

Customer Satisfaction towards Paragliding Services in Pokhara: The Moderating Role of Gender

¹Bikash Thapa Magar*, ²Deennath Lamichhane

¹Department of Management, Janapriya Multiple Campus, Pokhara

²Department of statistics and Mathematics, Janapriya Multiple Campus, Pokhara

Corresponding author Email: bikithapa@gmail.com

Article History

Received 14 April 2020

Revised 10 September 2020

Accepted 21 November 2020

Abstract

Customer satisfaction is an important aspect of successful business. So, every business should maintain a good relationship with its customers to enhance loyalty and increase profit. This research considers 'gender' as a moderator in the causal relationship between service quality/value dimensions and overall satisfaction of customers in paragliding through measurement of perceived service quality and perceived service value by applying descriptive and analytical methods. Perceived service quality is measured by the constructs: Reliability, Assurance, Tangibility, Empathy, and Responsiveness while perceive service value is measured by the constructs: Price, Scenery, and Thrill. The landing site near Phewa Lake was chosen as the study area. A convenient sample of 150 respondents was selected for the study. Questionnaire was constructed to elicit primary data on independent variables and was evaluated on five-point Likert Scale. Focused group discussions supplemented the study. Gender-wise mean score of different variables revealed that the contribution of perceived service quality to customer satisfaction is higher than that of perceived service value for both the genders. Among the three significant variables- Reliability, Price, and Thrill, the Reliability has higher contribution in Perceived Service Quality measurement. Similarly, the Price has higher contribution in Perceived Service Value Measurement. Overall, the gender-wise level of satisfaction in paragliding among customers is found good. Further studies are needed to establish causal relationship between customer satisfaction and other demographic variables.

Keywords: Customer satisfaction, paragliding, perceived, service quality, service value

Introduction

Customer satisfaction is customer's reaction to the state of satisfaction and customer's judgment of satisfaction level (Kim, Park & Jeong, 2004). Satisfaction of the customers can help the brands to build long and profitable relationships with their customers (Eshghi, Haughton & Topi, 2007). Therefore, a firm should concentrate on the improvement of service quality and charge an appropriate fair price in order to satisfy their customers, which would ultimately help the firm to retain its customers (Gustafsson, Johnson & Roos, 2005). Satisfaction may influence the concerned company by repurchase, purchase of more products, positive word of mouth and willingness of a customer to pay more for the particular brand. Any business is likely to lose market share, customers and investors if it fails to satisfy customers as effectively and efficiently as its competitors is doing (Anderson, Fornell & Mazvancheryl, 2004).

Now a day's measuring customer satisfaction becomes an important issue for most of the business organization. In this regard, there is a rumor by Lord Kelvin (19th century) 'If you cannot measure something, you cannot understand it'. In recent decades importance of customer satisfaction has increased. Thus, many organizations considered 'measuring customer satisfaction' should be set as a parameter of business success. 'It also considered as reliable feedback and it provides an effective, direct, meaningful and objective way of the customers' preferences and expectations.

Paragliding or parasailing is an increasingly popular hobby as people try to find new and more adventurous activities. A paraglider consists of a double-layered cloth with partitions. It attains its final profile only when air streams through the chambers and provides sufficient lift. The pilot is airborne when the glider has reached take-off speed. The glider has four to six risers and two brake lines. Pulling one-line results in a change of direction; pulling both lines acts as a brake. The low center of gravity provides for a high stability of the pendulum. The pilot sits in a harness suspended below a fabric wing. Wing shape is maintained by the suspension lines, the pressure of air entering vents in the front of the wing, and the aerodynamic forces of the air flowing over the outside. All one needs to fly is a foldable glider and a harness to sit in. It is a unique kind of soarable aircraft because it is highly portable – the entire kit can be packed into a large rucksack and carried on the pilot's back, making it considerably easier to access a number of soaring sites, and expanding the options for landing sites from which one can return (Rahman & Tator, 2008).

Oliver offers on his formal definition (p-13), (as cited Zeithaml in et al., 2013 p-86) "Satisfaction is the consumer's fulfillment response". It is a judgment that a product services

features, or the product or service itself, provides a pleasurable level of consumption-related fulfillment.

Customer satisfaction is one of the most important issues concerning business organizations of all types. Business organizations try to give the best service to the customer and also look for the reason that can increase the satisfaction level. According to Hokanson (1995, 13), these factors include friendly employees, knowledgeable employees, Helpful employees, the accuracy of billing, billing timeliness, competitive pricing, service quality, good value, billing clarity, and quick service.

“Service quality a critical element of customer perception in the case of pure services (e.g. health care, financial services education) service quality will be the dominant element in the customer’s evaluation”(Zeithmal, Bitner, Gremler & Pandit, 2013 P-93). Fisk, Brown & Bitner 1993, (as cited in Baron & Harris, 2003) “service quality has been identified as the single most researched area in service marketing till the date”.

Parasuraman et al. (1988) defined reliability as the ability of a firm to perform the promised service dependably and accurately. Nguyen and Leblanc (2001) mentioned that considering the reputation about reliability, customers’ past experiences are related to the reliability of service quality. Tangibles have been defined as personal appearance, physical facilities like store decorations, display and equipment (Parasuraman et al., 1988). Tangibles are basic elements such as access to the facilities and the safety and convenience for customers (Bellin, 2005). Tangibles are used by firms to convey their image and signal quality (Zeithaml et al., 2006).

Parasuraman et al. (1988) and Zeithaml et al. (2006) defined empathy as the firms’ personalized attention for their customers and for giving them care and assistance. This dimension is also more suitable to companies that are trying to build a relationship with customers as opposed to “transaction marketing”. This ensures the firm’s survival (Andaleeb & Conway, 2006). Empathy has several ways that can be shown to customers such as knowing the customer’s name, preferences and needs. Many companies use this competence to provide customized services as a competitive advantage over other firms (Zeithaml et al., 2006).

According to Parasuraman et al. (1988) responsiveness is the employee’s express willingness to help customers and provide quick service. This dimension is concerned with dealing with the customer’s requests, questions and complaints promptly and attentively. When it communicates to its customers, a firm needs to know how to be responsive and how long it would take to get answers and solve problems. If companies want to be successful, they

need to look at the viewpoint of the customer rather than the company’s perspective (Zeithaml et al., 2006). Parasuraman et al. (1988) defined assurance as the trained courtesy of employees and also the ability to inspire trust and confidence from them. According to Zeithaml et al. (2006), assurance represented the personnel who link the customer to the organization by trust and confidence. It’s about traditional selling and relationship marketing expressed information and shared an understanding to the customer (Ndubisi, 2006).

Perceived value has been defined as the benefit from services which customers believe they receive in consideration for the cost of that service (McDougall & Levesqu, 2000). Rust and Oliver (1994) stated that if the price was too high and service is of good quality, then customers rated it as a poor value service. Heskett (1997) found that high value was not necessarily associated with low prices, because services with a high perceived value may, in fact, have high or low prices. When perceived value increases, maybe customers will stay loyal and have increased expectations, whereas a decrease in value will result in customers being more receptive to competitors’ marketing (Grönroos, 2000). Companies can employ two strategies, one is adding more benefits from their services, and another is reducing the costs associated with the purchase that will enhance the customers’ perceived value (Lovelock & Wirtz, 2007). Perceived value is the trade-off between what customers receive and what they have to pay to obtain a service (Monroe, 1991; Zeithaml, 1988). Customer perceived costs are often represented and measured by price (Brady & Cronin, 2001). Other non-monetary costs include time and physical and mental effort (Zeithaml, 2009). These types of costs are different across individual consumers and situations (Tam, 2004). Sweeney & Soutar, 2001(as cited in Raza, Siddiquei, Awan & Bukhari, 2012) suggested five dimensions of perceived value.

Emotional value	“ The utility derived from the feelings or affective states that a product generates”
Social value (enhancement of social -concept)	“The utility derives from the products ability to enhance social self- concept”
Function value (price /value for money)	“The utility derived from the product due to the reduction of its perceived short term and long-term costs”
Functional Value (performance/ quality.)	“The utility derived from the perceived quality and expected performance of product.

Price is a major determinant of consumer choice (Kotler, 2009). That is, it’s the cost

incurred in making a purchase (Tse, 2001), which together with perceived service quality and perceived value influence spending behavior (Rust & Oliver, 1994). Consumers will determine what price can be paid based upon their discretionary spending limits (Monroe, 1990). High price products and services are believed to be high-quality products and services and their prices are normally higher than lower-quality equivalent products or services as price impacts perceived quality (Curry & Riesz, 1988). If consumers have no experience in obtaining a service, they, therefore, make a decision based upon their expectation, image, perception of quality and price (Monroe, 1990).

Perceived quality is judgment superiority by customers about a product's overall excellence or (Zeithaml, 1988) it's like an attitude (Zeithaml, 1988; Parasuraman, 1985). Perceived quality is defined as the customers compare between their expectation and perception of service performance (Lehtinen & Lehtinen, 1982; Gronroos, 1984; Parasuraman et al., 1988). Prior to purchase, customers may use price as an indicator of quality and set expectations in regard to the service. Although increasing customers' perception of service quality adds in high customer satisfaction and perceived value, the effect of perceived service quality on perceived value might be offset by high perceived sacrifice. (Tam, 2004). Paragliding is an exciting form of air adventure that satisfies the tourists' need, thereby explaining why it has become a popular adventure activity ("Guide to Paragliding in Pokhara" n.d.).

Novelty and search for new knowledge are considered as important factors for adventure tourists (Weber, 2001). Exploratory, novelty and variety seeking behavior of adventure tourists increase the importance of this dimension of value in adventure tourism (Zuckerman, 1994).

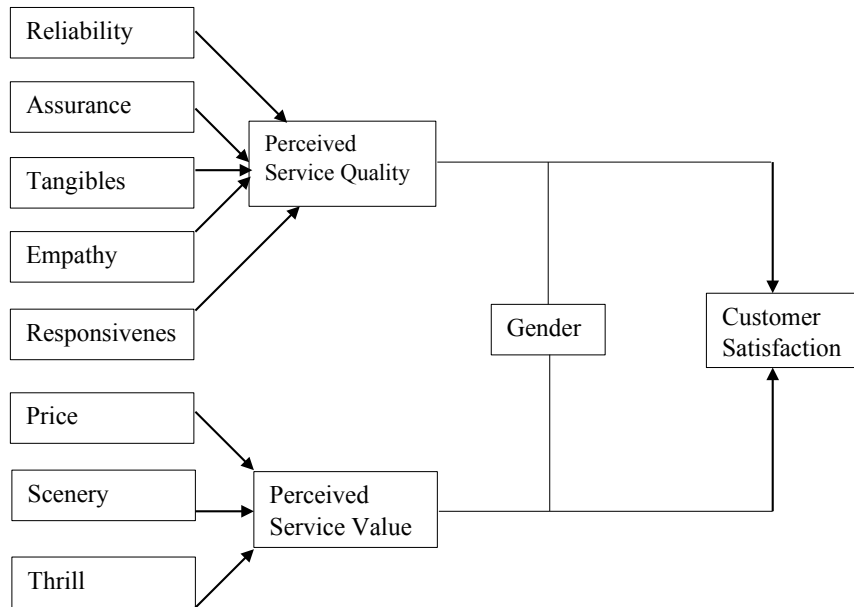
Paragliding has become a center of attraction for both domestic as well as international tourists. Yearly, thousands of customers experience paragliding in Pokhara because, it is one of the top five commercial paragliding locations in the world, provided with all the proper and accurate elements such as the stable thermals, suitable landing and launching sites along with the safety of one of the biggest lake and mesmerizing mountain views ("Guide to Paragliding in Pokhara" n.d.).

Nepal is one of the best paragliding venues after Switzerland. The climate & geographic similarities between the two countries have made it sound more relevant encouragingly; Pokhara has been nominated as the fifth best location to paraglide in the world in the context when paragliding is being seen as key product entrepreneurs. paragliding history is not very long the first and only registered paragliding company in Nepal is sunrise paragliding based in Pokhara was established in 2000 AD with the help of Adam Hill, a British national and a paragliding

pilot paragliding can be a perfect alternatives adventure sports in Nepal, geographically and climatically “Paragliding in Nepal”, (n.d.). Yearly approximately 60 thousand people participate in paragliding event in Pokhara. Among them, 60 percent foreigners and 40 percent Nepali participate in paragliding. Currently, there are 50 paragliding companies running with the investments of 700 million rupees with the involvement of approximately 1000 employees, including the pilot and other staff. Its income is around 300 million to 500 million rupees per year which is a significant portion of the GDP of Nepal contributed by the tourism industry, (Bhandari, I. P., personal communication, April 20, 2019). Lack of sufficient research in such area, question arises whether customers are fully satisfied with the services provided by paragliding companies? This study aims to examine the service quality and services value of the company as perceived by the customer and determine their level of satisfaction.

Gender refers to a set of characteristics differentiating males from females. Other than being physically or biologically different, males and females can be different in traits, attitudes, and activities that are able to influence consumer behavior (Hoyer, Amp & Maclnnis, 2010). Each gender observes the environment; processes, evaluates and retrieves information, and makes judgments in different ways (Hoyer, Amp & Maclnnis, 2010; Karatepe, 2011). The study conducted by the public service organization indicated that male respondents rated perceived service quality better in comparison to female respondents (Mokhlis, 2012).

An observation that emerges from studies examining the role of gender in management and marketing contexts (Babin & Boles, 1998; Eagly et al. 1995; Iacobucci & Ostrom, 1993; Karatepe et al. 2006; Meyers-Levy & Sternthal, 1991) is that men are more task- or goal oriented (agentic) and women are more relationship-oriented (communal). The agentic and communal distinction between the two sexes has implications regarding how each gender observes the environment, processes, evaluates and retrieves information, and makes judgments. Specifically, women process information in a more detailed fashion, while men use simple heuristics and process information based on few details (Babakus & Yavas 2008; Karatepe et al. 2006). However, the effect of service environment on satisfaction is higher for male customers than female customers (Babakus & Yavas, 2008). This research aims to find out the overall satisfaction of paragliding customers through perceived service quality and perceived service value. On the basis of literature review, the following conceptual model has been used for the study.



Data and Methods

For this purpose, descriptive and analytical research designs were used to find out the result. The only landing site near Phewa Lake was chosen as the study area. All paragliding customers were regarded as population and 150 customers (at 5% level of significance and 8% margin of error) were chosen in researchers’ convenience for the survey of the study. Survey Questionnaire with structured questions was constructed to elicit information from the sample customers on independent explanatory variables RATER (Responsiveness, Assurance, Tangibility, Empathy, and Reliability) of “Perceived Service Quality” & PST (Price, Scenery, and Thrill) of “Perceived Service Value” (which jointly explain “Customer Satisfaction”) so as to obtain the responses evaluated on five-point Likert Scale (1 = Strongly disagree, 5 = Strongly agree). Questionnaire was constructed based on SERVQUAL model and other review of literature. The Service Quality Model or SERVQUAL Model was developed and implemented by the American marketing gurus Valarie, Parasuraman and Berry in 1988. It is a method to capture and measure the service quality experienced by customers. Mulder, P. (2018). A smaller version of the SERVQUAL Model is the RATER model. Where the

SERVQUAL Model works with 10 dimensions to measure the quality of service, the RATER model works with five dimensions (Mulder, 2018). FGD was conducted to verify the results obtained from the quantitative analysis.

Univariate, bivariate and Multivariate techniques were used to analyze the data. Pearson's bivariate correlation coefficient between dependent dichotomous variable "Satisfaction" and different independent construct variables "RATER" and "PST" involved in this study were calculated and the results obtained were analyzed. Pearson's correlation coefficient ($p < .05$) was used to examine the relationship between variables under study and "level of satisfaction". In general, those variables, which had shown a statistically significant association in bivariate analysis, were selected for multivariate analysis. In multivariate analysis, a logistic regression model was used because Pearson's correlation coefficient only shows relationship between explanatory and response variables, but it does not state the cause-and-effect relationship between them.

Content validity of the questionnaire was ascertained by consultation with subject-experts, researcher-advisor, faculties, stakeholders of paragliding, and colleagues. The issue of external reliability was addressed by pilot-survey on 15 customers in the similar settings before finalizing the questionnaire. Purpose of data collection was explained to the respondents before interviewing. Privacy and confidentiality of all respondents were maintained regarding their information. To enhance higher response rate, verbal informed consent from respondents was taken and questionnaire was administered hand to hand.

Customer satisfaction was measured in terms of perceived service quality and perceived service value. Perceived service quality is measured simultaneously by Responsiveness(R), Assurance (A), Tangibility (T), Empathy (E) and Reliability (R) whereas; perceived service value is measured simultaneously by Price (P), Scenery (S) and Thrill (T). By using computer application SPSS (version 25.0), Perceived Service Quality Score (PSQS) was prepared from a mean score of RATER. Similarly, Perceived Service Value Score (PSVS) was prepared from a mean score of PST. Finally, the mean score of PSQS and PSVS was calculated and the satisfaction score was prepared. This variable (Satisfaction score) was re-coded into same but dichotomous variable as "high level of satisfaction" for the satisfaction scores more than mean satisfaction score and "low level of satisfaction" for the scores less than mean satisfaction score. Thus, level of satisfaction was dichotomized. In this situation, the logistic regression method is one of the best methods for analyzing data (Neter et al., 1996).

Results and Discussion

Among the means of RATER scores for male, empathy score has a highest mean (4.62) with standard deviation 0.64 followed by assurance score, responsiveness score, reliability score and tangible score. Among the means of PST scores, scenery score has a highest mean (4.54) with standard deviation 0.75 followed by thrill score and price score. Similarly, the mean satisfaction score is 4.36 with a standard deviation of 0.42. This means satisfaction score lies above mean PSVS (4.25) and below mean PSQS (4.46). These results indicate that the contribution of perceived service quality to customer satisfaction is higher than that of perceived service value.

Univariate Analysis

Table 1

Descriptive Statistics (Gender = Male)

	N	Mean	Std. Deviation
Reliability score	58	4.42	.56
Assurance score	57	4.58	.65
Tangible score	58	4.13	.66
Empathy score	58	4.62	.64
Responsiveness score	58	4.54	.60
Service quality score	58	4.46	.53
Price score	58	3.93	.42
Scenery score	58	4.54	.75
Thrill score	58	4.29	.97
Service value score	58	4.25	.57
Satisfaction score	58	4.36	.42
N	57		

Among the means of RATER scores for female, assurance score has a highest mean (4.64) with standard deviation 0.65 followed by responsiveness score, empathy score, reliability score and tangible score. Among the means of PST scores, scenery score has a highest mean (4.67) with standard deviation 0.48 followed by thrill score and price score. Similarly, the mean satisfaction score is 4.36 with a standard deviation of 0.38. This means satisfaction score lies above mean PSVS (4.27) and below mean PSQS (4.44). These results indicate that the contribution of perceived service quality to customer satisfaction is higher than that of perceived service value.

Table 2

Descriptive Statistics (Gender = Female)

	N	Mean	Std. Deviation
Reliability score	90	4.40	.61
Assurance score	88	4.64	.65
Tangible score	89	4.04	.69
Empathy score	88	4.56	.72
Responsiveness score	88	4.60	.62
Service quality score	90	4.44	.58
Price score	90	3.90	.44
Scenery score	90	4.67	.48
Thrill Score	90	4.23	.86
Service value score	90	4.27	.43
Satisfaction score	90	4.36	.38
N	88		

Correlation table below shows that, for males, there is a positive and significant (at $P < .01$) correlation between “Satisfaction score” (dependent variable) and each of the independent construct variables “Responsiveness”, “Assurance”, “Tangibility”, “Empathy”, “Reliability”, “Price”, “Scenery” and “Thrill”. Correlation coefficient between “satisfaction score” and “reliability score” is the highest ($r = 0.76$) which implies that professionalism of office staff, pickup-drop service and performance of pilot play strongly positive role in making customers satisfied. Similarly, the lowest value ($r = 0.44$) of correlation coefficient between “satisfaction score” and “Tangibles” shows comparatively less important role of office layout, in making customers satisfied.

Bivariate Analysis

Table 3

Pearson’s Correlation of ‘Satisfaction Score’ with RATER & PST (Gender = Male)

		R1	A	T1	E	R2	P	S	T2
Satisfaction Score	Pearson Correlation	.764**	.650**	.442**	.709**	.613**	.596**	.599**	.643**

Note: **= $p < .01$ and *= $p < .05$

R1 = Reliability Score, A = Assurance Score, T1 = Tangible Score, E = Empathy Score, R2 = Responsiveness Score, P = Price Score, S = Scenery Score, T2 = Thrill Score

Correlation table below shows that, for females, there is a positive and significant

($P < .01$) correlation between “Satisfaction score” (dependent variable) and each of the independent construct variables “Responsiveness”, “Assurance”, “Tangibility”, “Empathy”, “Reliability”, “Price”, “Scenery” and “Thrill”. Correlation coefficient between “satisfaction score” and “empathy score” is the highest ($r = 0.82$) which implies that ability of pilot and staff to understand and share the feeling of the customer play strongly positive role in making customers satisfied. Similarly, the lowest value ($r = 0.39$) of correlation coefficient between “satisfaction score” and “Scenery score” shows comparatively less important role of natural features of landscape appearance, in making customers satisfied. This signifies the need of study of cause-effect relationship among the constructs under consideration by using regression model.

Table 4

Pearson’s Correlation of ‘Satisfaction Score’ with RATER & PST (Gender = Female)

		R1	A	T1	E	R2	P	S	T2
Satisfaction Score	Pearson Correlation	.749**	.689**	.611**	.815**	.747**	.500**	.390**	.519**

Note: **= $p < .01$ and *= $p < .05$

R1 = Reliability Score, A = Assurance Score, T1 = Tangible Score, E = Empathy Score, R2 = Responsiveness Score, P = Price Score, S = Scenery Score, T2 = Thrill Score

To the satisfaction scores, thus prepared by calculating mean between PSQS and PSVS, “high level of satisfaction” is assigned to the values above mean satisfaction score and “Low level of satisfaction” is assigned to the values below the mean satisfaction score. Thus, we prepared the dichotomous outcome of the dependent variable “satisfaction”. The cause-and-effect relationship between independent construct variables (RATER and PST separately) on “satisfaction” is studied through binary logistic regression model by using SPSS (version 25.0).

Multivariate Analysis

Table 5

Odds Ratios from Logistic Regression Models of Satisfaction According to RATER (Gender = Male)

	B	S.E.	Wald	df	Sig.	Exp(B)
--	---	------	------	----	------	--------

Reliability Score	4.43	1.50	8.70	1	.003	83.75
Assurance Score	.93	1.00	0.88	1	.349	2.54
Tangible Score	-.62	0.83	0.55	1	.457	0.54
Empathy Score	-.58	1.04	0.31	1	.577	0.56
Responsiveness Score	.192	1.33	.021	1	.886	1.21
Constant	-19.33	5.08	14.48	1	.000	.004

Note: Dependent variable: satisfaction (value “1” = low level of satisfaction and “2” =high level of satisfaction).

The Exp (B) column presents odds ratio and indicates that reliability is 83.75 times more likely to make customers feel high level of satisfaction than feel low level of satisfaction. In other words, unit change in reliability score is accompanied by 83.75 times change in probability of making customers satisfied in the same direction. This is because it is the only variable which is significant. This shows that the variable has explanatory power compared to others.

From the table, reliability, assurance and responsiveness are positively related to customer satisfaction because of the positive sign of their regression coefficient (B). Furthermore, their odds ratio is greater than 1. Two variables, tangibility and empathy have a negative relationship with satisfaction as its odds ratio is below 1.

Table 6

Odds Ratios from Logistic Regression Models of Satisfaction According to RATER (Gender = Female)

	B	S.E.	Wald	df	Sig.	Exp(B)
Reliability Score	2.20	1.15	3.67	1	.056	9.07
Assurance Score	.71	1.14	.38	1	.536	2.02
Tangible Score	.39	.67	.34	1	.557	1.48
Empathy Score	1.88	1.14	2.75	1	.097	6.58
Responsiveness Score	1.49	1.41	1.12	1	.290	4.44
Constant	-30.78	7.30	17.79	1	.000	.00

Note: Predicted Probability is of Membership for High level of satisfaction. The Cut Value is 0.50.

Variable(s) entered on step 1: Reliability, Assurance, Tangible, Empathy, Responsiveness.
 -2 Log likelihood = 60.94).

Table 7

Odds Ratios from Logistic Regression Models of Satisfaction According to PST (Gender = Male)

	B	S.E.	Wald	df	Sig.	Exp(B)
Price Score	3.48	1.55	5.08	1	.024	32.49
Scenery Score	1.74	.90	3.70	1	.054	5.69
Thrill Score	2.65	.84	9.87	1	.002	14.20
Constant	-33.37	8.80	14.39	1	.000	.00

Note: Variable(s) entered on step 1: Price, Scenery, Thrill.

Predicted Probability is of Membership for High level of satisfaction. The Cut Value is .50
-2 Log likelihood = 34.54)

Price is 32.49 times more likely to make customers feel a high level of satisfaction than feel a low level of satisfaction. In other words, unit change in Price score is accompanied by 32.49 times change in probability of making customers satisfied in the same direction. Similarly, Thrill is 14.20 times more likely to make customers feel a high level of satisfaction than feel a low level of satisfaction. This shows that Price has explanatory power compared to others.

From the table/model, Price, Scenery and Thrill are positively related to customer satisfaction because of the positive sign. Furthermore, their odds ratio is greater than unity.

Table 8

Odds Ratios from Logistic Regression Models of Satisfaction According to PST (Gender = Female)

	B	S.E.	Wald	df	Sig.	Exp(B)
Price Score	2.19	.88	6.20	1	.013	8.97
Scenery Score	.62	.68	.83	1	.363	1.85
Thrill Score	1.62	.44	13.77	1	.000	5.04
Constant	-18.43	4.55	16.42	1	.000	.00

Note: Variable(s) entered on step 1: Price, Scenery, Thrill.

Predicted Probability is of Membership for High level of satisfaction. The Cut Value is .50
-2 Log likelihood = 83.64

Price is 8.97 times more likely to make customers feel a high level of satisfaction than feel a low level of satisfaction. In other words, unit change in Price score is accompanied by 8.97 times change in probability of making customers satisfied in the same direction. Similarly,

Thrill is 5.04 times more likely to make customers feel a high level of satisfaction than feel a low level of satisfaction. This shows that Price has explanatory power compared to others.

From the table/model, price, scenery and thrill are positively related to customer satisfaction because of the positive sign. Furthermore, their odds ratio is greater than unity.

From these two regression tables, males appear to be more price sensitive than females in their satisfaction. To be more precise, lower price rate contributes to higher satisfaction in males than in females. Moreover, slightly homogeneous views of female customers towards RATER and other divergent views of male and female customers towards other independent variables during FGD were found to justify the result of quantitative analysis.

Conclusion

Data reveals that gender-wise average satisfaction score is found good. Paragliding companies should perform the promised service accurately to increase satisfaction level of males. Whereas, they should acknowledge the problem, deal it on time and understand their emotion to increase the level of satisfaction of females. Poor scores in variables Price and Thrill indicate the need for revising price or service to increase the level of satisfaction in both genders. Likewise, the positive and significant value of correlation coefficient between satisfaction and constructs/variables (RATER and PST) showed that improved response in these variables leads to an increase in the level of satisfaction of customers in both genders. Among these variables; Reliability, Price, Scenery and Thrill play a key role in the improvement of customer satisfaction in both genders.

Acknowledgement

We would like to acknowledge Janapriya Research & Consultancy Centre (JRCC) for its support to prepare this article. We would also like to extend our sincere gratitude to Prof. Vikash Kumar K.C. (Ph. D.) and Campus Chief Biranji Gautam (Janapriya Multiple Campus) for their unwavering help and valuable suggestions. Our special thanks go to our colleagues Mr. Surya Mohan Adhikari, Mrs. Dibhya Laxmi Chalise and Mrs. Shilu Chalise for their valuable support in preparing this article. We also appreciate all the respondents of our study and paragliding companies for providing information.

References

- A guide to paragliding in Pokhara.* (n.d.). Retrieved from <http://trekkingpartners.com/2013/11/29/guide-to-paragliding-pokhara/>
- Andaleeb, S.S., & Conway, C. (2006). Customer satisfaction in the restaurant industry: An examination of the transaction-specific model. *Journal of Services Marketing, 20(1)*, 3-11.
- Anderson, E.W., Fornell, C., & Mazvancheryl, S. K. (2004). Customer satisfaction and brand loyalty in a small business services setting. *Journal of Business Research, 60*.
- Babakus, E., & Yavas, U. (2008). Does customer sex influence the relationship between perceived quality and share of wallet? *Journal of Business Research 61(9)*, 974–981. doi:10.1016/j.jbusres.2007.10.005
- Babin, B. J.; Boles, J. S. 1998. Employee behavior in a service environment: A model and test of potential differences between men and women. *Journal of Marketing 62(2)*, 77–91.
- Bellini, C. G.P., Lunardi, G.L., & Henrique, J. L. (2005). Service quality in banks: Insights from the Brazilian experience. *Journal of Internet Banking and Commerce, 10(3)*.
- Brady, M.K., & Cronin, J. (2001). Some new thoughts on conceptualizing perceived service quality: A hierarchical approach. *Journal of Marketing, 65(33)*, 34-49.
- Curry, D.J., & Riesz, P.C. (1988). Prices and price/quality relationships: A longitudinal analysis. *Journal of Marketing, 52*, 36-51.
- Eagly, A. H., Karau, S. J., & Makhijani, M. G. 1995. Gender and the effectiveness of leaders: A meta-analysis. *Psychological Bulletin 117(1)*, 125–145. doi:10.1037/0033-2909.117.1.125
- Eshghi, A., Haughton, D., & Topi, H. (2007). Determinants of customer loyalty in the extension. *Journal of Marketing Research, 25*, 204-12.
- Groenroos. (2000). *Service management and marketing: A customer relationship management approach* (2nd ed). Wiley Chichester.
- Gustafsson, A., Johnson, M. D., & Roos, I. (2005). The effects of customer satisfaction, relationship commitment dimensions, and triggers on customer retention. *Journal of Marketing, 69(4)*, 210-218. <http://dx.doi.org/10.1509/jmkg.2005.69.4.210>
- Heskett, J.L., Sasser, E.W., & Schlesinger L.A. (1997). The service profit chain: How leading companies link profit and growth to loyalty satisfaction and value. *The Free Press, (New York, NY)*. <http://dx.doi.org/10.1509/jmkg.2005.69.4.210>
- Hokanson, 1995. *Factors that affect customer satisfaction.* (2019, July 24). Retrieved from <https://www.researchgate.net/figure/Factors-that-affect-customer-satisfaction->

Hokanson-1995_fig1_327202935

- Hoyer, W.D., & MacInnis, D.J. (2010). *Consumer behavior* (5th ed.). USA: South-Western, Cengage Learning.
- Iacobucci, D., & Ostrom, A. (1993). Gender differences in the impact of core and relational aspects of services on the evaluation of service encounters. *Journal of Consumer Psychology* 2(3), 257–286. doi:10.1016/S1057-7408(08)80017-4
- Karatepe, O. M., Yavas, U., Babakus, E., & Avci, T. 2006. Does gender moderate the effects of role stress in frontline service jobs? *Journal of Business Research*, 59 (10–11), 1087–1093. doi:10.1016/j.jbusres.2006.08.004
- Kim, M., Park, M., & Jeong, D. (2004). The effects of customer satisfaction and switching barrier on customer loyalty in Korean mobile telecommunication services. *Telecommunications Policy*, 28(2), 145-159. doi: 10.1016/j.telpol.2003.12.003
- Kotler, P. (2009). *Marketing management: A south Asian perspective*. India: Pearson Education.
- Krüger-Franke, M., Siebert, C. H., & Pfürringer, W. (1991). Paragliding injuries. *British journal of Sports Medicine*, 25(2), 98-101.
- Lehtinen, U., & Lehtinen, J. R. (1982). *Service quality: A study of quality dimensions*. Service Management Institute.
- Lovelock, C., Wirtz, J., & Chatterjee, C. (2011). *Services marketing (people, technology, strategy)* (7th ed.). Delhi, India: Pearson Education India.
- McDougal, G.H. G. I., & Levesque, T. (2000). Customer satisfaction with services: Putting perceived value into the equation. *Journal of Services Marketing*, 14(5), 392 – 410.
- Meyers-Levy, J., & Sternthal, B. (1991). Gender differences in the use of message cues and judgments. *Journal of Marketing Research* 28 (1), 84–96. doi:10.2307/3172728
- Mokhlis, S. (2012). The influence of service quality on satisfaction: A gender comparison. *Public Administration Research*, 1(1), 103-112. <http://dx.doi.org/10.5539/par.v1n1p103>
- Monroe, K.B. (1990). *Pricing: Making profitable decisions* (2nd ed.). New York: McGraw-Hill.
- Mulder, P. (2018). *SERVQUAL Model*. Retrieved [2019] from tools hero: <https://www.toolshero.com/quality-management/servqual-model/>
- Ndubisi, N. O. (2006). A structural equation modelling of the antecedents of relationship quality in the Malaysia banking sector. *Journal of Financial Services Marketing*, 11(2), 131-141.
- Neter, J., Kutner, M. H., Nachtsheim, C. J., & Wasserman, W. (1996). *Applied linear statistical*

- models* (Vol. 4, p. 318). Chicago: Irwin.
- Nguyen, N., & Leblanc, G.(1988). Corporate image and corporate reputation in customers' retention decisions in services. *Journal of Retailing and Consumer Services*, 8(4), 227-236.
- Paragliding in Nepal. (n.d.). Retrieved from <http://www.visitnepaltibet.com/paragliding-in-nepal-adventure.html>
- Parasuraman et al., 1988, *SERVQUAL model*. Retrieved from https://www.researchgate.net/figure/SERVQUAL-model-Parasuraman-et-al-1988_fig5_277661334
- Parasuraman, V., Jethamel, A.I., & Berry,L.(1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 49, 41-50.
- Rahman, S., & Tator, C. H. (2008). Other air sports: Ultralight air sports, Hang-Gliding, Paragliding, Gliding. *Catastrophic Injuries in Sports and Recreation*. doi:10.31
- Raza, M. A., Siddiquei, A. N., Awan, H. M., & Bukhari, K. (2012). Relationship between service quality, perceived value, satisfaction and revisit intention in hotel industry. *Interdisciplinary Journal of Contemporary Research in Business*, 4(8), 788-805.
- Rust, R. T., & Oliver, R. L. (1994). Service quality: Insights and managerial implications from the frontier. *Service quality. New Directions in Theory and Practice*, 1-19.
- Tam, J. L. (2004). Customer satisfaction, service quality and perceived value: An integrative model. *Journal of Marketing Management*, 20 (7-8), 897-917. doi:10.1362/0267257041838719
- Tse, D.K.(2001). How much more are consumers willing to pay for higher levels of service? *A preliminary survey. Journal of Services Marketing*, 10(1), 11-17.
- Weber, K. (2001). Outdoor adventure tourism: A review of research approaches. *Annals of Tourism Research*, 28(2), 360-377.
- Zeithaml, V. A., Bitner, M. J., Gremler, D. D., & Pandit, A. (2013). *Services marketing integrating customer focus across the firm* (6th ed.). New Delhi, India: McGraw Hill.
- Zuckerman, M. (1994). *Behavioral expressions and biosocial bases of sensation seeking*. Cambridge university press.