



Effectiveness of Multi-sensual Marketing on Loyalty to Tourism Destination Brand

Mohammad Haghighi¹, Taher Roshandel Arbatani², Ahmad Roosta³, Ali Salehi^{4*}

[1] Associate Professor Faculty of Management, University of Tehran, Iran

[2] Associate Professor Faculty of Management, University of Tehran, Iran

[3] Associate Professor Faculty of Management, University of Shahid Beheshti, Iran

[4] PH. Candidate in International Marketing, University of Tehran, Iran

*Corresponding author's E-mail: A.salehi1971@yahoo.com

Abstract

The current research investigated the role of multi-sensual marketing on destination loyalty in tourism industry context. It contains both quantitative and qualitative methods. For the qualitative section, some interviews have been conducted with 16 members of tourism experts, academicians and industry practitioners until some indicators discovered for "sensual marketing" and "loyalty to destination brand" variables. In quantitative section a researcher made questionnaire was created using 5 point Likert scale and was distributed among the tourists. The sample members were randomly selected which included 394 tourists. The coding method was used to analyze the data by the quantitative method and first and second order confirmatory factor analysis methods with smart PLS statistical software and Spearman correlation were used to analyzed the data by the qualitative method. The findings indicated that , according to the experts' views, there is a significant, direct and positive relationship between consumers' senses and loyalty to tourism destination brand. The more the scores of the consumers' senses increase, the more the sores of the loyalty to tourism destination brand increase and vice versa.

Keywords: Tourism marketing, Multi-sensual marketing, Loyalty to tourism destination brand.

1. Introduction

Today, the marketing management has reached to the concept" experiential marketing" through such concepts as" production, selling, marketing, social marketing and relationship directed marketing". Customer satisfaction is the key element of marketing and social marketing. However, in some cases, customer satisfaction is not sufficient itself and attempts should be done to create emotional attachment in customers (Goudarzi et al 2013).

Sensual marketing is a kind of marketing which involves the consumer in terms of his or her senses. Also, it influences on his or her perception, judgment and behavior. Sensual marketing involves identification and supplying of the customers 'needs and interests through a benefit making path so that the consumers could be involved through a mutual communication with positive memories. It makes the personality of brand as perceived and makes it up to date while also creating value added for the end customers. Sensual marketing is the evolution fruit of the tree which is comprised of three branches: neural science,



psychology and marketing research. The interaction among these three reinforces their outcome, sensual marketing.(Krishna, 2010) . Among the five senses including seeing, smelling, tasting, hearing and touching, mostly seeing was considered by marketers. However, with increasing interest among the marketers, a consideration of combining all of the senses plays a vital role in creating a consumption experience for the individual (Krishna, 2010). Ahmadi (2013) studied the effectiveness of using sensual marketing techniques on customers' purchasing decisions. The results from analysis of the indices of the research indicated that all of the five hypotheses which investigated the effectiveness of the individual five senses were confirmed. Therefore, the most important hypothesis which contends that considered the effectiveness of using sensual marketing techniques on customers' purchasing decision was confirmed. Also, the results from the research showed that seeing was mostly influencing on customers' purchasing decisions. Next, the tasting, hearing, touching and smelling were in terms of importance.

Sensual marketing regards how the customers are motivated to buy a service or product. Today, emotion plays a vital role in marketing. Indeed, a product should have two dimensions including performance features of the product which was regarded previously and sensual features of the product(Dominique, 2010). Sensual marketing intends to involve in an active experience of the commercial value, especially when the customers feel positively the brand and loyalty to it increases (Mc Luhan , 2010).

Today, the tourism industry is concentrated on reinforcing and managing the customers' experiences and senses (Morgan et al, 2010). With the experiential paradigms entering the conceptualization on tourism, mostly tourism marketing and management were considered. It was found that the tourism industry was regarded more than other areas so that those involved in this industry could be successful in their competitions in the global market (Mossberg, 2007, Rossman, 2008).

In addition, utilizing the senses in tourism became important due to the fact that the human being perceives the setting around himself or herself through these senses.(Howes,2005). Generally speaking, tourism involves creation of enjoyable experiences for the customers from the destination and this is the task of marketing. However, how this could be implemented? According to Howes (2005), the answer is management of the senses through controlling the incentives and outcomes of the senses because the individual's outside world is built by his sensual experiences. Thus, controlling the senses is the key to control the subjectivity and the desirable sensual experience should be created for creating the enjoyable experiences.

The new era of marketing, i.e., sensual marketing is based on providing a historical experience related to brand for the end customer so that he or she can gain value added in his or her life and finally leads to recalling the brand by the consumers. The brands gradually understand that they should pay to gain a lifetime value. The relationships between the brands and their end customers are strongly changing. Branding the tourism destination includes a set of marketing activities which: 1- support the brand and trademark or other graphical forms which create tourism destination and discriminates it,2- can transfer the positive experiences which are uniquely linked with tourism destination, 3- reinforce the emotional relationship between the visitor and tourism destination, 4- reduce the costs of research and perceived risk of the consumer(Blain et al, 2005). Abbas Darrehbidi and Mahmoudi believed that in addition to brand image, loyalty to brand, perceived quality and being informed of brand



directly influence on brand equity. In terms of importance, the perceived quality of brand is the most important factor influencing on brand equity.

Customer loyalty is one of the basic concepts of marketing because the research showed that a 5% increase in retention of the customers and their loyalty increases 85% in profit gain. In addition, this cost for retention of the current customers is less than the cost of attracting new customers. Therefore, customer loyalty is strategically important for the organizations (Zhang et al, 2014). So, brand loyalty could be defined as a commitment to repurchasing (Gil et al, 2007).

Although loyalty has been widely considered in public marketing literature, brand loyalty has been given little attention through the tourism destination literature. It should be recognized that loyalty increases the sustainability of the destination and the benefits of brand loyalty for the destinations is the lower costs of marketing, increased business influence power of travelling and repetition of word of mouth(Imani Khoshkhoo and Yazdi, 2010).

In terms of operation, loyalty to destination brand was defined as dependency of the potential tourists to brand. Loyalty means tendency to pay money even when options with lower prices are available(France and Wallace, 2012).

The intention to revisit the destination and develop it for the friends and relatives has been defined as loyalty to tourism destination brand. The investigations done on tourism loyalty and its relation with quality of services provided together with services provided of the destination by the tourists indicate that quality of perceived services and destination image play vital role in making decisions, selecting the destination, evaluating the travels and future behaviors of the tourists(Zhang et al, 2014). Sheidayi Habashi(2013) used sensual marketing and supportive marketing based on relation directed marketing for all of the customers of the banks in Western Azerbaijan province in Iran and provided a combinatory model. The research included 6 hypotheses in which the effects of the elements of relation directed marketing and its combination with sensual and supportive marketing on customers' loyalty were investigated. Also, the artificial neural networks were used to analyze data and multiple regression test, t test and Pearson correlation test were applied to test the hypotheses. Next, the results from traditional statistical analysis were compared to the results from the artificial neural network. Finally, after the hypotheses were tested, it was recognized that in public and private banks, the sensual marketing and trust were mostly influencing on customer loyalty.

Brand loyalty was considered in terms of two aspects including behavioral and attitudinal ones. Behavioral loyalty indicated that previous experience was vital in making decisions in tourism, especially for choosing destination. In order to determine loyalty to destination, loyalty of long term behaviors of tourism is necessary. Therefore, behavioral loyalty to destination could be used as logical prediction of future selection. The attitudinal loyalty is the individual's attitude toward the features of the destination which can be helpful for the intention to return back or suggest the destination as a tourism place. The individuals' positive attitude toward the destination , even they don't intend to revisit the destination might provide an appropriate ground to be suggested for others. With respect to the important role of suggestion, this aspect of loyalty is so much vital(Konecnik and Gartner 2007). Most of the investigations have adopted a comprehensive approach on five senses and called it as multi sensual marketing and haven't stressed only on seeing and visionary beauties(Dan and Jacobson 2003, Pan and Ryan 2009, Kastenholz 2011).



This approach indicates the sensual perception of the relationship between tourist and tourism destination. Also, it shows that multi sensual marketing can be helpful for designing, communicating, branding, reinforcing tourists' experiences and increasing their satisfaction and long term loyalty.

Questions:

- What kind of relationship is there between consumer's senses and brand loyalty?
- What sense does have the most impact on brand loyalty?
- How can multi sensual marketing be used for enhancing customers' loyalty?

2. Methodology

In terms of objective and according to the current research which investigated the relationship between multi sensual marketing and loyalty to destination brand, an applied method was applied. Also, with respect to collecting the required data, a combined explorative research method was used. Generally, the method was used due to the following: 1- obtaining more evidences on multi sensual marketing, 2- lack of an appropriate pattern for loyalty to destination in tourism, 3- the necessity to use the views of the experts for studying the relationship between multi sensual marketing and loyalty to destination. This method could be used to better study the relationship between multi sensual marketing and destination brand. First, the qualitative data was collected which led to identification of various aspects of the phenomenon and allowed to set the conceptual pattern of the research. Next, the research tool was made by the findings from the qualitative data and the quantitative data was collected to generalize the findings. For the qualitative data, the qualitative interview with those experts who were sufficiently familiar with multi sensual marketing and destination brand loyalty were used. The interviews were done to the point that the hidden elements of multi sensual marketing and destination brand loyalty were identified and described. In the other words, the interviews were done to the point that new data was created and the elements and methods were better recognized. If the interviews didn't lead to more data and the previous data was repeated, the interviews were stopped. Therefore, while the sampling method was target directed, the snow ball method was also applied and the interviewees were asked to give more qualitative data. Finally, 16 university experts and managers at tourism institutes were interviewed.

For the qualitative data, after the discussions were written down on the paper, open coding(reading the data line by line, deriving the main concepts, creating items and elementary hierarchies), axial coding(classifying data, determining sub items, creating final hierarchies) and selective coding (connection between items) , the items were derived. Finally, the items including multi sensual marketing and loyalty to destination brand were identified. The validity and reliability were confirmed according to believability and capability of being valid, studying by members (interviewees), analyzing negative cases and transferability.

A researcher made questionnaire was used to collect quantitative data. The elements identified in the qualitative stage and literature review were used for the questionnaire. Indeed, the main structures of the questionnaire are the items and sub items derived from the interviews for the qualitative data and literature review. To do so, the items were directly derived from the text of the interviews. Also, the texts of the literature were used to complete the questionnaire. It was implemented by a 5 point Likert scale. The statistical community for



the quantitative part included all the tourists of 10000 individuals and 407 individuals were determined by using randomly sampling method and finally, 394 individuals participated in the research. The descriptive and inferential statistics were used to analyze the data. For the descriptive part, mean, SD were used and for the inferential statistics, the first and second order confirmatory factor analysis were used. Smart PLS3 was applied to implement the model and the Spearman correlation test was used with SPSS 21.

For the quantitative data, the content validity developed by Lavshche was used. In order to determine the index, the comments of the experts on the contents of the test were applied and with describing the objectives to them with providing the operational definitions on the questions, they were asked to study each of the question and determine which one is appropriate or not. The index for content validity ratio from the ideas of the experts showed that all of the indices were higher than 0/49 and indicates a higher validity. In order to be insured of the reliability, factor loading, Chornbach alpha and combined reliability were used. First, the questionnaire was prepared and distributed among 30 individuals and its reliability value was 0/957 for the Chornbach alpha.

3. Findings

Qualitative findings:

Table1. Classification of the codes identified through the items related to the factors of multi sensual marketing

Items	Related codes	experts
seeing	1. Colors used in the environment 2. Visual effects used in the environment 3. Environmental layouts	
Hearing	1. Music of colors used in the environment 2. Held up musical concerts 3. People's accent in destination country	
smelling	1. Food scent in destination country 2. Scent of flower and natural elements for beautification the nature 3. Nostalgic scent in tourism destination	
Touching	1. Touching things, goods, and animals in tourism destination 2. Touching foods in destination country 3. Touching sea water and other tools in tourism destination	
tasting	1. Taste of food in tourism destination 2. Taste of drinks in tourism destination 3. Taste of junk foods in tourism destination	

With using the results from the sub structured interviews through coding stage and with respect to the theoretical literature, the identified codes were classified in 5 items. According to table 1, the factors of multi sensual marketing include: seeing, hearing, smelling, touching, tasting.



Table 2. Classification of codes identified through the items related to the factors of loyalty to destination brand

item	Related codes	experts
Loyalty to brand	1. Travel to destination country or city	
	2. Loyalty to destination country or city	
	3. Prefer to travel to destination country or city irrespective of increasing cost compared to other locations	

Table 2 presents a classification of codes identified through the items related to the factors of loyalty to destination brand by using the results from the sub structured interviews in coding stage and with respect to the theoretical and experimental literatures.

Quantitative findings:

Presents the variables related to the descriptive data.

Table 3. description of the variables related to multi sensual marketing

Variable	mean	Standard deviation	min	max
Seeing	4.0516	0.78643	1	5
Hearing	3.6168	0.99875	1	5
Smelling	3.8621	0.87493	1	5
Touching	3.7927	0.89649	1	5
Tasting	3.9788	0.89060	1	5

According to table 3, on the description of the variables related to multi sensual marketing, the mean score of seeing is 4/05, hearing 3/61, smelling 3/86, touching 3/79 and tasting 3/97.

Table 4. The description of the variables related to loyalty to destination brand

Variable	mean	Standard deviation	min	Max
Loyalty to brand	4.1491	0.84246	1	5

According to table 4, on the description of the variables related to loyalty to destination brand, the mean is 4/14.

An evaluation of the measurement model for multi sensual marketing

According to the researchers, if the measurement model is similar when the absolute value of the factor loading of all of the observable variables corresponding with the hidden variable is more than 7/0. Some experts suggested that the observable variables be deleted from the



model which has a factor loading less than 4/0. Also, if the value is less than 7/0 ,but the number of the observable variables is two or three and AVE has a value of 5/0, the observable variable could be fixed in the measurement model(Mohsenin and Asfidani, 2014). 5/0 is the acceptable value of factor loading. However, in cases the factor loadings are more than 4/0 and the value of AVE is more than 5/0, the value is acceptable. According to the calculations, all of the items related to the hidden variable, multi sensual marketing has a factor loading more than 5/0. Therefore, none of the items will be deleted.

Diagram 1. output of Smart- PLS for the measurement model related to multi sensual marketing

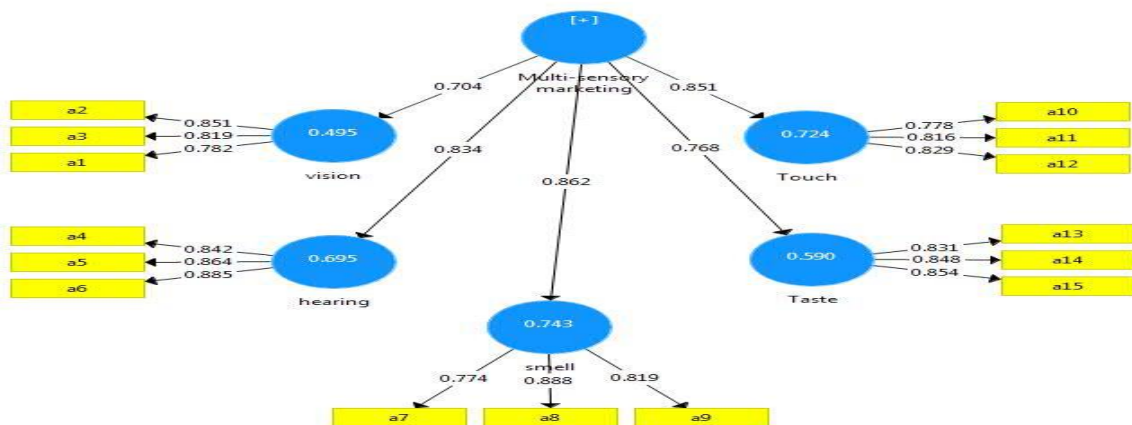
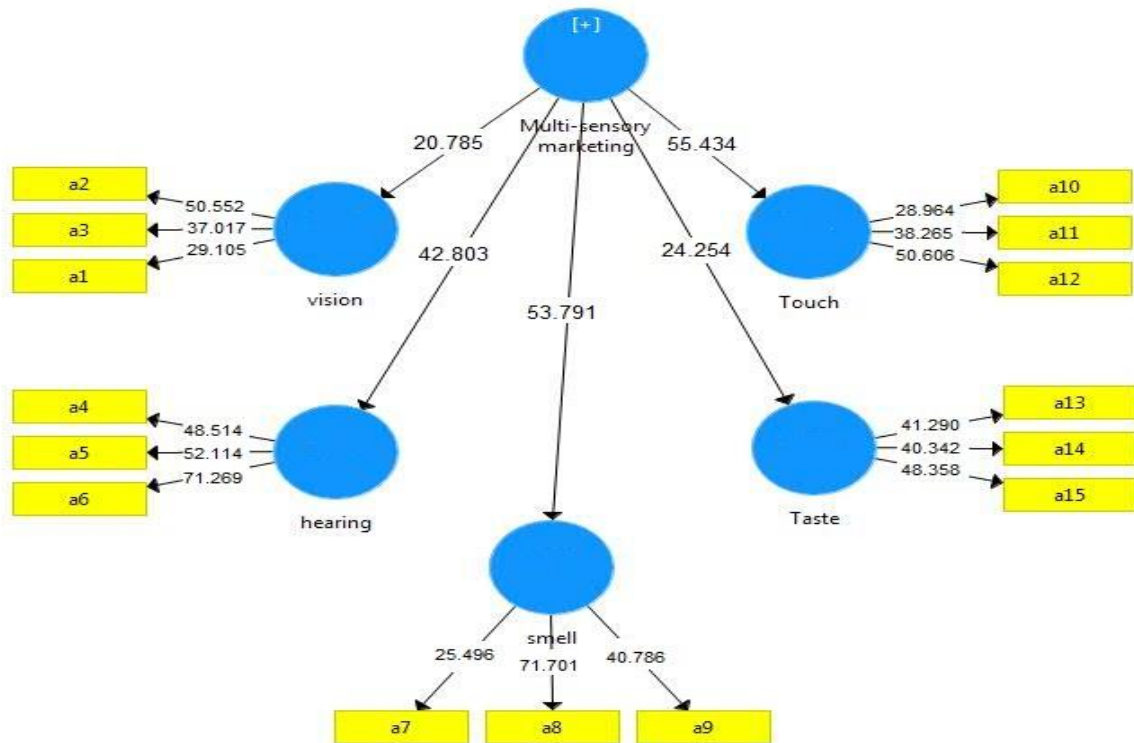


Diagram 2. The scores of the factor loadings for the measurement model of multi sensual marketing



First order confirmatory factor analysis

For the confirmatory factor analysis, first the structure validity should be studied so that it could be found if the markers selected for measuring the structures are correct or not. It means the factor loading of a marker should be positive with its structure having a value of more than 96/1 at the level of 05/0 and 58/2 for 01/1. In such cases, the marker is sufficiently correct to measure its structure or the hidden adjective(Mohsenin and Asfidani, 2014).

Table 5. Factor loading values and t value for markers of multi sensual marketing

structure	items	Factor loading	t value	Level of significance	result
seeing	q 1	0.782	29.105	0	Marker confirmation
	q 2	0.851	50.552	0	Marker confirmation
	q 3	0.819	37.017	0	Marker confirmation
hearing	q 4	0.842	48.514	0	Marker confirmation
	q 5	0.864	52.114	0	Marker



					confirmation
	q 6	0.885	71.269	0	Marker confirmation
smelling	q 7	0.774	25.496	0	Marker confirmation
	q 8	0.888	71.701	0	Marker confirmation
	q 9	0.819	40.786	0	Marker confirmation
touching	q 10	0.778	28.964	0	Marker confirmation
	q 11	0.816	38.265	0	Marker confirmation
	q 12	0.829	50.606	0	Marker confirmation
tasting	q 13	0.831	41.290	0	Marker confirmation
	q 14	0.848	40.342	0	Marker confirmation
	q 15	0.854	48.358	0	Marker confirmation

According to table 5, all of the items have good factor loading for their hidden variables and these factor loadings are significant with a t score of 0/05. In other words, the value of t is in accordance with a factor loading more than its critical value at 0/05. In consequence, it could be said that the markers are sufficiently correct for measuring their own structures and finally were analyzed.

Second order confirmatory factor analysis

One of the capabilities of the Smart PLS software is to analyze the models which have second order factors. The second order factor model was defined as a factor model in which the hidden factors are measured by using the observed variables and are influenced by an infrastructural variable or the hidden variable, at a higher level (Mohsenin and Asfidani, 2014). In this model, each of the factors can perform the role the marker or the dimensions of multi sensual marketing.

Table 6. results from second order confirmatory factor analysis for multi sensual marketing

structure	Factor loading	t value	Level of significance	R2
seeing	0.704	20.785	0	0.495
hearing	0.834	42.803	0	0.695
smelling	0.862	53791	0	0.743
touching	0.851	55.434	0	0.590



tasting	0.768	24.254	0	0.724
EVA	0.648			
pc	0.902			
a	0.863			

According to the table 6, the values of the factor loading are desirable in second order factor analysis. On the other hand, the t value corresponding with a factor loading more than its critical value (1/96) is significant at 0/05 level. Also, the values of the combined reliability and Chornbach alpha are 0/902 and 0/863 which indicates that the variables have higher levels of internal consistency. Also, the value of AVE is 0/648 which is more than 0/05. In consequence, the model's convergent validity is confirmed. The determination coefficient (R^2) measures the relationship between the defined variance of a hidden variable and the total value of its variance. Its value ranges from 0 to 1 and t higher values are desirable. The values including 19/0, 33/0 and 67/0 have been described as weak, medium and significant, respectively (Mohsenin and Asfediani, 2014). According to the table, the values of R^2 are significant.

Evaluation of measurement model for loyalty to tourism destination brand

According to the researchers, if the measurement model is similar when the absolute value of the factor loading of all of the observable variables corresponding with the hidden variable is more than 7/0. Some experts suggested that the observable variables be deleted from the model which has a factor loading less than 4/0. Also, if the value is less than 7/0, but the number of the observable variables is two or three and AVE has a value of 5/0, the observable variable could be fixed in the measurement model(Mohsenin and Asfidani, 2014). 5/0 is the acceptable value of factor loading. However, in cases the factor loadings are more than 4/0 and the value of AVE is more than 5/0, the value is acceptable. According to the calculations, the values of the factor loadings were 0/776, 0/760 and 0/867. All of the items related to the hidden variable, loyalty to tourism destination brand; have a factor loading value of more than 5/0. Therefore, none of the items were not deleted.

First order confirmatory factor analysis

The factor loading values(0/776, 0/760 and 0/867) and the t value corresponding with each of the factor loading(26/264, 32/125, 53/441) indicate that all of the items have good factor loadings for their hidden variable and these factor loadings are significant at 0/05 in terms of t score. In the other words, the t value is corresponding with a factor loading more than its critical value (1/96) at 0/05. In consequence, it could be said that the markers are sufficiently correct for measuring their own structures. Therefore, they were finally analyzed.

Second order confirmatory factor analysis

The calculations showed that the value of factor loading for the second order factor analysis is 0/775 which is a desirable value. On the other hand, the value of t is 29/174 which is more than the critical value (1/96) and significant at 0/05. Also, the values of combined reliability and Chornbach alpha are 0/904 and 0/876, respectively which indicate that the variables have



higher levels of internal consistency. Additionally, the value of AVE is 0/576 which is more than 0/05 and in consequence, the model's convergent validity is confirmed. The determination coefficient (R²) measures the relationship between the defined variance of a hidden variable and its total variance. The value of the coefficient ranges from 0 to 1 and the higher values are more desirable. The values including 19/0, 33/0 and 67/0 were described as weak, medium and significant, respectively (Mohsenin and Asfediani, 2014) and the value of R² is 0/570.

Table 6. Study of the relationship between consumer's senses and loyalty to destination brand

Loyalty to brand	Spearman correlation	
seeing	Correlation	0.327
	Significance	0
	N	394
hearing	correlation	0.238
	Significance	0
	N	394
smelling	Correlation	0.417
	Significance	0
	N	394
touching	Correlation	0.400
	Significance	0
	N	394
tasting	Correlation	0.357
	Significance	0
	N	394

Significance in the level of 0.01

According to the table 6, for the relationship between consumer's senses and loyalty to destination brand and with regarding the value of correlation coefficient at (P<0/05), it could be said that there is a significantly positive and direct relationship between consumer's senses and loyalty to destination brand. The more the score of consumer's senses increase, the more the score of loyalty to destination brand will increase and vice versa.

According to the diagram 3, smelling is highly correlated with loyalty to destination brand while hearing is weakly correlated with loyalty to destination brand. Since the research method is qualitative and quantitative and reliable statistical methods were applied, the findings could be used as valuable guide for adopting good marketing strategies so that the illogical costs in inefficient advertisement methods could be prevented.

Results from the final model

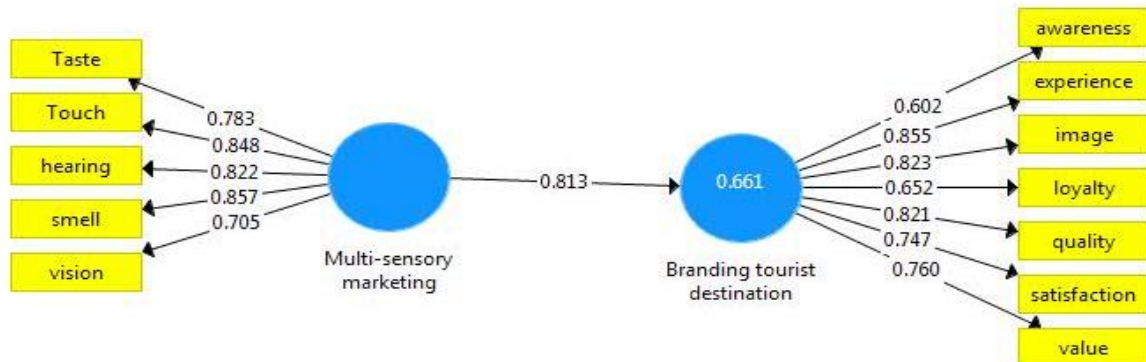


Diagram 3. output of Smart- PLS on the effectiveness of multi sensual marketing on loyalty to destination brand

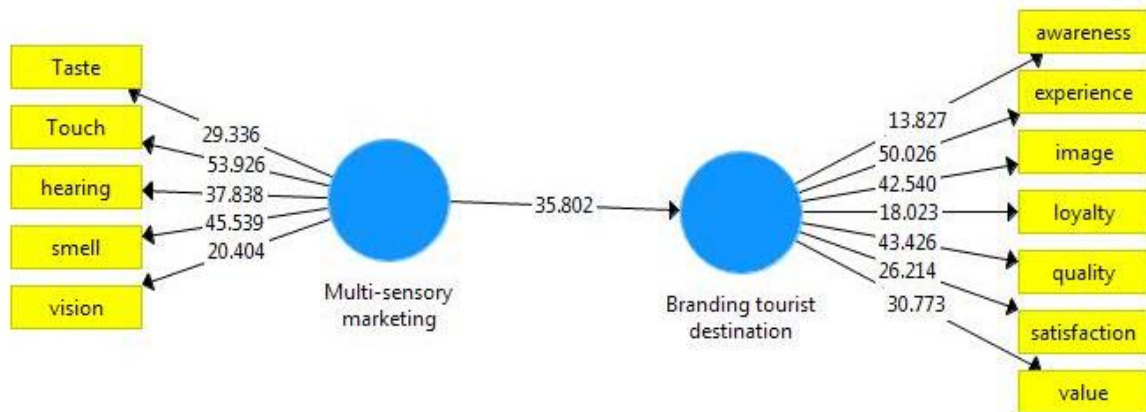


Diagram 5. The t scores for effectiveness of multi sensual marketing on loyalty to destination brand

Table 7. Impact factors and t value for effectiveness of multi sensual marketing on loyalty to destination brand

path	impact	R2	t value	Level of significance	result
multi sensual marketing-loyalty to destination brand	0.813	0.661	35.802	0	Impact confirmation

Table 7 shows the – impact factors and t value for effectiveness of multi sensual marketing on loyalty to destination brand. The value is 0/813 which is significant, in terms of t score, at 0/05. Also, the value of R^2 is 0/661 of which 66/1 % of the changes for branding of the tourism destination as related to multi sensual marketing and the remaining is for other variables. Thus, the main hypothesis contending that multi sensual marketing positively influences on destination brand is confirmed.

4. Discussion and conclusion



The center for sensual marketing is located both at the right and the left hemispheres of the brain. The mentalities, processes, and psychological reactions occur there and in consequence, the individual's sensual experience occurs. The shopping malls, supermarkets, hotels, restaurants and tourism locations try to create emotional connection with logical connection in their relations with the customers. They attract the individuals through sensual experiences. Therefore, according to behavior with the customer, the emotions should be intertwined with reasons so that the awareness brand is created with a long lasting mental image. This image is a product of the individual's sensual experiences.

On the relationship between consumer's senses and loyalty to destination brand, and with regarding the value of correlation coefficient at $P < 0/05$, there was a significant relationship between consumer's senses and loyalty to destination brand. The relationship was direct and positive. The more the score of consumer's senses increases the more the score of loyalty to destination brand increases and vice versa. It should be said that when the consumers and tourists weren't insured of the brands, and there were asymmetrical information in the market, the brands could be used as markers for the positions of the products. Therefore, the most important feature of a brand is its validity which means the brands should be reliable. So, in order to be perceived as valid, the destination brand should be able to deliver what it claims. Multi sensual marketing can be helpful in designing, communicating and reinforcing tourists' experiences and increase their satisfaction and finally their long term loyalty. Loyalty to brand was defined as potential tourists' dependency on destination brand.

With respect to the relationship between senses, satisfaction and loyalty to brand destination, utilizing literate, respectable and ethical personnel who can make the customers feel relax contributes to satisfaction, trust and finally tourists' loyalty. Finally, the research proves again that the customers are influenced by sensual motives. Therefore, the marketing managers and those involved in tourism industry must consider the fact that the advertisements and promotions should not be based only on hearing and seeing. However, using all senses together(for instance, providing a free sample of the foods of destination, using odors and other methods motivating the five senses) can efficiently influence in creating attachment and loyalty among the customers together with recording a long lasting memory in their minds.

References:

- Ahmadi, Armita (2013), " effectiveness of using sensual marketing tactics on purchasers' buying decisions(case study, Shahrvand stores, Beihaghi district, Tehran) , an M.A thesis, Tehran Payam E Noor university, Social and Economic sciences faculty
- Imani Khoshkhoo, Mohammad Hosein: Ayoubi Yazdi, Hamid, 2009, " Factors influencing on brand equity in Yazd's tourism center" , Tourism studies Journal, Vol 13
- Sheidayi Habashi, Akbar, (2013), Effects of relation based marketing and mixing it with sensual and protective marketing on clients' loyalty to using artificial neural networks", a B.A Thesis , Tabriz university, faculty of management and accounting
- Abbasi Darreh Bidi, Fatemeh: Mahmoudi, Somayeh: (2013), " evaluation of the factors influencing on the equity brand of tourism destination in Isfahan's tourism



SCIENTIFIC RESEARCH CENTER

International Journal of Scientific Studies ,Issn: 2348-3008

Volume 1, Issue 3, July 2016, pp14-29

- center", first international strategic forum on I.R.I's tourism development, challenges, and perspectives, Mashhad, Jahad E Daneshgahi Tourism Research Center
- Goudarzi, Azad, Saeednia, Hamidreza, (2013), " A new model for predicting Clients' reaction to sales promotion plans", a case study of a distributing firm, first regional forum of optimizing and appropriate methods of soft computation in computer and power engineering, Safashahr, Islamic Azad University, Safashahr