

Product Features and Customers Satisfaction of Patanjali Product: Evidence From Kathmandu, Nepal

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ABSTRACT

Purpose: The objectives of this study are to identify the features of Patanjali products and it focuses to identify the satisfaction level and purchasing decision of consumer by the features of Patanjali products.

Design/Methodology/Approach: In this research, convenient sampling technique were used to get the sample, correlation and regression were used in order to get the result. Descriptive statistics is used to explain the respondents' perception towards the features of Patanjali product. In this study, the data was collected through questionnaire from 300 respondents. This research used SPSS - 23 for analysis. This study has been done on four attributes or determinants of Patanjali product, they are price, quality, availability and healthy (organic) of product.

Findings: The result of this study indicates that there is positive relationship between the features of Patanjali product and satisfaction. It can be said that the independents variables have effect on consumer satisfaction of Patanjali products. The producer and marketing managers are recommended to focus on the product features in order to obtain loyal satisfied customers.

Keywords: Customer satisfaction; Loyalty; Patanjali Product features; Purchase decision

INTRODUCTION

Customer's decision making is one of the most important topics in a rapid changing business environment. Product valuation is the core determinant of the consumer choice. Product features are important to both consumers and marketers. The consumer uses features as the basis for evaluating a product since features of product provide benefits the customer seeks when purchasing a product and comparing between competitive brands. Consumers also evaluates features more positively or negatively, which is perceived as being important in the decision-making process. The marketer uses features of product to differentiate his brand from competitive brands and as the basis for the development of new products.

Research Carpenter et al (1994) has showed that although the general view is that product differentiation is done through features that are

meaningful, relevant and valuable, many brands successfully differentiate themselves from competitors by focusing on attributes. Aaker et al (1992) explained that an important attribute is one that is considered an important benefit towards the satisfaction of consumer needs.

Consumer satisfaction has been very well-known in marketing where as it is as the basic focus in achieving business objective, vision and also mission (Anderson et, al, 1994). Consumer satisfaction is customer evaluation or felt towards a product after usage that does the product itself differs from some of the features or factors through the expectation and also the presentation of the product itself (Yi, 1990; Day, 1984; Kotler, 1991; Parasuraman et al., 1985, 1988; and Tse and Wilton, 1988). Customer satisfaction a fresh thought that is used to be the representative to the wholly after purchasing effects on the products after a duration (Anderson et al., 1994; Fornell, 1992; Johnson and Fornell, 1991). Satisfaction is an internal view which offshoot from customer's own experience of a consumption or service experience. The connection between customer satisfaction and company success has traditionally tied to faith and numerous satisfaction studies have supported this position (Hill and Alexander, 2000). Customer satisfaction has always been considered a vital business goal because of its crucial role in the formation of customers' desire for future purchase or tendency to buy more (Mittal and Kamakura, 2001).

Patanjali Ayurveda Kendra private limited is an Indian FMCG (Fast-moving consumer goods) company. Which was officially formed on 13th January 2006 by Param Pujya Yog Rishi Swami Ramdev and Ayurveda Shiromani Balkrishna Acharya. Manufacturing units and headquarters are located in the industrial area of Haridwar while the registered office is located at Delhi, India. The company mainly produced herbal related various products (manufactures mineral and herbal products). It also has manufacturing unit in Nepal under the trademark Nepal Gramudhyog and imports majority of herbs in India from Himalayas of Nepal. It is the fastest growing FMCG (Fast-moving consumer goods) Company in India. This study aims to identify the features of Patanjali products and it also focuses to identify the satisfaction level and purchasing decision of consumer by the features of Patanjali products.

Gosher (2017) carried out the study to know why customers prefer Patanjali products. Patanjali Ayurveda home-grown firm in businesses such as food, consumer packaged goods and healthcare. Both primary and secondary data were collected for research survey and the primary instrument for data collection used in this study was a questionnaire. Primary data was collected from 60 respondents from the city of Mumbai suburban. The sampling method used in the study was random sampling. The study has revealed that the people between the age group of 15-45 are the major consumers of Patanjali products. It was observed that between age group of 15-25 years are preferring cosmetics. Price has become a significant factor along with Ayurveda

and herbal. However, Patanjali is entering into much business it is suggested that it focus on more cosmetic, health and food related products.

Anderson (1973) predicted the effects on product evaluation and customer satisfaction of disparity between expectations and actual product performance. Four psychological theories may be considered for the study: cognitive dissonance, contrast, generalized negativity, and assimilation contrast. A 2X6 factorial design was used to test the study. Characteristics like general appearance, quality, durability and general feel are examined. Results reveal that too great a gap between high consumer expectations and actual performance may cause a less favorable evaluation of a product than a somewhat lower level of disparity. Bettman (1974), examined information processing carried out by consumers in the course of decision making about whether or not a feature of a product is satisfactory to them. For that the researcher develops a model of feature satisfaction decisions using Fishbone- type measure. The product category used for testing the model was tooth paste. Five features and three variables were tested: whitening teeth, preventing cavities and decay, economical to use, freshening the breath, and pleasant tasting and beliefs, familiarity and evaluation. Data were collected from 121 graduates and under graduate students. Multivariate profit analysis and multiple regression models were used to test the model. The results showed that there was a relationship Westbrook (2001) developed conceptualization of retail satisfaction and studied the sources of consumer satisfaction in retail outlets. A judgmental area sampling procedure was employed to select locales within the city. Personal home interviews were conducted with a sample of 206 adult females. Data were gathered through structured questionnaires administered by qualified interviewers. Items to identify consumers evaluations of their in store experiences are the helpfulness, friendliness, number of sales people, politeness of sales people, attractiveness of store, layout of store, roominess, ease of finding, cleanliness, assortment, quality, value for money, fair, willingness to exchange, credit, location, price level, sales and advertising. Factor analysis were employed. The findings of the study provided considerable support for the conceptualization of retail satisfaction. Consumers were found readily able to express sentiments of satisfaction with the retail outlets.p between the features and satisfaction decisions.

Kristensen, et al. (1999) examined empirically to what extent expectations have a measurable influence in the formation of customer satisfaction. Two Danish studies from MSc students have been carried out. First, an experiment where the relationships between expectation, perceived quality and customer satisfaction were studied, second, a customer satisfaction survey using the questionnaire. They developed five models of customer satisfaction formation by using the literature of Oliver (1977, 1980, 1981), Anderson (1973), Churchill and Suprenant (1982), Bearden and Teel (1983), Woodruff et. Al (1991), Oliver and Desarbo (1988), Spreng and Olshavsky (1993). By

using product category characteristics as price, complexity, and sing value and product category as perfume, cigarettes, washing powder, battery, bed, contact lenses, personal computer, stereo equipment and variables as customer expectations, perceived quality and customer satisfaction.

Structural equation model was used to estimate and test the process of customer satisfaction. The result showed that perceived quality drives customer satisfaction and customer expectations have no substantive effect on satisfaction.

Thanet (2017) examined consumer attitude towards Patanjali brand. The study has used descriptive statistic, correlation and regression to identify the effect of attitude in brand. In the study, cognition, affection and behavior are major determinant factor of attitude and it also find the other reasons for preferring Patanjali brand are price, quality, brand image, availability. The result shows there is significant high association between the overall attitude of respondent and dimensions of attitude.

Karki and Regmi (2016) analyzed consumer satisfaction towards Nepalese coffee. This study shows that price and lack of awareness is the major reasons for less consumption of Nepalese coffee. It was therefore, recommended that the service provider must improve its awareness, availability pricing strategy.

Koirala and Shrestha (2012) studied service quality and customer satisfaction with respect to service quality dimensions. The study has used descriptive statistics, correlation and regression analysis to measure relationship among service quality dimension and customer satisfaction. The study found that customer satisfaction is highly affected by service quality.

Conceptual Framework

The aim of this section is to summarize the idea got from past literature. Conceptual framework is the foundation on which the study is based. It describes the relationship between dependent variables and independent variables. The product feature is important factor that effect the consumers' satisfaction and this will evaluate with the help of four product feature dimensions. On the independent variable we have price of product, quality of product, easily available of product and healthy product medicine purpose). The following framework can derive from review of existing literature and research papers.

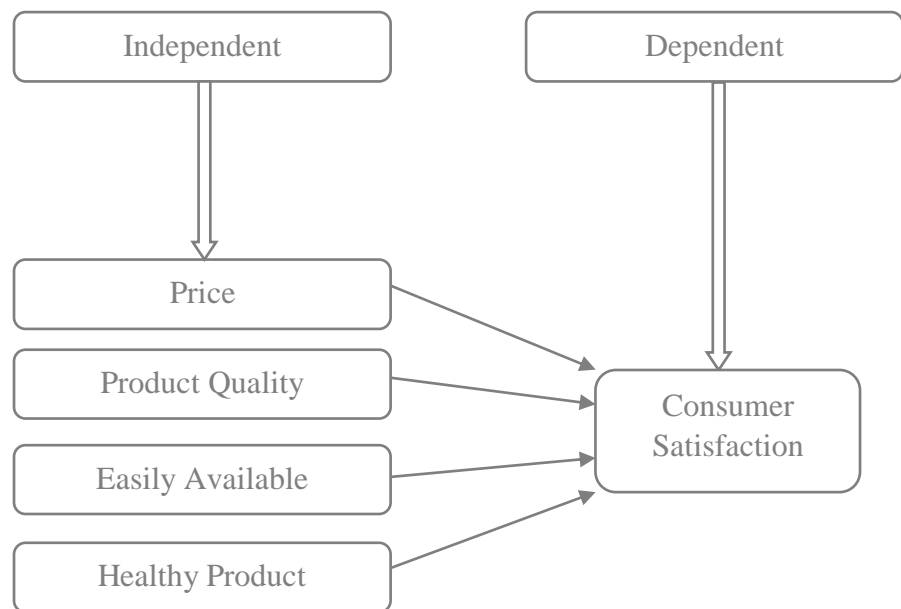


Figure 1. Conceptual Framework.

The conceptual framework is based on the Antecedent and Consequence service quality model (Dabholkar et. al; 2000, Brady et. al; 2002). A comprehensive model of service quality, this model examines some conceptual issues in service quality as: the relevant factors related to service quality better conceived as components and relationship of customer satisfaction with behavioral intentions. Product/service quality is main antecedent of customer satisfaction (Anderson & Sullivan 1993, Brady et. al; 2002).

Research Hypotheses

Based on the above conceptual framework, following alternative hypotheses to be tested

- (H1) There is significant impact of price on customer satisfaction.
- (H2) There is significant impact of quality of product on customer satisfaction.
- (H3) There is significant impact of availability of product on customer satisfaction.
- (H4) There is significant impact of healthy product on customer satisfaction

METHODS

A descriptive research design has been used for the research since this study is based on the assessment of people opinion and respondent's satisfaction. The population of this study will be the whole the customer who has been using the Patanjali product in Kathmandu city of Nepal. The sample size is referred to the sub-set of the population. For this study the sample size is 300, [sample size is calculation based on Yamane formula method, i.e. sample size = $N / (1+Ne^2)$] consumer or user of Patanjali product in Kathmandu city. Respondents were selected on the basis of convenience sampling method from

consumers visiting stores and retailers. For the survey 30 questions were prepared and all the response were collected by filling all questionnaire by respondents individually. The questions were also prepared in the Likert scale design. It is measured in Likert scale where 1- strongly disagree, 2- disagree, 3- neutral, 4- agree and 5- strongly agree. The data collected through questionnaire were analyzed through the SPSS - 23 and Microsoft excel software. Descriptive and inferential statistics were used to make proper analysis.

Cronbach's Alpha is most commonly used approach to test reliability of items of questions used in questionnaire. Nunnally (1978), the value of Cronbach's alpha should be 0.700 or above. But some of the study also considered 0.600 as acceptable value (Gerrard, Cunningham & Devlin 2006). The value of Cronbach's Alpha of selected variables such as price (0.650), quality (0.684), availability of product (0.658), healthy product (0.824) and consumer satisfaction (0.928) were separately tested to make certain designed all question are reliable. All the values of Cronbach's Alpha are greater than 0.600, so, according to the thumb rule all the variables are acceptable.

RESULTS AND DISCUSSION

The aim of this section is to present the characteristics of the research variables and the findings based on the data obtained from the survey. Major objective of the study is to measure the association between the dimensions of the features i.e. price, quality, availability of and healthy product and its satisfactions toward the Patanjali brand.

Respondents Profile

Table 1. Profile of the Respondents

Gender	Frequency	Percent
Male	164	54.7%
Female	136	45.3%
Total	300	100
Uses of Patanjali products		
Food item	116	38.67
Beauty product	80	26.67
Medicine	52	17.33
Hair care	34	11.33
Dental care	16	3.33
Total	300	100
Duration of using Patanjali products		
less than 1yr	132	44
1-2yr	106	35.33
3-4yrs	16	5.33
more than 4yrs	46	15.34
Total	300	100
Reason for preferring the Patanjali products		
Price	144	48
Quality	168	56
Easily available	24	8
Brand image	50	16.67
Packaging	16	5.33

Total	300	100
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Source: Field Survey (2021)

Descriptive Analysis

Descriptive statistics is used to analyze the data collected from the respondents during the research process. Mean and Standard Deviation analysis are used in this study to analyze data. The higher mean value means more respondents agreed to those variables. Descriptive analysis is a summary statistic that quantitatively describe or summarize feature of a collection of information. Mean is measured as measure of central tendency and standard deviation is measured as measure of variability of different variables of the study like price, quality of product, availability of product, healthy product and consumer satisfaction.

Price of Product

This section explores the association of price of product towards consumer satisfaction through descriptive analysis. For the study of consumer satisfaction regarding the price of product, 5 different questions statement were studied. It is measured in Likert scale where 1- strongly disagree, 2- disagree, 3- neutral, 4- agree and 5- strongly agree. The view of respondent is observed by figuring its mean and standard deviation.

Table 2. Effects of Price on Satisfaction.

Code	Opinion statement	N	Test Scale	Mean	S.D.
P1	Price of Patanjali products is reasonable.	300	3	3.940	.687
P2	The price is the reason that i switch to Patanjali products.	300	3	3.513	.872
P3	Patanjali products price is lower than other brand products.	300	3	3.486	.857
P4	Price of Patanjali products compromise its quality.	300	3	3.266	1.127
P5	Buying the Patanjali products are worthful.	300	3	3.733	.945
Average Price		300	3	3.588	0.898

Source: Field Survey (2021)

Table 2 presents descriptive statistics on how the respondents regard various statements of price of the product. It shows the higher mean on “Price of Patanjali products are reasonable.” i.e. 3.94 which shows that the consumers are agreed that the Patanjali products has a reasonable price to all the (income) level of people. The lower mean i.e. 3.2667 on “Price of Patanjali products compromise its quality.” means consumers moderately agree that the price of product can compromise the quality of product. Similarly, the higher standard deviation is 1.12725, it indicates that there is more variation on mean whereas the lower standard deviation i.e. 0.68767 indicates that the less variation on mean.

Quality of Product

This section explores the association of price of product towards consumer satisfaction through descriptive analysis. For the study of consumer satisfaction regarding the price of product, 5 different questions statement were studied. It is measured in Likert scale where 1- strongly disagree, 2- disagree, 3- neutral, 4- agree and 5- strongly agree. The view of respondent is observed by figuring its mean and standard deviation.

Table 3. Effects of Quality on Customer Satisfaction

Code	Opinion statement	N	Test Scale	Mean	S.D.
Q1	Patanjali product has better quality than other product.	300	3	3.940	.687
Q2	Quality of product is important than another feature of product.	300	3	3.726	.866
Q3	I feel secure while using the patanjali product.	300	3	3.693	.694
Average Price		300	3	3.786	0.749

Source: Field Survey (2021)

Table 3 presents descriptive statistics on how the respondents regarded various statements of quality of Patanjali product. It shows the higher mean on “Patanjali product has better quality than other product.” i.e. 3.94 which shows that customers highly agreed to the statement. The lower mean i.e. 3.693 on statement “I feel secure while using the patanjali product” Means customers are moderately agreed on it. Similarly, the higher standard deviation is 0.787, on “quality of product is important than other features of product.” indicates that there is more variation on mean whereas the lower standard deviation i.e. 0.465, on the statement “Patanjali products are substandard.” indicates that the less variation on mean.

Availability of Product

This section explores the how availability of Patanjali product affects the satisfaction of consumers through descriptive analysis. For the study of these 4 different statements were studied. It is measured in Likert scale where 1- strongly disagree, 2- disagree, 3- neutral, 4- agree and 5- strongly agree. The view of respondent is observed by figuring its mean and standard deviation.

Table 4. Effects of Availability of Product on Satisfaction

Code	Opinion statement	N	Test Scale	Mean	S.D.
EA1	Patanjali store can be found in every city location.	300	3	3.726	0.866
EA2	Patanjali products are available in super market and pharmacy.	300	3	3.633	0.958
EA3	Patanjali store is near to my location.	300	3	3.773	0.820

EA4	Patanjali brand has verities of product categories.	300	3	3.987	0.866
Average		300	3	3.780	0.877

Source: Field Survey (2021)

Table 4 presents descriptive statistics on how the respondents regarded various statements of availability of Patanjali product. It shows the higher mean on “Patanjali brand has verities of product categories.” i.e. 3.986 which shows that customers highly agreed to the statement. The lower mean i.e. 3.633 on statement “Patanjali products are available in super market and pharmacy.” Means customers are moderately agreed to the statement.

Similarly, the higher standard deviation is 0.958, on “Patanjali products are available in super market and pharmacy.” indicates that there is more variation on mean whereas the lower standard deviation i.e. 0.820, on the statement “Patanjali store is near to my location.” indicates that the less variation on mean.

Healthy Product

This section explores the association of healthy product towards consumer satisfaction through descriptive analysis. For the study of consumer satisfaction regarding the healthy product, 5 different questions statement were studied. It is measured in Likert scale where 1- strongly disagree, 2- disagree, 3- neutral, 4- agree and 5- strongly agree. The view of respondent is observed by figuring its mean and standard deviation.

Table 5. Effects of Healthy Product on Satisfaction

Code	Opinion statement	N	Test Scale	Mean	S.D.
HP1	Patanjali products are safe to use.	300	3	3.993	0.537
HP2	Patanjali products are pure and herbal.	300	3	3.853	0.754
HP3	Patanjali medicine are very much useful.	300	3	3.693	0.694
HP4	Patanjali product has no side effect as it is herbal and natural product.	300	3	3.686	0.828
HP5	It cures different pain, disease and chronic disease.	300	3	3.580	0.788
Average Price		300	3	3.761	0.720

Source: Field Survey (2021)

Table 5 presents descriptive statistics on how the respondents regarded various statement of healthy product (organic) of Patanjali. It shows the higher mean on “Patanjali products are safe to use.” i.e. 3.993 which shows that the customers were agreed on the statement. The lower mean value is 3.58 on “it cures different pain, disease and chronic disease” mean the customers were moderately agreed to the statement. Similarly, the higher standard deviation is 0.828 on the statement “Patanjali product has no side effect as it is herbal and natural product” indicates that there is more variation on mean

whereas the lower standard deviation is 0.537 on the statement “Patanjali products are safe to use” indicates the less variation on mean.

Customer Satisfaction on Product

This study also examined the satisfaction of customer of the Patanjali product different features. Respondents were provided 7 different statements to express their opinion. For the study of consumer satisfaction regarding the healthy product, 5 different questions statement were studied. It is measured in Likert scale where 1- strongly disagree, 2- disagree, 3- neutral, 4- agree and 5- strongly agree. The view of respondent is observed by figuring its mean and standard deviation.

Table 6. Consumer Satisfaction on Features of Product

Code	Opinion statement	N	Test Scale	Mean	S.D.
CS1	Patanjali products meet my needs.	300	3	3.846	0.662
CS 2	Owing Patanjali products has been good experience.	300	3	3.833	0.689
CS 3	Patanjali product meet my need and standout with my expectation.	300	3	3.606	0.749
CS 4	Patanjali products are better than other products I currently familiar with.	300	3	3.653	0.874
CS 5	I am happy and satisfy with Patanjali products.	300	3	3.853	0.708
CS6	My choice to buy the Patanjali product was a wise one.	300	3	3.846	0.808
CS7	I recommend to my friend to use the Patanjali products.	300	3	3.966	0.669
	Average Customer Satisfaction	300	3	3.8010	0.737

Source: Field Survey (2021)

Table 6 presents descriptive statistics on how the respondents regarded various statement of customer satisfaction. It shows the higher mean on the statement “I recommend to my friend to use the Patanjali products” i.e. 3.966 which shows that customers are agreed to the statement. The lower mean of 3.067 on “Patanjali product meet my need and standout with my expectation” means customer are moderately agreed to the statement.

Similarly, the higher standard deviation of 0.874 on “Patanjali products are better than other products I currently familiar with” indicates that there is more variation on mean whereas the lower standard deviation is 0.662 on “Patanjali products meet my needs” indicates the less variation on mean.

Result of Hypotheses

Table 7. Result of Hypotheses

Hypothesis	Statements	Accepted/ Rejected
H1	There is significant impact of price of product on customer satisfaction.	Accepted
H2	There is significant impact of quality of product on customer satisfaction.	Accepted
H3	There is significant impact of availability of product on customer satisfaction.	Accepted
H4	There is significant impact of healthy (organic) of product on customer satisfaction.	Accepted

Source: Field Survey (2021)

CONCLUSION

The study mainly focused on analyzing the element of product attribute of Patanjali affecting the customer satisfaction. The study includes four elements of product attributes as price of product, quality of product, availability of product and healthy of product. The result are based on the response of 300 respondents and questionnaire. The descriptive analysis revealed that as comparing the respondent's profile, there are more female users of Patanjali products to male. And the number of consumers is increasing as compared to the previous years, as number of respondents for less than 1 year or 1-2 years are almost double to that of 3-4 years and more than 4 years of consuming Patanjali products. Television and radio are the major source of information for the respondents. And the used products of Patanjali is food item according to response of the respondents and then Patanjali beauty products followed by medicine products usages, hair care and dental care. The main reason for preferring the Patanjali products is quality and then price followed by brand image, medical usages, easily availability and packaging of the product. It is also found out that all alternative hypothesis were accepted that means price, quality, availability and healthy products have affected on customer satisfaction.

The finding from the study is useful for the Patanjali products suppliers that price, availability and healthiness are the major determinant of the Patanjali products. So, the marketing manager can develop plan according to it. Similarly, satisfied consumers of Patanjali products shows the behavior to recommend other to use the Patanjali products and long-term users of Patanjali also show positive response to prefer new products of Patanjali. The company willing to increase number of satisfied customers, if they focus on their product attributes, what determinant is most important to customer and what are the expectation of customer from the product. Customer may switch to competitors' product if they have negative perception or dissatisfaction without any second thought. Customer satisfaction is key and important element for the company to sustain and to get grow. Thus, company must aware about the factor or the product

determinants and should have to make good strategic plan to get customer satisfaction.

RECOMMENDATION

This research study has some limitations which can be avenues for future research. The study has examined the limited variables there are other different variables like income level, target market place, brand image etc. for the future research. The research is conducted Kathmandu valley only. Further study may have conducted to other city/ parts of Nepal. This study has taken only 300 respondents, for future study can be done with more numbers of respondents. The study has done on Patanjali product, future research can be conducted to other brands like Unilever, Dabur and other brands as well.

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