



Exploring Consumer Satisfaction and Service Quality at Bhatbhateni Supermarket

Bijeta Nepali

BBA

Atharva Business College, Kathmandu Nepal

bijeta640@gmail.com

<https://orcid.org/0009-0009-8192-2886>

Chudamani Singh Bhat*

BBA

Atharva Business College, Kathmandu Nepal

chudamaniboss@gmail.com

<https://orcid.org/0009-0005-3766-6046>

Bikesh Kumar Mahato

BBA

Atharva Business College, Kathmandu Nepal

bikeshs407@gmail.com

<https://orcid.org/0009-0003-6939-7034>

Corresponding author*

Received: August 01, 2024; Revised & Accepted: September 26, 2024

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Abstract

Background: Customer satisfaction and service quality are pivotal to the success of businesses, particularly in the competitive retail landscape of Kathmandu. Bhatbhateni, as one of the leading retail chains in Nepal, plays a crucial role in offering a wide array of products and services. Understanding customer perceptions regarding service quality and satisfaction is essential for enhancing operational strategies and maintaining a competitive edge in this dynamic market. **Objectives:** This study aims to analyze the demographic profile of Bhatbhateni's customers, evaluate their perceptions of service quality and satisfaction, identify key service needs and expectations, and assess the likelihood of repurchase and recommendations among customers. **Methods:** A quantitative research approach was employed, utilizing structured questionnaires distributed to a sample of 120 customers of Bhatbhateni, selected through convenience sampling to ensure a diverse representation of gender and age. The questionnaire encompassed demographic inquiries and Likert scale items measuring customer satisfaction, service quality, and overall service experience. Data



analysis involved descriptive statistics to summarize findings and identify trends in customer perceptions. **Findings:** The results indicated that the sample comprised 53.3% male and 46.7% female customers, with 61.7% of respondents aged between 15-25 years. A substantial 70.0% of respondents felt that Bhatbhateni understood their service needs effectively. In terms of satisfaction levels, 43.3% of customers reported being somewhat satisfied, while 12.5% expressed being very satisfied with the products. Moreover, 45.8% of respondents rated Bhatbhateni's quality management as good, and 41.7% positively rated staff responsiveness. Additionally, 48.3% indicated a high likelihood of repurchasing products, and 61.7% stated they would likely recommend Bhatbhateni to others. **Conclusion:** The study reveals a generally positive perception of service quality among Bhatbhateni's customers, highlighting key areas of strength and potential for improvement. Customer satisfaction is significantly influenced by the understanding of service needs and the quality of management. These findings suggest that Bhatbhateni is well-positioned for sustained growth through enhanced customer engagement and service delivery. **Novelty:** This research contributes valuable insights into the relationship between service quality and customer satisfaction within the specific context of Bhatbhateni, a prominent retail chain in Nepal. By employing a structured questionnaire and statistical analysis, the study adds to the limited existing literature on customer service perceptions in Nepal's retail sector. The findings can guide Bhatbhateni and similar businesses in developing targeted strategies to improve customer satisfaction and loyalty, ultimately enhancing business service management practices in the region.

Keywords: Customer Satisfaction, Bhatbhateni, Retail Store, Exploratory Research

Introduction

Customer satisfaction is the extent to which a company's goods or services satisfy its customers, as measured by the number of repeat customers (Ghimire & Agarwal, 2024). Simply said, customer satisfaction is an assessment of how satisfied customers are with the products and services provided by the firm. Customer satisfaction can assist a company decide how to improve or adjust its products or services. Customer satisfaction is crucial because it shows whether your customers like what you're doing (Gurung, Amit, Sharma, & Timalina, 2024; Mahato, Nepali, & Bhat, 2024). According to research, high satisfaction leads to increased customer retention, higher lifetime value, and a stronger company reputation (Neupane & Lourdusamy, 2024).

Customer satisfaction is characterized as the percentage of total customers whose recorded experience with a company, its products, or services (rating) exceeds stated satisfaction goals. Moreover, it is also a critical problem for retail management, which has been related to a variety of important outcomes such as sales efficiency, customer retention, and loyalty discussed the subjective assessment of the different results and interactions associated with using or consuming the product/service (Shrestha & Shrestha, 2024).

Important metric for determining consumer repurchase intent and loyalty is satisfaction; which



is the feeling of fulfillment that occurs when a desire, need, or expectation has been met. described customer satisfaction as a critical component of any company that must be prioritized in order to retain good public relations, long-term profitability, and customer loyalty. Similarly, retaining clients is less expensive than acquiring new ones and contributes to a higher consumer lifetime value. Furthermore, customer loyalty can be used to determine how satisfied consumers are with a supermarket's services and goods. Keeping consumers happy is extremely beneficial to businesses (Rayamajhi & Sejuwal, 2024). Customers who are satisfied are more likely to remain loyal, buy more, and refer their mates.

Supermarket is one of the most well-known shopping outlets, offering a wide range of products and services at reasonable prices. In developed countries, malls and supermarkets underwent a rapid transition in 1990 (Poudel & Niraula, 2024). Supermarket transformation has been concentrated in major areas such as Latin America, Southeast Asia, China, and South Africa. There are different ways to promote supermarkets by offering delivery, creating loyalty programs (Lamichhane & Neupane, 2023), digitizing coupons, social media, local foods, clothes, etc. Rising sales and attracting more customers are age-old trends that impact any retail store likewise; customers may be attracted to supermarkets in a variety of ways (Rai & Dahal, 2024). When consumers are given a variety of choices to choose from, they are more likely to react.

In the context of Nepal, the idea of supermarkets started in the mid-1980s with the establishment of Bluebird Supermarket having a Rs. 500,000 investments (Karanjit, 2016). Moreover, there are several supermarkets (marts, superstores, and department stores), especially in Kathmandu valley where Bhatbhateni Super Market (BBSM) is a leading retail store having an aim to reduce costs and increase profits while recognizing customer loyalty. Bhatbhateni is established by Mr. Min Bhahadur Gurung in 1984 as a 'single shutter 120 sq. Ft. Cold store has currently across 18 sites with a total. Sales area of 1,000,000 sq. Ft. This supermarket is unique as it provides 4,500 full-time staff where 95% is women. Moreover, it is focused on improving sales efficiency in order to increase customer loyalty and responsiveness where consumers are pleased with the wide range of products available, the price and quality of the products, as well as the cleanliness and friendliness environment provided by Bhatbhateni.

Today, customer satisfaction is critical and crucial for both service and industry survival in the marketplace such as Banks, Taxi Services, Airlines and even in Cross-border purchase (Bista, 2022). The number of supermarkets in Kathmandu Valley and other Nepalese cities is growing by the day, resulting in fierce competition. Bhatbhateni needs to widen its product range because it has less choices of products in stock. The price of clothing should be kept to a minimum, and the quality of clothing should be considered. Rather than focusing on their own benefits, Bhatbhateni should concentrate on the desires and satisfaction of their customers.

Evaluating customer satisfaction serves as a crucial integrated value chain, acting as a primary catalyst. For any organization. This involves identifying customer needs, assessing satisfaction with service delivery, and continually appraising the significance of service and product attributes to customers (Neupane, 2019).



Likewise, the retail sector in Nepal is witnessing a huge revamping exercise as traditional markets make way for new formats such as departmental stores, hypermarkets, supermarkets and specialty stores. The retail industry in Nepal is at the cross roads and it has emerged as one of the most dynamic and fast paced industries with several players entering the market. Consumers prefer the supermarkets than other retail stores, because all items, varieties and choices are available in the supermarket. Supermarkets face challenges in enhancing customer satisfaction, with a critical focus on gaining a deeper understanding of the attributes that matter most to customers (Ahmed, 2024).

Supermarkets play a crucial intermediary role between manufacturers and customers in the market. In the modern era, their challenges include improving customer satisfaction and gaining a better understanding of the attributes most valued by customers. To stay competitive, it's vital for supermarkets to enhance customer satisfaction by focusing on key attributes. Determining factors influencing customer satisfaction. Is debatable, but empirical evidence is needed to statistically identify these factors. Existing research has not fully addressed various aspects, leaving questions unanswered, such as satisfaction levels with pricing, services, and product variety at Bhat Bhateni Supermarkets (BBSM). Additionally, this study aims to analyze post-COVID-19 customer satisfaction, exploring variations among age groups, gender, and occupations (Manandhar & Kafle, 2023). Using an exploratory research design, the study gathers information from various sources, models, theories, and previous evaluations to better understand the supermarket's objectives. The primary goal of this study was to assess the level of customer satisfaction with the Bhatbhateni.

Research Methods

A primary data collection method was used which was collected through a questionnaire. Qualitative research analysis method was used here. It consists of various types of questions such as single answer questions, Likert scale questions. This study was conducted to find out the level of customer satisfaction of Bhatbhateni Super Market. The study focused on how various factors such as price, quality, service, products delivered etc. Affect the satisfaction of customers of different genders, professions and age groups. This study uses survey and descriptive research. The research is focused on describing the phenomena of customer satisfaction in Bhatbhateni supermarket based on relevant data. The research design adopted in the study is a descriptive and survey study to address the key questions related to various factors of service quality and customer satisfaction. The main population of this study is those customers who made a purchase of a BBSM order. The sample units were of both sexes. The sample respondents represent young university students, people in business units, housewives and workers. In this study, a sample size of 120 was taken, which was represented by respondents from different occupations, genders and age groups.

Information is generated from primary sources. While collecting data through primary sources a questionnaire was used to know the satisfaction of the customers. Structured questions were included in the survey. To conduct the research, objective information was collected by visiting BBSM and to fill the form to achieve customer satisfaction with BBSM. The



respondent filled out the entire questionnaire as requested. The information collected from the survey was unorganized, so to organize it, the information was divided according to age, gender and profession of the respondents. First, the collected data was edited to ensure accuracy, consistency and consistency. Second, coding and classification of data was done accordingly. The information was then tabulated and summarized. Later, this information was presented as charts and graphs. Based on this, various pie charts, bar charts, lines, scatter charts were drawn information as needed .

Data analysis tools used to achieve the objective were frequency and mean. To achieve the first objective, the second and third objectives were used respectively, the weighted average was used. The research paper is presented in descriptive and tabular form as per the requirements and clearly its interpretation. To make the report simple and understandable, charts and graphs was used. The collected data was in an unorganized form. The corresponding information was converted into tabular and graphical form using MS Excel and also manually. Based on the data, scatter plot, pie chart and bar chart are prepared is necessary.

Results and Analysis

Data were collected through floating questionnaires among clients (male and female) of two BBSMs in Kathmandu. This section covers the respondent and demographic profile and how it was analyzed and interpreted based on the primary data collected through the questionnaire. This makes it easier to understand the demographic characteristics of the respondents. The profile of the respondents includes the gender and age of the respondents.

Table 1: Distribution of gender

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	64	53.3	53.3	53.3
	Female	56	46.7	46.7	100.0
	Total	120	100.0	100.0	

Source: Survey 2024

The result of the study shows that, respondents were inquired as gender male and female. Out of 120 respondents 64 (53.3%) were male and remaining 56 (46.7%) were female.

Table 2 : Distribution of age

Age group					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-25 Years	74	61.7	61.7	61.7
	26-35 years	29	24.2	24.2	85.8
	36-45 YEARS	14	11.7	11.7	97.5
	45 AND ABOVE	3	2.5	2.5	100.0
	Total	120	100.0	100.0	

Source: Survey 2024

The result in table 2 indicate that us of 120 respondents, 74 (62.7%) were of age of 15-25 years, 29 (24.2%) were of 26-35 years, 14 (11.7%) were of 36-45 years and 3 (2.5%) were of 45 and above.

Descriptive Analysis

This sub-section focuses on the descriptive analysis of the data collected through the questionnaires during the study. Calculation of statistical measures, including mean, standard deviation, and maximum and minimum values, is part of descriptive analysis. In terms of frequency and aggregation related to research questions and variables, these figures help the researcher to analyze the data. To this end, the respondents were asked Likert scale questions ranging from 1 (strongly agree), 2 (agree), 3 (neutral), 4 (disagree) and 5 (disagree) and many more.

Table 3: Distribution of customer duration

In total, how long have you been a customer of Bhatbhateni?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 years	44	36.7	36.7	36.7
	3-above years	65	54.2	54.2	90.8
	Less than 6 months	6	5.0	5.0	95.8
	New	5	4.2	4.2	100.0
	Total	120	100.0	100.0	

Source: Survey 2024

The result in table 3 indicates that out of 120 respondents, 44(36.7%) are customers for 1-2 years, 65(54.2%) are customers since 3- above years, 6(5.0%) are since less than 6months and 5(4.2%) are new customers.

Table 4: Distribution of service needs of individual

Does Bhatbhateni understand the service needs of we individual?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Maybe	33	27.5	27.5	27.5
	No	3	2.5	2.5	30.0
	Yes	84	70.0	70.0	100.0
	Total	120	100.0	100.0	

Source: Survey 2024

Table 4 indicates out of 120 respondents, 33(27.5%) said maybe BBSM understand the needs of we individual, 3(2.5%) said no, 84(70.0%) said yes BBSM understand the needs of we individual.

Table 5: Distribution of satisfaction and dissatisfaction

Overall, how satisfied or dissatisfied are you with the products of Bhatbhateni?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not satisfied at all	2	1.7	1.7	1.7
	Satisfied	51	42.5	42.5	44.2
	Somewhat satisfied	52	43.3	43.3	87.5
	Very satisfied	15	12.5	12.5	100.0
	Total	120	100.0	100.0	

Source: Survey 2024

This table indicates out of 120 respondents, 2(1.7%) are not satisfied at all with the products of Bhatbhateni, 51(42.3%) are satisfied with the products, 52(43.3%) are somewhat satisfied with the products and 15(12.5%) are very satisfied with the products of Bhatbhateni.

Table 6: Distribution of meeting our needs

How well does Bhatbhateni meets your needs?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely well	20	16.7	16.7	16.7
	Not well at all	1	.8	.8	17.5
	Somewhat well	54	45.0	45.0	62.5
	Very well	45	37.5	37.5	100.0
	Total	120	100.0	100.0	

Source: Survey 2024

This table indicates that out of 120 respondents, 20(16.7%) meets our needs extremely well, 1(.8%) doesn't meet our needs that well, 54(45.0%) somewhat meets our needs, 45(37.5%) meets our needs very well.

Table 7 : Distribution of reason for choosing Bhatbhateni

What is your reason for choosing Bhatbhateni?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Accessibility	36	30.0	30.0	30.0
	Influence from family and friends	28	23.3	23.3	53.3
	Price charged	11	9.2	9.2	62.5
	Product range	45	37.5	37.5	100.0
	Total	120	100.0	100.0	

This table indicates that out of 120 respondents, 36(30.0%) choose Bhatbhateni for accessibility, 28(23.3%) choose Bhatbhateni who are influenced from family and friends, 11(9.2%) choose Bhatbhateni for price charged and 45(37.5%) choose Bhatbhateni for

product range.

Table 8: *Distribution of responsiveness of staffs*

How do you rate our responsiveness of staffs of Bhatbhateni in dealing with you?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	18	15.0	15.0	15.0
	Fair	10	8.3	8.3	23.3
	Good	50	41.7	41.7	65.0
	Very good	42	35.0	35.0	100.0
	Total	120	100.0	100.0	

This table indicates that out of 120 respondents, 18(15.0%) rated on excellent for responsiveness of staff of Bhatbhateni, 10(8.3%) rated on fair for responsiveness of staff of Bhatbhateni, 50(41.7%) rated on good for responsiveness of staff of Bhatbhateni and 42(35.0%) rated on very good for responsiveness of staff of Bhatbhateni.

Table 9: *Distribution of quality management to ensure complete customer satisfactions*

How do you rate the approach of Bhatbhateni of quality management to ensure complete customer satisfaction					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	19	15.8	15.8	15.8
	Fair	10	8.3	8.3	24.2
	Good	55	45.8	45.8	70.0
	Very good	36	30.0	30.0	100.0
	Total	120	100.0	100.0	

Source: Survey 2024

Table 9 indicates that out of 120 respondents, 19(15.8%) rated on excellent quality management to ensure complete customer satisfaction, 10(8.3%) rated on fair, 55(45.8%) rated on good and 36(30.0%) rated on very good for quality management to ensure complete customer satisfaction.

Table 10: *Distribution of technical competence and their response time*

If you received any technical support, how you rate the technical competence and their response time?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	18	15.0	15.0	15.0
	Fair	12	10.0	10.0	25.0
	Good	48	40.0	40.0	65.0
	Poor	1	.8	.8	65.8
	Very good	41	34.2	34.2	100.0
	Total	120	100.0	100.0	

Source: Survey 2024

Table 10 indicates that out of 120 respondents, 18(15.0%) rated on excellent technical competence and their response time, 12(10.0%) rated on good, 48(40.0%) rated on good, 1(.8%)rated on poor and 41(34.2%) rated on very good technical competence and their response time.

Table 11: *Distribution of convenience and satisfactory of location*

Is the location of Bhatbhateni convenient and satisfactory to you?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly dissatisfied	3	2.5	2.5	2.5
	Highly satisfied	18	15.0	15.0	17.5
	Neither satisfied nor dissatisfied	36	30.0	30.0	47.5
	Satisfied	63	52.5	52.5	100.0
	Total	120	100.0	100.0	

This table indicates that out of 120 respondents, 3(2.5%) are highly dissatisfied with the location of Bhatbhateni, 18(15.0%) are highly satisfied with the location, 36(30.0%)are neither satisfied nor dissatisfied with the location and 63(53.5%) are satisfied with the location of Bhatbhateni.

Table 12 : *Distribution of repurchase of products*

How likely are you to repurchase the product of Bhatbhateni?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	.8	.8	.8
	Extremely likely	16	13.3	13.3	14.2
	Not so likely	5	4.2	4.2	18.3
	Somewhat likely	40	33.3	33.3	51.7
	Very likely	58	48.3	48.3	100.0
	Total	120	100.0	100.0	

Source: Survey 2024

This table indicates that out of 120 respondents, 16(13.3%) are extremely likely to repurchase the product of Bhatbhateni, 5(4.2%) are not so likely to repurchase, 40(33.3%) are somewhat likely to repurchase and 58(48.3%) are very likely to repurchase the product of Bhatbhateni.

Table 13: *Distribution of recommendation*

Based on your experience with Bhatbhateni product, would you recommend this to other individual?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely will	23	19.2	19.2	19.2
	Might or might not	22	18.3	18.3	37.5
	Probably will	74	61.7	61.7	99.2

	Probably will not	1	.8	.8	100.0
	Total	120	100.0	100.0	

Source: Survey 2024

This table indicates that out of 120 respondents, 23(19.2%) would definitely will recommend to other individuals to purchase from Bhatbhateni, 22(18.3%) might or might not recommend, 74(61.7%) would probably will recommend and 1(.8%) would probably will not recommend to other individuals to purchase from Bhatbhateni.

Table 14: Distribution of value of products

Overall, the value of Bhatbhateni product compared with is:					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	10	8.3	8.3	8.3
	Fair	27	22.5	22.5	30.8
	Good	62	51.7	51.7	82.5
	Very good	21	17.5	17.5	100.0
	Total	120	100.0	100.0	

Source: Survey 2024

Table 14 indicates that out of 120 respondents, 10(8.3%) rated on excellent for value of Bhatbhateni products, 27(22.5%) rated on fair, 62(51.7%) rated on good and 21(17.5%) rated on very good for value of Bhatbhateni products.

Table 15: Distribution of performance and commitment to meet delivery expectation

How do you rate delivery on time performance and our commitment to meet your delivery expectation of Bhatbhateni?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	12	10.0	10.0	10.0
	Fair	14	11.7	11.7	21.7
	Good	63	52.5	52.5	74.2
	Poor	1	.8	.8	75.0
	Very good	30	25.0	25.0	100.0
	Total	120	100.0	100.0	

Source: Survey 2024

Table 15 indicates that out of 120 respondents, 12(10.0%) rated on excellent for delivery on time performance, 14(11.7%) rated on fair, 63(52.5%) rated on good, 1(.8%) rated on poor and 30(25.0%) rated on vary good for delivery on time performance.



Table 16: Distribution of question and concern of products

How responsive have Bhatbhateni been to your question and concern about the product?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely responsive	12	10.0	10.0	10.0
	Not applicable	1	.8	.8	10.8
	Not so responsive	9	7.5	7.5	18.3
	Somewhat responsive	66	55.0	55.0	73.3
	Very responsive	32	26.7	26.7	100.0
	Total	120	100.0	100.0	

Source: Survey 2024

Table 16 indicates that out of 120 respondents, 12(10.0%) rated on extremely responsive to our question and concern about the product, 1(.8%) rated on not applicable, 9(7.5%) rated on not so responsive, 66(55.0%) rated on somewhat responsive and 32(26.7%) rated on very responsive to our question and concern about the product.

Conclusion

This study highlights the significance of understanding customer perceptions of service quality and satisfaction within Bhatbhateni, one of Nepal's leading retail chains. The findings reveal that a substantial portion of customers feel that their service needs are effectively understood, contributing to an overall positive sentiment towards the store's service quality. Despite these favorable perceptions, there remains room for improvement, particularly in areas such as staff responsiveness and the overall satisfaction ratings, which indicated that a notable percentage of customers are only somewhat satisfied. These insights carry important implications for Bhatbhateni's strategic approach to enhancing customer experience. By investing in training programs to further empower staff in delivering exceptional service and addressing customer feedback proactively, Bhatbhateni can strengthen its competitive position in the market. Moreover, the study underscores the need for continuous engagement with customers to adapt to their evolving preferences and expectations. The strong likelihood of repurchase and recommendations among satisfied customers suggests that focusing on improving service quality could lead to increased customer loyalty, ultimately driving revenue growth. This research not only enriches the understanding of customer dynamics in Nepal's retail sector but also serves as a practical guide for Bhatbhateni and similar businesses to foster sustainable customer relationships through enhanced service management practices.

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