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Customer Value Hierarchy Is Presented In Figure 2. Figure 2: Customer Value Hierarchy From The Bottom Of The Customer Value Hierarchy, Customers Firstly Consider The Attributes And Availability Of Products. At The Second Layer, Customers Begin To Make Expectations According To These Attributes. At The Jun 3th, 2024

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Customer Relationship, Is Presented. In This Regard, Customer Value Follows General Rules, Stipulating The Business-customer Re-lationship And Includes Classical Steps As Trust Building, Commitment, Satisfac-tion And Customer Loyalty (Iglesias, 2019). Then, The Research Meth Jun 7th, 2024

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