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Title: Examining the Influence of Product Quality, Pricing, and Service Quality on Customer Satisfaction: Exploring the Moderating Role of Customer Value

Affiliation:

Sehrish Qasim Ali, Bahria University, Karachi, Pakistan.

Ubedullah Amjad Ali, Bahria University Karachi, Pakistan.

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Examining the influence of Product Quality, Pricing, and Service Quality on Customer Satisfaction: Exploring the Moderating Role of Customer Value

Sehrish Qasim Ali¹
Bahria University, Karachi, Pakistan

Ubedullah Amjad Ali
Bahria University, Karachi, Pakistan

Abstract

In recent years, consumers in Pakistan have switched to ready-made garments. They are convenient, and the fittings are as per requirement. As a result of this trend, many new garment companies entered the market. The garment industry has become highly competitive and depends on customer satisfaction. Given its importance, we have examined the effect of product quality, product price, and service quality on customer satisfaction and the moderating effect of customer value on customer satisfaction. We collected the data using mall intercept methods. The focus of the study was on the respondents who purchase ready-made garments. The study documents that “product quality, price, and service quality positively affect customer satisfaction.” We also found that customer value moderates (i) Product quality and customer satisfaction, (ii) Product price and customer satisfaction, and (iii) Service quality and customer satisfaction.

Keywords: *Product quality, price, service quality, customer value, customer satisfaction.*

¹Corresponding Author: Sehrish Qasim Ali. Email: Sehrishqasim.bukc@bahria.edu.pk

Introduction

Customers have “certain expectations” when purchasing goods and services. If the delivered “value proposition exceeds their expectations,” they will be highly satisfied (Samuelson, 2021). Researchers believe satisfied customers are more loyal to a firm than non-satisfied customers (Singh et al., 2023). Such customers have a strong repurchase intention and become spokespersons for the products and services (Arkadan et al., 2024). Tedja et al. (2024) assert that customer satisfaction has several dimensions, including “quality, value, timeliness, support, and overall experience.” (Abubakar et al., 2024).

Moreover, satisfied customers generate positive word-of-mouth (Wang & Zakaria, 2024). In contrast, dissatisfied customers generate negative word-of-mouth communication that adversely affects a firm's reputation (Arkadan et al., 2024). Past studies have suggested strategies to increase customer satisfaction (Khan et al., 2023). It includes delivering the value proposition that customers expect (Itzchakov & Wheeler, 2024) and developing an emotional connection with the customers (Weiwei & Tapsai, 2023). By adopting these strategies, firms can develop a loyal customer base, which helps sustain growth and gives them a competitive advantage (Abubakar et al., 2024). Moreover, highly satisfied customers are not price sensitive and they do not switch their loyalty to competitors offering lower prices (Tedja et al., 2024).

Many studies are available on customer satisfaction. Cahaya (2023) examined the effect of “product quality, promotion, and price on satisfaction.” The study documents that “product quality positively affects” customer satisfaction, but promotion and price insignificantly affect it. Another study on customer satisfaction at Papa Ron Pizza documents that store atmosphere, customer experience, facilities, and price positively affect customer satisfaction (Irawan et al., 2023). However, another study on public network services in Vietnam found that variables including “convenience, quality, customer support, promotion, and advertising” positively affect customer satisfaction (Tien & Huong, 2023).

Many studies have used different moderators in different contexts and different countries. A study in Mauritius documents that gender moderates the relationship between environmental quality and customer satisfaction (Teeroovengadum, 2022). The study recommended that service sectors use different strategies for males and females as their perception of satisfaction is different. Another study on the automobile sector in Ghana documents that price fairness moderates the relationship between co-creation and customer satisfaction (Opata et al., 2020). It also found that service convenience moderates the relationship between customer co-creation and satisfaction. Generally,

consumers' perception of service convenience is low; therefore, the study recommends that dealers improve it. Furthermore, the study recommends that auto dealers offer fair prices to customers and ensure they are aware of this.

Given the above gaps, the study has examined the effect of “product quality, product- price, perceived quality on customer satisfaction” and the “moderating effect of customer value” on (i) product quality and customer satisfaction, (ii) price and customer satisfaction, and (iii) perceived quality and customer satisfaction. Perhaps this is the first study that has examined the moderating effect of customer value on the above three relationships.

Review of Literature

Customer Satisfaction

Customer satisfaction is important for sustainability and the growth of an organization. It also gives a firm a competitive advantage (Bhowmick & Seetharaman, 2023). Weiwei and Tapsai (2023) assert that customer satisfaction depends on their experience with goods and services. Conversely, a poor experience with goods and services will make them highly unsatisfied (Wang & Zakaria, 2024). When consumers “purchase a good or service, they have certain expectations” about the value proposition (Day, 2020). If the “delivered value proposition exceeds their expectations, they would be highly satisfied.” Otherwise, their satisfaction level would be low (Arkadan et al., 2024). Researchers stress that successful companies deliver more than they promise (Raji et al., 2024). Moreover, researchers believe that highly satisfied customers are not price-sensitive and do not switch to brands whose prices are comparatively low (Khan et al., 2023). On the contrary, researchers argue that unsatisfied customers switch to other brands and generate negative word-of-mouth communication (Itzchakov & Wheeler, 2024).

Product Quality

Product quality relates to goods and services' features, characteristics, and design (Rajasa et al., 2024). Besides the above factors, some researchers believe that “reliability, functionality, and reparability” are essential product quality features (Isbahi, 2023). Product quality positively affects the customer's buying decisions. Therefore, firms try to align product quality with consumers' needs and demands (De-Giovanni & Zaccour, 2023). Past studies found inconsistent results on the relationship between product quality and purchase decisions. For instance, Wang et al. (2023) found that product quality promotes consumers' purchase decisions. In contrast, Rajasa et al. (2023) found an insignificant association between product quality and purchase decisions.

Product Price

The product price includes all fixed and variable costs for manufacturing goods and services and a margin depending on a firm's pricing strategy (Muneeb et al., 2023). From the customer's perspective, product price depends on what a customer pays for acquiring a good or service (Narayanan & Singh, 2023). Price is an important precursor of customer satisfaction (Lam2023). Consumers tend to compare the prices of products with the same product attributes and select the products that give them optimized monetary and non-monetary benefits (Cahaya et al., 2024). Of the four Ps of marketing, pricing is more critical in developing countries where customers are often highly price-sensitive (Muphimin & Djaddang, 2024).

Service Quality

Services quality is the customer's quality assessment of goods and services (Askari et al., 2024). Service quality depends on what consumers expect and receive regarding services (Sousa et al., 2024). If delivered services exceeded the customers' expectations, their quality perception would increase; otherwise, it would decrease (Mamakou et al., 2024). In the prevailing competitive era, the importance of service quality has increased significantly (Sousa et al., 2024). Moreover, service quality helps firms differentiate their products and gives them a competitive edge (Khan et al., 2024).

Customer Value

Customer value is a multidimensional construct (Du & Tham, 2024). It includes customer's perceived benefits (Vuong et al., 2022), customer cost (Patil & Rane,2023), and satisfaction (Patil & Rane, 2023; Daradkeh et al., 2023). Perceived benefits are the positive outcomes a customer expects from goods and services (Vuong et al., 2022). Customer cost, apart from the monetary cost, also includes time and effort spent by the customers to acquire goods and services (Patil & Rane,2023). Researchers have divided customers' value into three categories: Functional value (Zhang et al., 2023), emotional value (Patil & Rane,2023), and social value (Fuentes et al.,2023). Functional value relates to the tangible aspect of goods and services. It includes quality (Patil & Rane,2023), performance (Rane et al., 2023), and functionality (Jiang & Hong,2023). Emotional value relates to intangible benefits, including joy (Lv et al., 2024), satisfaction (Rasoolimanesh et al., 2024), and prestige (Debby et al., 2024). Social benefits relate to status (Fuentes et al.,2023), recognition (Nobre et al., 2023), and belonging (Zhang et al., 2023).

Hypothesis Development

Product Quality and Customer Satisfaction

Extant studies document that product quality "significantly affects customer

satisfaction." Moreover, it promotes customer loyalty and retention (Maryoso et al., 2023), leading to a firm's success (Cahaya et al., 2024). Maryoso et al. (2023) assert that when the product quality meets customer expectations, they (customers) generate positive word-of-mouth (Munawaroh & Simon, 2023). In contrast, low-quality products adversely affect customer satisfaction, decreasing loyalty and increasing negative reviews (Cahaya et al., 2024). Moreover, a study noted that 70% of consumers prioritize product quality, and the rest, 30%, to other factors such as after-sales services (Salesforces, 2022). Thus, we argue that firms can make informed decisions for growth and success by understanding the critical role of product quality.

H1: Product quality "positively affects customer satisfaction."

Price and Customer Satisfaction

Past studies assert that price significantly affects customer satisfaction and influences their perception of value and quality (Prasilowati et al., 2021). Equipping prices with customers' price and quality perception promotes satisfaction, loyalty, and retention (Hride et al., 2022). In contrast, suboptimal pricing promotes dissatisfaction, overpriced perception, and negative reviews (Tendur et al., 2021). Past studies suggest that 70% of customers consider price while purchasing. At the same time, the remaining 30% of customers are price-sensitive (Spider Group, 2022). Thus, we argue that while setting pricing strategies, firms must set competitive prices, offer transparent pricing, and consider flexible pricing options (Hride et al., 2022). Consumers loyal to a brand may not hesitate to pay a higher price. At the same time, consumers who are not loyal to a brand are often price-sensitive and may switch to other brands that offer lower prices (Cahaya et al., 2024). Thus, we argue that firms based on the target segments must develop the right pricing strategies.

H2: Pricing "positively affects customer satisfaction."

Service Quality and Satisfaction

Past studies noted that service quality is "significantly associated with customer satisfaction" (Prayuda, 2024). A service quality meeting or exceeding customers' expectations will promote satisfaction, loyalty, and retention (Alzaydi, 2024). Satisfied customers share positive experiences that enhance firms' reputation and give them a competitive advantage (Delcourt, 2024). A study on service quality highlights that 60% of customers switch brands if they are not satisfied with the quality of services (Salesforce, 2022). The researchers recommend that to excel in service quality, firms must train their staff, gather customer feedback, and continuously improve service quality (Solin & Curry, 2023).

H3: Service "quality positively affects customer satisfaction."

Product Quality, Customer Value, and Customer Satisfaction

Extant literature documents that customer value "significantly moderates the relationship between product quality and customer satisfaction" (Solin & Curry, 20230). Delcourt (2024) asserts that customer value represents the perceived benefits customers derive from a product or service. Moreover, customer value enhances the relationship between product quality and satisfaction and mitigates the negative effect of low product quality (Gani & Oroh, 2021). A past study noted that 65% of customers focus on the functional value of a product and the remaining 35% on other aspects, such as emotional and social values. The study also highlighted that customer value enhances customer satisfaction by 30%. On the other hand, 70% of the customers switch brands due to perceived low value (Salesforce, 2022). Thus, by understanding customer value, we argue that firms can create products and services that meet customers' needs and increase satisfaction (Cahaya et al., 2024).

H4: Customer value "moderates the relationship between product quality and customer satisfaction."

Price, Customer Value and Customer Satisfaction

Customer value "significantly moderates price and customer satisfaction" (Prasilowati et al., 2021). Consumers' perception of high-value products makes them less price-sensitive, leading to increased satisfaction (Hride et al., 2022). In contrast, customers' low perception of product value increases price sensitivity, decreasing satisfaction (Cahaya et al., 2024). A past study on customer value documents that 75% of customers prefer value over price (Hride et al., 2022). Moreover, the discussed study noted that customers stay with high-value products despite price increases (Salesforce, 2022). Thus, we argue that firms can optimize pricing and decrease price sensitivity by understanding the moderating role of customer value on product price and customer satisfaction. Moreover, these strategies will increase loyalty and satisfaction (Spider Group, 2022).

H5: Customer value "moderates the relationship between price and customer satisfaction."

Service Quality, Customer Value, and Customer Satisfaction

Extant literature documents that "customer value significantly moderates service quality and patient satisfaction" (Prayuda, 2024). Alzaydi (2024) asserts that customer value helps customers understand how it affects service quality and satisfaction. Moreover, high customer value enhances effect size between service quality and satisfaction relationship (Delcourt, 2024). In contrast, low customer value decrease the

affect size between service quality and customer satisfaction relationship (Solin & Curry, 2023). Thus, we argue that firms can optimize service quality by understanding the moderating relationship between service quality and satisfaction (Spider Group, 2022). Moreover, this understanding can help firms provide consistent service quality and increase customer satisfaction (Hride et al., 2022).

H6: Customer value “moderates service quality and customer satisfaction.”

Conceptual Framework

The study has built upon the conceptual framework of Kartikasari and Albari (2019) and introduced a new model. Figure 1 illustrates that the model contains three direct and three moderating relationships.”

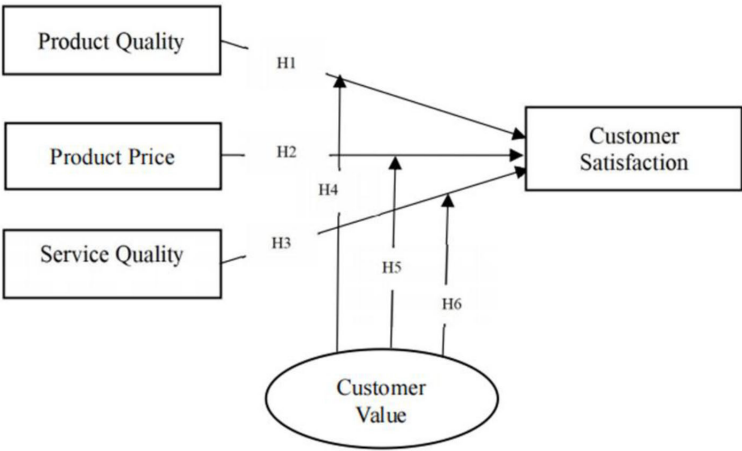


Figure 1: Conceptual Framework

Methodology

Type of Research

There are primarily two categories of research. Exploratory and explanatory. Exploratory research helps researchers identify and solve the exact nature of the problem in a study (Sekaran & Bougie, 2020). Explanatory research helps researchers obtain in-depth findings and thoroughly explains the topic under study (Cooper & Schindler, 2020). Moreover, it evaluates the effects of predictor variables on the dependent variable (Sekaran & Bougie, 2020). This study used explanatory as it examined the effects of predictor variables on the dependent variable. Moreover, it adopted a deductive approach (Cooper & Schindler, 2020). Initially, we developed a theory (model) based

on the literature review. Then, we empirically tested the envisaged relationships of the model by collecting data from the target audience using a pre-developed questionnaire (Sekaran & Bougie, 2020).

Research Population and Sample Size

The research population comprises the users of clothing brands residing in Karachi. Karachi represents Pakistan, as all ethnic populations reside in this city. We have “selected the textile sector because it significantly contributes to the country’s GDP and generates employment.

Different techniques for calculating the minimum sample size are available.” For “example, Sekaran and Bougie (2020) suggest a sample of 30” for each construct in a study. Additionally, the Rao Soft Web page calculates the sample size based on the population and margin of error. Using “Rao Soft, we found that a sample size of 387 would be appropriate” for this study. However, we collected a sample of 435 to increase the generalizability of the study. We used the mall intercept method to collect the sample. We visited the top four shopping malls in Karachi on different days and times.

Data Analysis

The “study has used Smart PLs version 4 for statistical analysis.” Unlike other statistical software, Smart PLS is convenient to use and regresses all the relationships simultaneously. The statistical analyses included in the study are “reliability, validity, discriminant validity, and hypothesis results.”

Scales and Measures

Table 1 “depicts the constructs, items used in the study, and their sources.”

Table 1: Scales and Measures

Constructs	Sources	Number of Items
Product Quality	Mahsyar and Surapati(2020)	5
Product Price	Alzoubi and Inairat (2020)	4
Service Quality	Mahsyar and Surapati (2020)	6
Customer Value	Abadi, Nursyamsi and Syamsuddin (2020)	4
Customer Satisfaction	Mahsyar and Surapati (2020)	4

Respondent Profile

Table 2 presents the respondents' profiles “regarding gender, age, educational level, marital status, and income level.”

Table 2 Demographic Profiles

Demographic		Percentage
Gender	Male	45%
	Female	55%
Age	20-30 years	27%
	30-40-years	59%
	40-50 years	11%
	Above 50 years	3.%
Education level	Martic	8%
	Inter	45%
	Bachelors	35%
	Master	12%
Martial Status	Single	43%
	Married	57%
Income	Up to Rs.50,000	13%
	Rs.51,000 to Rs.100,000	40%
	Rs. 101,000 to Rs.150,000	20%
	Rs.151,000 to Rs.200,000	17%
	Rs.200,000 Plus	10%

Measurement Model

Figure 2 depicts the measurement model, showing the “ β values of all the constructs” used in the study. The “results show that the strongest effect” is in Hypothesis 6 ($\beta=0.662$), which states that customer value moderates service quality and customer satisfaction. The lowest effect is in Hypothesis 4 ($\beta=0.075$), which states that customers value moderate product quality and customer satisfaction.

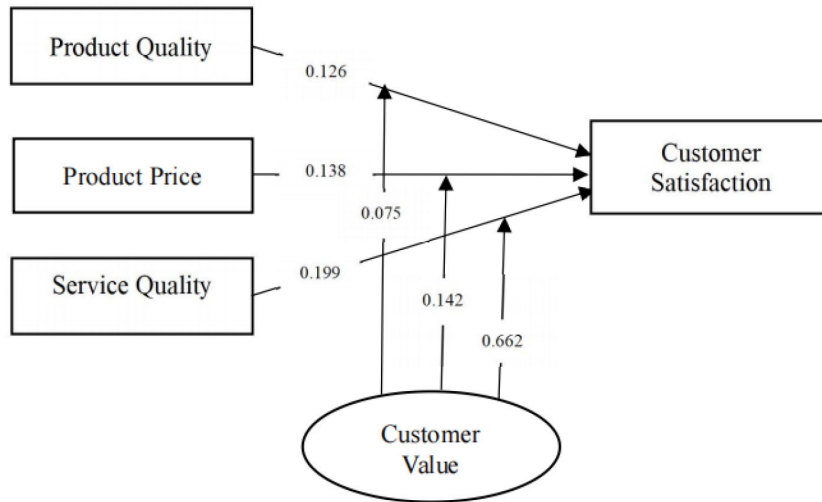


Figure 2 Measurement Model

Descriptive Analysis

Table 3 “depicts statistics related to mean, standard deviation, skewness, kurtosis, and Cronbach’s Alpha values.”

Table 3: Descriptive Statistics

Construct	Mean	St. Dev	Skewness	Kurtosis	Cronbach’s Alpha
Product Quality	3.750	2.203	1.492	1.407	0.848
Product Price	4.043	1.818	-1.336	1.571	0.807
Service Quality	3.870	1.355	-2.213	-1.507	0.889
Customer Value	4.092	2.631	1.150	-1.387	0.856
Customer Satisfaction	4.109	2.125	2.665	1.487	0.849

We found that the “skewness value ranged” between 1.150 and 2.665. Similarly, the “kurtosis values ranged between 1.387 and 1.571,” suggesting “acceptable univariate normality” of the constructs. Moreover, we found that the “constructs used in the study also have acceptable internal consistency” since all Cronbach’s Alpha values ranged between 0.807 and 0.899.

Convergent Validity

Table 4 depicts the “values related to composite reliability, average variance extracted, and the number of items used in each construct.” The results show “that the highest composite reliability (CR=0.898)” is for customer value, and the lowest composite reliability (CR=0.862) is for product quality. Similarly, we found the highest AVE (0.931) for

service quality and the lowest AVE (0.624) is for customer satisfaction. Thus, it suggests that the “constructs have acceptable convergent validity.

Table 4: Convergent Validity

Construct	CR	AVE	No of items
Product Quality	0.862	0.865	5
Product Price	0.873	0.633	4
Service Quality	0.891	0.931	6
Customer Value	0.898	0.639	4
Customer Satisfaction	0.892	0.624	4

Discriminant Validity (HTMT Ratio)

Table 5 shows the results related to discriminant validity. Based on these results, we have concluded that the constructs used in the study “are unique and distinct” since all HTMT ratio values are less than 0.950.

Table 5: Discriminant Validity (HTMT Ratio)

	PQ	PP	SQ	CV	CS
Product Quality	0.736				
Product Price	0.322	0.634			
Service Quality	0.452	0.564	0.428		
Customer Value	0.178	0.153	0.096	0.054	
Customer Satisfaction	0.463	0.58	0.333	0.287	0.105

Hypothesis Results

Table 6 shows the results of the articulated hypothesis in terms of “the Beta, t, and p values.”

Hypotheses	Beta	t stat.	p values	Results
P. Quality -> C. Satisfaction (H1)	0.126	2.445	0.015	Accepted
P. Price -> C. Satisfaction (H2)	0.138	1.994	0.046	Accepted
Service Quality -> C. Satisfaction(H3)	0.199	3.182	0.001	Accepted
P. Quality *C. Value -> C. Satisfaction (H4)	0.075	1.998	0.046	Accepted
P. Price *C. Value -> C. Satisfaction (H5)	0.142	2.785	0.006	Accepted
Service Quality* C. Value -> C. Satisfaction (H6)	0.662	20.512	0.000	Accepted

The “results show that the highest effect” is for Hypothesis 6 ($\beta= 0.662$), followed by Hypothesis 3 ($\beta= 0.199$), Hypothesis 5 ($\beta= 0.142$), Hypothesis 2 ($\beta= 0.138$), Hypothesis 1 ($\beta= 0.126$), and Hypothesis 4 ($\beta= 0.075$).

Structural Model

Figure 3 depicts the structural model, “showing the relationship between latent variables in terms of t values.”

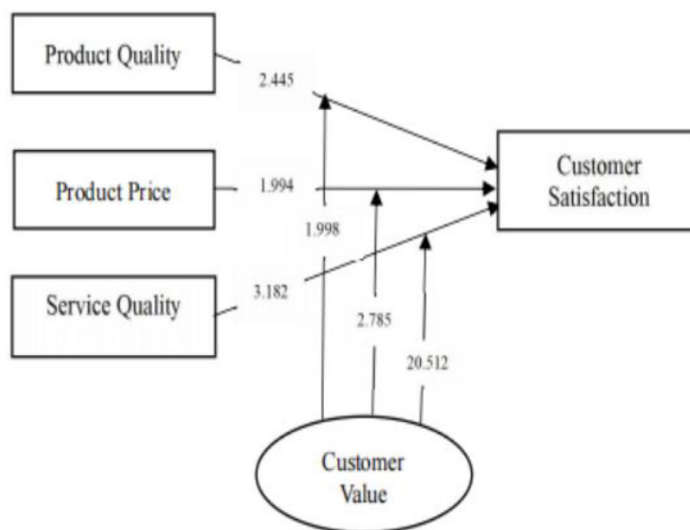


Figure 3: Structural Model

Discussion and Conclusion

Discussion

We accepted “Hypothesis 1: Product quality positively affects customer satisfaction.” Extant studies document that product quality “significantly affects customer satisfaction.” Moreover, it promotes customer loyalty and retention (Maryoso et al., 2023), leading to a firm's success (Cahaya et al., 2024). Maryoso et al. (2023) assert that when the product quality meets customer expectations, they (customers) generate positive word-of-mouth (Munawaroh & Simon, 2023). In contrast, low-quality products adversely affect customer satisfaction, decreasing loyalty and increasing negative reviews (Cahaya et al., 2024). Moreover, a study noted that 70% of consumers prioritize product quality, and the rest, 30%, to other factors such as after-sales services (Salesforces, 2022). Thus, we argue that firms can make informed decisions for growth and success by understanding the critical role of product quality.

Our “results support Hypothesis 2: Product price positively affects customer satisfaction.” Past studies assert that price significantly affects customer satisfaction and influences their perception of value and quality (Prasilowati et al., 2021). Equipping prices with customers' price and quality perception promotes satisfaction, loyalty, and

retention (Hride et al., 2022). In contrast, suboptimal pricing promotes dissatisfaction, overpriced perception, and negative reviews (Tendur et al., 2021). Past studies suggest that 70% of customers consider price while purchasing. At the same time, the remaining 30% of customers are quality conscious (Spider Group, 2022). Thus, we argue that while setting pricing strategies, firms must set competitive prices, offer transparent pricing, and consider flexible pricing options (Hride et al., 2022). Consumers loyal to a brand may not hesitate to pay a higher price. At the same time, consumers who are not loyal to a brand are often price-sensitive and may switch to other brands that offer lower prices (Cahaya et al., 2024).

We found “support for Hypothesis 3: stating service quality positively affects customer satisfaction”. Past studies noted that service quality is “significantly associated with customer satisfaction” (Prayuda, 2024). A service quality meeting or exceeding customers’ expectations will promote satisfaction, loyalty, and retention (Alzaydi, 2024). Satisfied customers share positive experiences that enhance firms’ reputation and give them a competitive advantage (Delcourt, 2024). A study on service quality highlights that 60% of customers switch brands if they are not satisfied with the quality of services (Salesforce, 2022). The researchers recommend that to excel in service quality, firms must train their staff, gather customers’ feedback, and continuously improve service quality (Solin & Curry, 2023).

Our results “support Hypothesis 4: Customer value moderates the relationship between product quality and customer satisfaction.” Extant literature documents that customer value “significantly moderates the relationship between product quality and customer satisfaction” (Solin & Curry, 2023). Delcourt (2024) asserts that customer value represents the perceived benefits customers derive from a product or service. Moreover, customer value enhances the relationship between product quality and satisfaction and mitigates the negative effect of low product quality (Gani & Oroh, 2021). A past study noted that 65% of customers focus on the functional value of a product and the remaining 35% on other aspects, such as emotional and social values. The study also highlighted that customer value enhances customer satisfaction by 30%. On the other hand, 70% of the customers switch brands due to perceived low value (Salesforce, 2022).

We found “support for Hypothesis 5: Customer value moderates the relationship between product price and customer satisfaction.” Customer value “significantly moderates price and customer satisfaction” (Prasilowati et al., 2021). Consumers’ perception of high-value products makes them less price-sensitive, leading to increased satisfaction (Hride et al., 2022). In contrast, customers’ low perception of product value increases price sensitivity, decreasing satisfaction (Cahaya et al., 2024). A past study on

customer value documents that 75% of customers prefer value over price (Hride et al., 2022; Salesforces, 2022). Moreover, the discussed study noted that customers stay with high-value products despite price increases (Salesforce, 2022). Thus, we argue that firms can optimize pricing and decrease price sensitivity by understanding the moderating role of customer value on product price and customer satisfaction. Moreover, these strategies will increase loyalty and satisfaction (Spider Group, 2022).

The “study supported Hypothesis 6: Customer value moderates the relationship between service quality and customer satisfaction.” Extant literature documents that “customer value significantly moderates service quality and patient satisfaction” (Prayuda, 2024). Alzaydi (2024) asserts that customer value helps customers understand how it affects service quality and satisfaction. Moreover, high customer value enhances service quality and satisfaction (Delcourt, 2024). In contrast, low customer value negatively affects this relationship (Solin & Curry, 2023). Thus, we argue that firms can optimize service quality by understanding the moderating relationship between service quality and satisfaction (Spider Group, 2022). Moreover, this understanding can help firms provide consistent service quality and increase customer satisfaction (Hride et al., 2022).

Conclusion

Customer satisfaction is important for a firm's growth and sustainability. Firms that do not keep their customers satisfied and happy may not survive in the long run. Given its importance, we have examined the effect of product quality, product price, and service quality” on customer satisfaction and the moderating effect of customer value on customer satisfaction. We collected the data using mall intercept methods. The focus of the study was on the respondents who purchase ready-made garments. The study documents that “product quality, price, and service quality positively affect customer satisfaction.” We also found that customer value moderates (i) Product quality and customer satisfaction, (ii) Product price and customer satisfaction, and (iii) Service quality and customer satisfaction.

Implications

We recommend that firms focus on product quality. It promotes customer loyalty and competitiveness (Rajasa et al., 2024). Moreover, quality products allow the firms to differentiate from the competitors (Isbahi, 2023). Most researchers agree that high-quality products allow firms to charge maximum prices for the products (Wang et al., 2023), promoting sustainability and increasing market share (Firtikiadis et al., 2024). In contrast, poor quality harms the brand reputation and reduces customer satisfaction,

reducing sales (Wang et al., 2023).

We recommend that firms focus on product pricing. Product pricing promotes consumer buying, increased revenue, and firms' competitiveness (Muneeb et al., 2023). Moreover, while developing a pricing strategy, firms may focus on target audience, market conditions, and competition (Narayanan & Singh, 2023). A well-developed pricing strategy increases sustainable customer relationships and allows the firm to differentiate its products from competitors (Muphimin & Djaddang, 2024).

Our study recommends that firms also focus on service quality. Like the other four Ps of marketing, service quality promotes customer satisfaction, revenue, and loyalty (Askari et al., 2024). Firms with high service quality command premium pricing, which allows firms to differentiate from competitors and increase market share (Mamakou et al., 2024). In contrast, poor service quality damages firms' reputations, leading to low revenue and increasing customer complaints (Khan et al., 2024).

Limitations and Future Research

The "study has focused on Karachi's textile sector. Other studies may focus on other sectors." A comparative study "between service and non-service sectors may bring more insight into the phenomenon." The study has examined the direct impact of three variables (i.e., product quality, price, and service quality) on customers' satisfaction. Future studies may add more antecedents to customer satisfaction in their conceptual framework. Our study was quantitative. Others may opt for qualitative or mixed methodology. The study has used customer value as a moderator in its conceptual framework. Other studies may add more moderators to their conceptual framework, such as in social media and demographics.

Annexure 1

Constructs and Items Used in the Study

Product Quality

- PQ1. I am highly satisfied with the performance of the brand I use.
- PQ2. The brand I use is known for its reliability.
- PQ3. The brand I use has high durability.
- PQ4. The brand I use offers distinguished features.
- PQ5. I am satisfied with the brand I use.

Price

- P1. The price of the brand I use is adequate.
- P2. The price of the brand I use is lower than that of a similar product in the market.
- P3. Considering its features, the price of the brand I use is justified.
- P4. The price of the brand I use is mostly the same.

Customer Value

- CV1. The brand I use offers good value for the money.
- CV2. The brand I use offers a higher value than its price.
- CV3. I would not switch my brand even if other brands offered lower prices.
- CV4. The brand always delivers what it promises.

Customer Satisfaction

- CS1. I am highly satisfied with the quality of the brand I use.
- CS2. I would always recommend that others use the brand I use.
- CS3. The brand I use meets my expectations.
- CS4. I am satisfied with the after-sales service of the brand I use.

Service Quality

- SQ1. I am highly satisfied with the service of the brand I use.
- SQ2. The customer support of the brand I use is highly cooperative.
- SQ3. The brand I use delivers the goods on time.
- SQ4. The service department of the brand I use has clarity in its communication.
- SQ5. The staff of the brand I use are highly courteous.
- SQ6. The staff of the brand I use are highly empathic.

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