarks were created so as to enable the hotels to develop a loyal customer base depending on the important aspects of the service. (Lee & Zhou, 2020) studied the effect of such factors as packaging, design, and branding in China, on customers' satisfaction. According to their findings, in the less competitive markets, customer satisfaction is increased by captivating packages and good branding. The experiment showed that the use of attractive packaging leads to trust in the brand and an increase in the possibility of purchasing the goods again. The research by (Lin, 2020) was carried out in China based on customer reviews on JD.com to establish the factors that would result in customer satisfaction. The aim was to perfect the usage of computers in analysing and deriving reviews on the internet. The research added sophisticated models (LSTM and GRU) and analysis (regression) to discuss review language, ratings, and customer context. It also concluded that the intensity of emotions in the reviews helps to

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determine the wants of the customers and companies can make considered decisions to improve the products available to meet the needs of different kinds of users.

Saeed et al. (2023) examined the connection between brand image and customer satisfaction, and customer loyalty in international tourism. They reviewed 79 important articles out of more than 13000 by applying the PRISMA method thoroughly. The research also noted that product quality, price, and advertisement are other factors that contribute to this relationship. The review was widespread, although it did not focus on a single country/era. Nevertheless, since it only used something that had already been researched in literature, it was not contributive in defining causation. In total, it highlights the importance of the brand image in the development of customer satisfaction and loyalty in the tourism segment.

With the help of the study, the researchers investigated whether trust has any effect on customer perception of chatbot services. It examined the case of 643 participants, who took part in three studies (information about the country and time was not provided). The researchers discovered that a minimum level of trust in an individual influences his or her trust in chatbots. In addition, chat service providers with some human support are similar to purely human services. The meaningful insights provided despite the absence of specificity concerning the place or the time, the findings of the study might not be universal (Author et al., 2023). Research by (A Bn A zk G z zka et al., 2024) analysed 2,012 reviews of HP computers on a Turkish site. They applied AI in order to measure the level of manifested customer satisfaction. Most of the reviews, 82 percent, were positive, showing a positive perception of HP products. The study helps to know about the brand reputation, but it is a single-site study, and it does not mention the date of posting reviews. Similarly (Sambo et al., 2022) examined the effects of product quality on customer satisfaction and loyalty in Nigeria at Adama Beverages Ltd. They surveyed and gathered information from 264 employees, and analysed it using linear regression. It was found that the quality of products is one of the conditions to achieve customer satisfaction and loyalty; when the quality is lowered, satisfaction and loyalty can be harmed as well. The paper advises the firms to check the quality of their products according to customer feedback. It is not, however, fully representative of a true view of the customers because the study only utilized the opinions of the employees.

### **3. Methodology**

The objective of this research is to determine the factors that influence customer satisfaction with Iranian products in Nangarhar Province of Afghanistan.

#### **3.1 Research Design**

The research is descriptive by nature, meaning it seeks to illustrate and clarify the current landscape based on factual data. To fulfil this aim, a questionnaire was employed to gather data from customers in Nangarhar, focusing on understanding the level of satisfaction people have with Iranian products, including food, cosmetics,

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and household items. The insights obtained will help highlight what consumers appreciate or dislike about these products and identify areas for improvement.

### **3.2 Sample Size and Sample Techniques for the Study**

In this research, 176 individuals were chosen. This quantity is sufficient to obtain valuable insights and reliable outcomes. The study employed simple random sampling, which means participants were selected randomly, giving everyone an equal opportunity to be included. This method ensures that the study is equitable and minimizes bias.

### **3.3 Data Analysis and Descriptive Data**

Once the responses were collected, the data were entered into a computer for analysis using Excel and Google Forms. The study employed basic statistical methods such as percentages, averages, and charts to illustrate customer satisfaction levels with Iranian products. Graphs helped clarify the results.

## **4. Results and Discussion**

The results of the given study suggest that Iranian goods enjoy a high degree of popularity within the province of Nangarhar. A good percentage of the consumers confess that they buy such items periodically or regularly, and most of them are content with the quality. More than 78 percent of respondents detected that these products are readily available, and 74 percent feel that the shop people render a decent service. These findings imply that there are considerable quantities of Iranian estates that are available in the domestic market and have gained the confidence of many shoppers.

An appropriate example regarding this topic is the launching of Iranian cuisine and domestic products in the food market of Herat city, which also received quite a response from the customers. According to research conducted by Azizi (2020), it was noted that most consumers in Herat prefer Iranian products because there is a lot of perception that the quality of goods produced in Iran is of a higher quality than that of local or Pakistani goods. Customers reported on better packaging, shelf life, and performance. The work has, however, noted the apprehension of the existence of exaggerated prices and availability of counterfeited imitations of the Iranian brand by some shoppers (Azizi, 2020). This case supports the results obtained in Nangarhar because although product quality and availability represent some of the most important features, the problems involving pricing and trust deserve additional consideration.

The results of this study also demonstrate that product quality factors are the second most important concern of many people, next to the price and supply. These issues are essential predictors of satisfaction in customers. Provided that the Iranian businesses and local suppliers give their attention to the improvement of these aspects, especially the pricing rates and consumer education, they may even gain one more group of customers.

Moreover, storekeepers ought to maintain high levels of service and aim at earning the trust of consumers who are indifferent or unsatisfied.

#### 4.1. Preparation of Tables and Figures

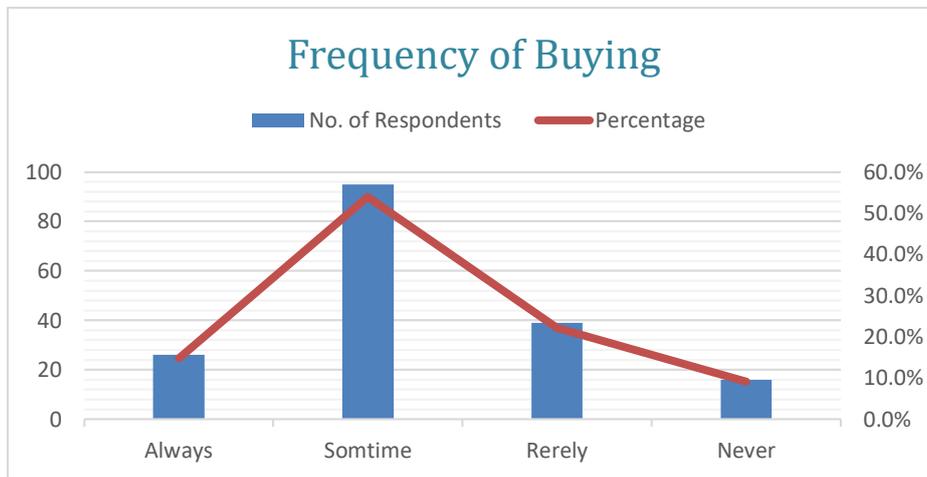


Figure 1: Frequency of Buying Iranian Products Among Customers

Figure one above explains a survey in the Nangarhar Province, some 54 percent of respondents sometimes buy Iranian products, which prove to be fairly popular. More than that, 14.8% of the respondents will purchase these products regularly, which means that some consumers always prefer to purchase them. On the contrary, 22.2 percent seldom purchase them, and 9.1 percent never purchase them. This implies the existence of a population that does not use Iranian products regularly, even though there is a large category of residents who use such products. The companies have a chance to enhance marketing and the supply of products, thus increasing regular consumption and transforming occasional buyers into loyal customers.

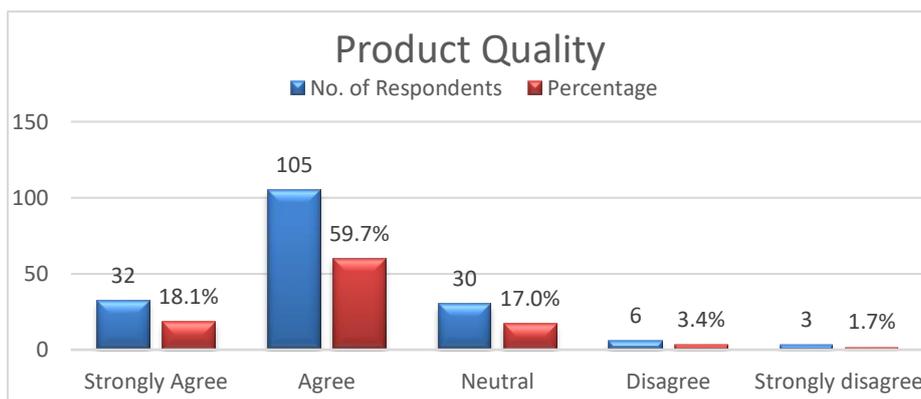


Figure 2: Customer Perceptions of the Quality of Iranian Products

Figure two above explains the impressions of people in the Nangarhar Province about the quality of the Iranian products revealed that 59.7 percent of respondents answered that the products are good quality, 18.1 percent of them strongly answered that the products are good quality, which is a sign that there is a lot of customer satisfaction as regards to Iranian products. The percentage of those who were rather neutral in their opinion reached 17 percent, and the percentage of opponents was minimal. The data show that Iranian products, on average, are popular and there are very few cases of customer dissatisfaction of customers. However, it still exists for opportunities of greater consumer awareness and the trustworthiness of the products to bring forth more satisfaction and trust in the region.

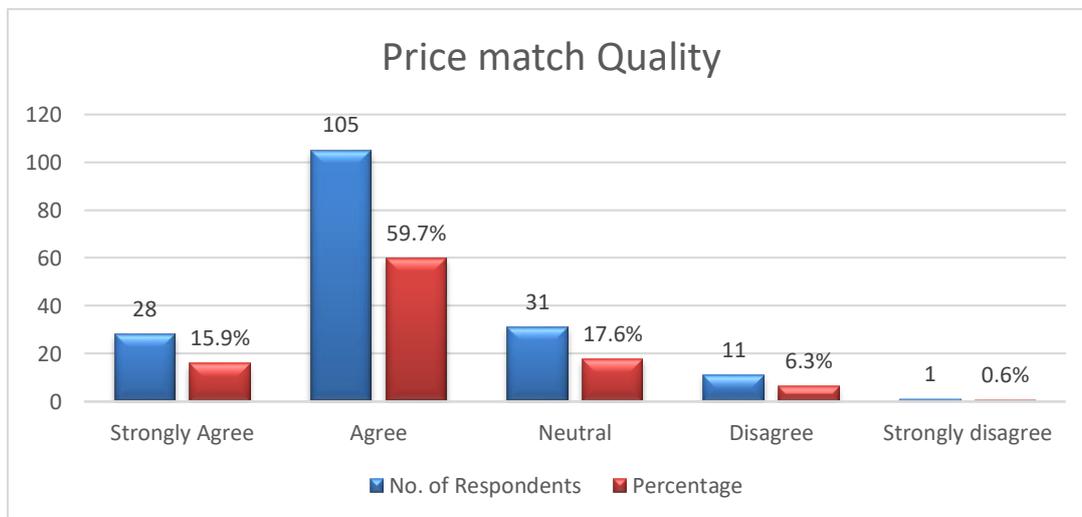


Figure 3: Perception of Customers about Iranian Product Price Match Quality

Figure three above shows a survey question in accordance with the matching of price and perceived quality of products. There were 176 answers gathered, where the clear majority of them, 59.7 percent (105 people), had shown that they agreed with it and therefore believed that the pricing is reasonable, considering the quality provided. This finding implies that a majority of the customers are content with the perceived value of the product. On the other hand, there was concurrence with the small majority, only 6.3 percent (11 respondents) of the people indicated that they disagreed, and only a 0.6 percent (1 person) stated that they strongly disagreed. What this means is that, few customers will not be satisfied with either on quality or the pricing of the product. Other responses that followed included, but were not limited to, the total percentage of a Strongly Agree response (17.6%), and a Neutral response (15.9%). Nonetheless, it can be seen that there is a significant proportion (50.7%) that appears to be inappropriately grouped, which can probably be explained by a format oversight in the survey.

The key finding here is that, though about 60 percent of people feel the pricing is fair, about 7 percent feel some form of dissatisfaction, as shown by the summation of both sets of answers, namely, Disagree and Strongly Disagree. Also, in the case when neutral responses and the others were included, there are some glimpses of slight improvement in both pricing policy and quality of goods. With a better organized survey design in terms of structure, the accuracy of feedback that it engages would be highly increased

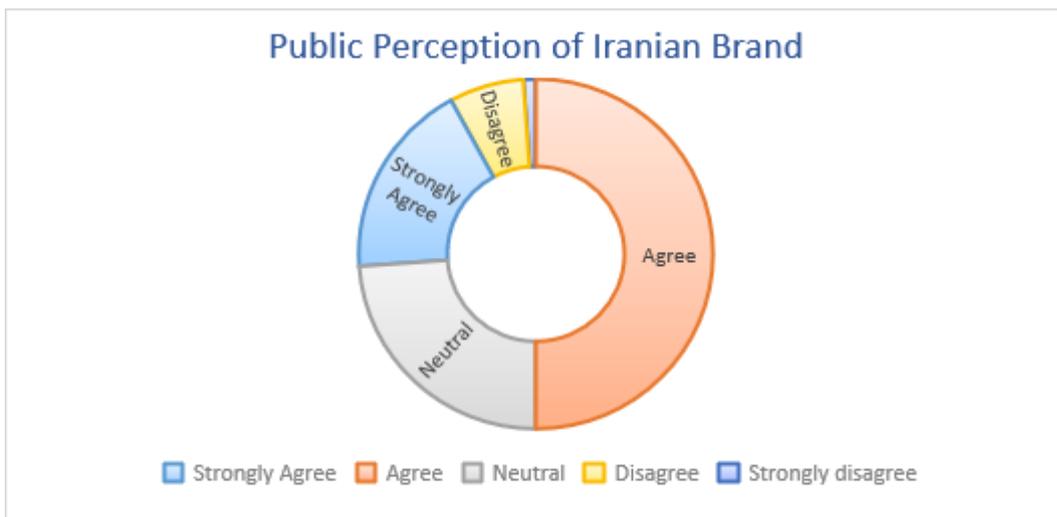


Figure 4. Public Opinion on Iranian Brand Reputation

Figure four above shows a survey conducted with 176 participants that assessed the recognition and respect afforded to Iranian brands. The findings reveal that half of the respondents (50%) agreed, indicating their belief in the positive reputation of Iranian brands. Additionally, 18.2% of participants indicated they “Strongly Agree,” suggesting a particularly favorable perception. Consequently, approximately 68.2% of respondents maintained an overall positive view.

Nevertheless, not all participants shared this perspective. About 23.9% reported a “Neutral” stance, indicating a lack of definitive opinion. Furthermore, 6.8% responded with “Disagree,” and 1.1% selected “Strongly Disagree,” resulting in approximately 7.9% of respondents perceiving that Iranian brands are not sufficiently recognized or esteemed. This segment may have had unfavorable experiences or believes that these brands should enhance their offerings.

In conclusion, the majority of respondents (68.2%) expressed a favorable view towards Iranian brands, while a smaller percentage (7.9%) held an unfavorable opinion. The substantial “Neutral” segment (23.9%) denotes a degree of uncertainty or indifference among some participants. To elevate their reputation, Iranian brands should focus on engaging those who are neutral and negative by improving product offerings and refining marketing

strategies. It is worth noting that the survey experienced some formatting issues, which may affect the clarity of the data presented.

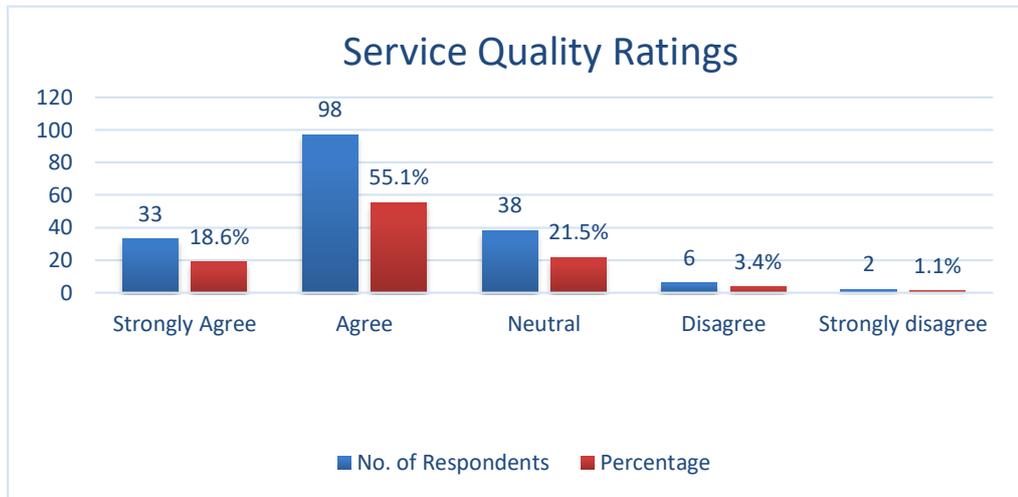


Figure 5. Survey on Customer Satisfaction with Shopkeepers’ Service

Figure five above shows a survey conducted with a sample of 176 individuals regarding the service quality of shopkeepers in the sale of Iranian products revealed that 74% of respondents expressed satisfaction. Specifically, 55.4% indicated agreement, while 18.6% expressed strong agreement. Conversely, 26% of participants reported either neutrality or dissatisfaction, with 3.4% disagreeing and 1.1% strongly disagreeing with the service provided. To enhance customer satisfaction, shopkeepers should prioritize improvements in aspects such as helpfulness, politeness, and training, despite service ratings being comparable to brand reputation.

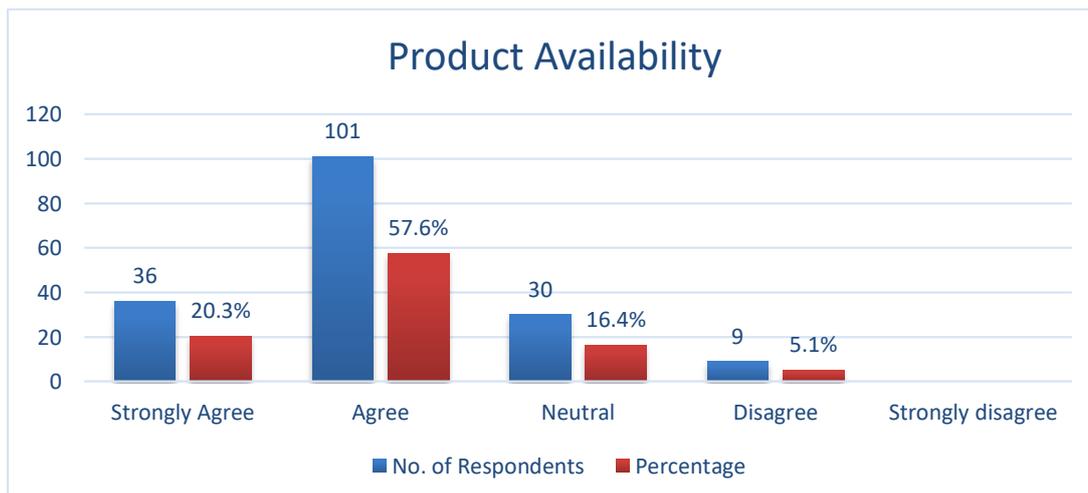


Figure 6: Public Opinion on Availability of Iranian Products

Figure six above shows a recent survey on the availability of Iranian products revealed that 78% of respondents find these products readily accessible. Among them, 57.6% agreed, while 20.3% indicated strong agreement. Conversely, 21.5% of participants conveyed dissatisfaction or uncertainty regarding the availability of these products, with 5.1% disagreeing and 16.4% remaining neutral. To enhance customer satisfaction, retailers are advised to improve product visibility and maintain well-stocked shelves, as these practices foster trust and promote repeat business.

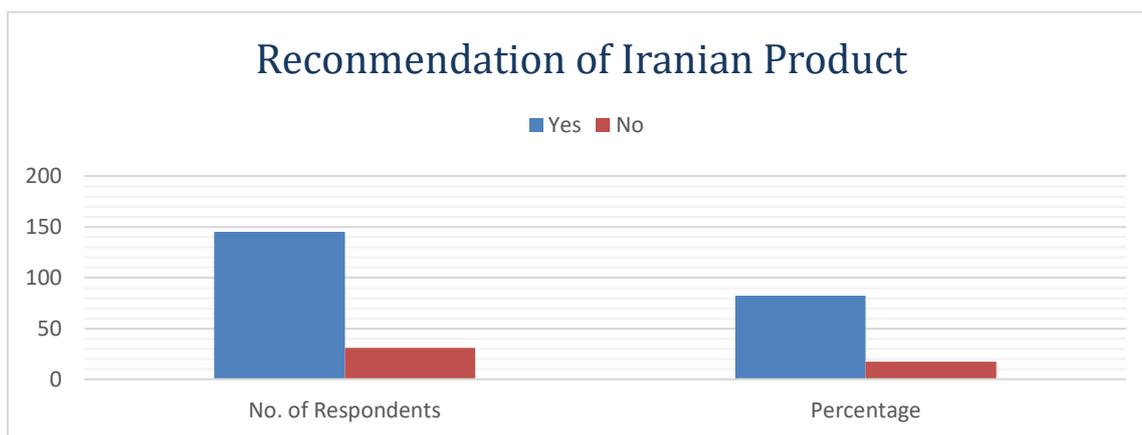
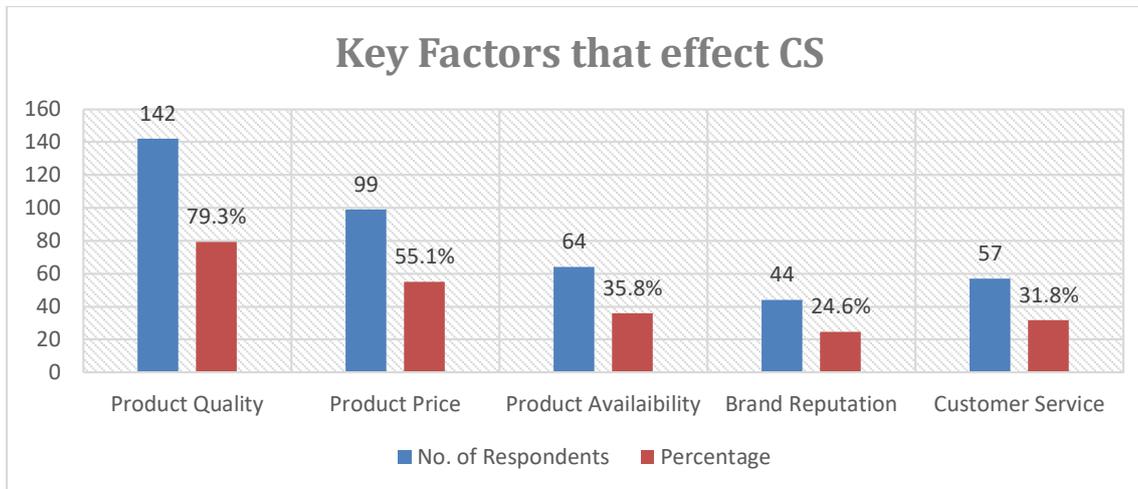


Figure 7: Customer Recommendations for Iranian Products: Survey Results

Figure seven shows a survey comprising 176 respondents that was conducted to assess perceptions regarding Iranian products. The results indicate a predominantly favorable response. Approximately 82.6% of participants, equating to around 145 individuals, reported a willingness to recommend Iranian products to others. Conversely, only 17.4% or approximately 31 respondents indicated that they would not endorse these products.

These findings reveal a clear trend in consumer perception. The substantial majority of positive responses suggests a general satisfaction with the quality, reliability, and value of Iranian products. The consistency of the results underscores that this viewpoint is widely shared among participants, with a mere minority expressing dissent.

In conclusion, the data obtained from the 176 respondents reflects a strong level of customer approval. More than four out of five respondents are inclined to advocate for Iranian products, which serves as a significant indicator of customer satisfaction. This outcome may provide valuable insights for businesses and marketers, highlighting the strength of their product reputation and encouraging further promotional efforts based on the favorable consumer feedback received.



**Figure 8:** Main Reasons Customers Are Satisfied: Survey Insights

Figure eight above shows the graph that presents the responses of 176 individuals to the inquiry: “What factors are most crucial for customer satisfaction?” A notable majority, comprising 142 respondents (79.3%), identified product quality as the primary factor influencing their satisfaction. This finding suggests that consumers prioritize products that are effective, durable, and capable of meeting their needs. Subpar quality is likely to result in customer dissatisfaction, irrespective of other satisfactory aspects.

Price emerged as the second most significant factor, with 99 individuals (55.3%) indicating that the cost of the product holds considerable importance. This underscores the consumers’ concern for obtaining good value for their investment. If the perceived price exceeds the value relative to the quality, customers may determine that the purchase is unjustifiable.

Furthermore, product availability was recognized as the third most frequently mentioned factor, with 64 respondents (35.8%) acknowledging its importance. This indicates a consumer preference for the convenience of accessing and purchasing products when necessary.

Additional elements, such as customer service and brand reputation, were mentioned, albeit by fewer respondents. Specifically, 57 individuals (31.8%) noted the significance of quality customer service, while 44 respondents (24.6%) regarded the company’s image or brand name as important. This suggests that, although these factors hold relevance, the majority of consumers prioritize the product itself—its quality, pricing, and accessibility. Therefore, businesses seeking to enhance customer satisfaction should focus on these three primary elements.

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## 5. Conclusions

The study proves that the Iranian products stand out in terms of representation as well and they are viewed positively among the people of Nangarhar. A study of 176 members revealed that 54 percent (about 95 members) of them say they occasionally buy Iranian products, and 14.8 percent (26 members) said that they always involve themselves in the identification of such products. This implies that a large number of the citizens take them regularly or sometimes. Moreover, the percentages of people who indicated Iranian products are of high quality were about 75 per cent, with 58 per cent showing agreement and 17 per cent as strongly agreeing.

Approximately 60 percent (105 individuals) of the respondents feel that the pricing of such products is correct compared to their quality, but a smaller percentage of about 12 people did not agree with the pricing. With respect to brand reputation, almost 68% (120 people) have an optimistic attitude towards the Iranian products, but approximately 8 percent (14 respondents) did not agree. When buying Iranian products, most of the respondents, about 74 percent (131 people), said that they received good service from the shopkeepers. In the same way, approximately 78 percent (137 people) claimed that these products are easily accessible in the shops. Another interesting factor was that 82.6 (145 people) said that they would not hesitate to recommend Iranian goods to their friends and colleagues. When they were requested to name the most important things that made them satisfied, the product quality was mentioned by 79.3 percent (142 people), the price was the next determinant of satisfaction with 55.3 percent (99 people), and the availability was the third factor that satisfied people with 35.8 percent (64 people). Even though most of the respondents showed satisfaction and developed a positive attitude towards Iranian products, another smaller portion voiced their concern, especially on price, or on lack of interest. This means that even though there is a high level of trust and preference for Iranian products, there still lies the opportunity to improve on several aspects, including but not limited to product quality, product prices, product availability, and product service for customer,s consequently helping to meet the demands of all consumers and promoting regular consumption.

## 6. Recommendations

### 1. Improve Product Quality

Continue putting the quality at a high level and even higher, as with the good quality customers, become more satisfied.

### 2. Review Pricing Strategies

Ensure that the prices are reasonable and competitive, therefore more people will be able to purchase and use the Iranian products.



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**3. Enhance the Availability of Products.**

Enhance the distribution of the products in more stores and places where they can be conveniently accessed and purchased by more people.

**4. Improve Customer Service**

Train shopkeepers should be trained to be nice and kind, and this would give the customers a feeling that they are at ease and happy.

**5. Target Unsatisfied and Unresponsive Customers.**

Target individuals who are not yet contented or have no firm opinion in order to develop confidence and attraction in the brand with the help of marketing.

**6. Build a Strong Brand Image**

Through all of these, the Iranian products can be more trusted and promoted in Nangarhar.

**Conflict of Interest:**

All authors express no conflict of interest in any part of the research.

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