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## **Product quality upgrading to create added value of loyalty with wisdom products in Samut Songkhram Province, Thailand**

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**Abstract**---Recently, product quality upgrading is essential for creating value added in the product and enhancing loyalty with wisdom products and needs researchers' attention. Therefore, the current study examines the role of product quality upgrading characteristics such as perceived quality, perceived price and perceived satisfaction level on the loyalty with wisdom products in Samut Songkhram Province, Thailand. The current study has taken the primary data from the wisdom products users using questionnaires and also applied SPSS-AMOS to analyze the collected data. The results revealed that product quality upgrading characteristics such as perceived quality, perceived price and perceived satisfaction level have a positive linkage with loyalty with wisdom products. The article guided the regulators while establishing regulations regarding loyalty with wisdom products using product quality upgrading.

**Keywords**---product quality upgrading, perceived quality, perceived satisfaction level, loyalty wisdom products.

## **Introduction**

The wisdom products are the products that are produced, manufactured, prepared, and traded to facilitate the users in performing their Wiccan, Pagan, Santeria, Feng Shui, Religious, Spiritual, Witchcraft, and Botanica activities. Some of these products are oils, incense, incense sticks, books, candles, votive candles, herbs, amulets, talismans, as well as Feng shui items and witchcraft supplies (Eko & Putranto, 2019). These products enable the users to meet their spiritual needs and have the desired outcomes from Wiccan, Pagan, Santeria, Feng Shui, Religious, and Spiritual, Witchcraft, and Botanica activities. The economic industry based on the preparation or trading of wisdom products has great significance in the economic growth as the goods or serviced production in this industry adds to the country's GDP, and as the people get relief from the use of these products, they remain healthy and settle their matters, so these products also add to the country's development. Like any other industry, the marketing of wisdom products is dependent on the customers' loyalty (Siombo, 2021). The companies not only need to search for new customers to raise the market, but it is also important to maintain these customers by developing loyalty so that the wisdom products can be sold at a consistently increasing rate. The loyalty of customers is not only dependent only the firms' behaviors, but it is much influenced by the customers thinking or perceptions which form their actions (Rahmawati, Kumbara, & Suda, 2018).

The customers' perceptions about the products or services supplied by the firms or the firms' behavior towards them form the customers' intentions to make purchases once and continue it out of developed loyalty. So, the product quality upgrading that is represented by perceived quality, perceived price, and perceived satisfaction level determine the customers' loyalty to wisdom products (Hernawan, Riyani, & Busro, 2021; Rahman, Fadrul, Yusrizal, Marlyna, & Momin, 2022). The perceived quality of products is the quality of the products that customers decide in their minds whether it is matched with the actual quality of the products. The perceived quality is based on the customers' beliefs, values, and prior experience with the products. The product quality perception influences the customers' decisions to continue to make wisdom products from the same suppliers (Mardhiah, Hadiyanto, Amaliyah, & Hakam, 2021; Soedarto, Kurniawan, & Sunarsono, 2019). The perceived product price is the perception of the customers that the price charged on the products is suitable. This perception is aroused by the customers' capacity to affordable prices and the utility they could receive from the utilization of the products. In the case of the wisdom products, the perceived price plays a key role in forming the customers' thinking whether they should continue to buy and thus, the positive perception of product price enhances the customers' loyalty (Anwar, 2018). The perceived satisfaction level is the customers' perception of how much the products could satisfy the needs of the customers. The increased perceived satisfaction level enhances the customers' loyalty to wisdom products which are associated with the people's beliefs and values (Rahayu, Susanto, & Muliya, 2018).

The present study examines the impacts of perceived quality, perceived price, and perceived satisfaction level impacts on customers' loyalty towards wisdom products in existing literature and hypotheses are developed in the Samut

Songkhram, the small province of Thailand. Thailand is a developing country with an upper-middle-income economy. The economy is based on the three sectors, agriculture, industry, and services which contribute to the country's GDP with the percentage of 8.4%, 39.2% and 52.4%, respectively (Schipani, 2021). Though Samut Songkhram is a small province of Thailand, it has a large share in the country's economic growth as it is rich in the wisdom product industry. Here, multiple religious or spiritual individuals or groups of persons live. There are many cultural or traditional activities being performed in this province where many wisdom products like oils, incense, incense sticks, books, candles, votive candles, herbs, amulets, talismans, as well as Feng shui items and witchcraft supplies are used. Because of the large number of traditional or cultural activities here in this area, the country government is paying attention to promoting their wisdom product industry (Ginting, Sumarno, Karina, & Lubis, 2020). Despite many initiatives in this regard, the wisdom industry still needs much attention.

So, the present addresses the wisdom of products marketing. The aim of the study is to explore the perceived quality, perceived price, and perceived satisfaction level impacts on customers' loyalty towards wisdom products. In some previous articles, it has been written on the same subject of wisdom products. Still, the present study has many contributions. For its first time, the authors examine the customers' perceptions regarding the product quality upgrading with so much detail that perceived quality, perceived price, and perceived satisfaction level relation to customers' loyalty towards wisdom products. In prior studies, hardly anyone has been conducted for addressing the issue of wisdom products with the concept of upgrading product quality in Samut Songkhram. In the present study, the economy of Samut Songkhram has been searched for perceived quality, perceived price, and perceived satisfaction level for customers' loyalty towards wisdom products.

The present study consists of several parts. The next part throws light on the discussion about the perceived quality, perceived price, and perceived satisfaction level impacts on customers' loyalty towards wisdom products in existing literature and hypotheses are developed. Then, data collection and analysis processes are described. The results are extracted that are compared to research findings by other authors. The next part deals with the study conclusions and limitations.

## **Literature Review**

The wisdom products are usually used in the Wiccan, Pagan, Santeria, Feng Shui, Religious, Spiritual, Witchcraft, and Botanica activities and are linked with the beliefs, values, and ideas of the people. Only those who believe in the use of wisdom products for having desired outcomes keep in contact with the suppliers. For the consistent marketing of wisdom products, the loyalty of customers to these products is essential. And the customers' loyalty to wisdom products is dependent on their perceptions regarding product quality upgrading (Kasdi, Nashirudin, Farida, & Praatmana, 2021). The present study is determined to identify the relationship of perceived quality, perceived price, and perceived satisfaction level with customers' loyalty towards wisdom products. A significant portion of literature has addressed the perceived quality, perceived price, and perceived satisfaction level impacts on customers' loyalty towards wisdom

products both in a direct or indirect manner. The hypothesis regarding the nature of the linkage between perceived quality, perceived price, and perceived satisfaction level and customers' loyalty towards wisdom products.

The perceived quality is the perception or opinion of the Customers about the overall quality, the look, the touch, feeling, influence, or effectiveness of some products or services with respect to their objective of use in comparison with their alternatives. The perceived quality is different from the product manufacturing or objective quality. It is based on the thinking of the product users, perceptions, beliefs, and values (Sutrisno, Wahyudiati, & Louise, 2020). The wisdom products are connected to some group's religious or spiritual beliefs; their production and marketing are influenced by the thinking, perceptions, or expectations towards the production. The communities where the people have the high belief in the quality of some wisdom product that it must fulfil their needs spiritually makes it popular and accelerates the marketing of these products as this belief determines the loyalty of the customers to these products (Saddhono & Pramestuti, 2018). In an article looks deep into the loyalty of the local customers towards the products with respect to wisdom product industry. There are different wisdom products available in the market, though these products have the essence of fulfilling the needs for which they are designed, the marketing level of these products is dependent on the customers' perception of the quality of the product, which motivate them to remain loyal with the brand. So, the increase in perceived product quality increases the loyalty of the customers towards wisdom products. Similarly, Bachtiar (2019), analyzes the customer's loyalty towards the wisdom products. This study checks customers' loyalty towards brands dealing in wisdom products with respect to the customer's product quality-related perception. The firms which manage to arouse the customer's positive perceptions about the quality of the wisdom products can create customers' loyalty towards the brand and expand their marketing. Based on the above discussions, we put hypothesis:

**H1:** Perceived quality is in a positive relation to customers' loyalty towards the wisdom products.

The price of the products of any nature matters a lot in the marketing of the products as it not only derives the new customers but also determines the customers' loyalty and retention towards the brand. The customers' perception about the price that is formed by their financial strength and the utility of the things they are going to buy shape their thinking whether they must buy the products and retain with the same products considering the fulfilment of their needs in future (Sardana, Gupta, & Sharma, 2018). Different persons have different perceptions about the price of the wisdom products which present the services to meet the spiritual needs or materialistic needs through the spiritual process, and these perceptions have a due impact on their decisions too but the products or keep on buying. So, the customers who have the perception that the price charged by the company for their wisdom products is appropriate and they can afford it get ready to buy the wisdom products and even develop loyalty for the brand (Mhando). A study was conducted by VanderWeele (2020) to investigate the relationship between customers' perception about the product price and customers' loyalty to the wisdom products. Although many customers can afford the prices of the wisdom products, their price perception with respect to the

effectiveness of the products in meeting their concerned needs affects their purchase practices and their loyalty to the wisdom products. When the customers feel that they are getting maximum utility with the affordable prices, they do not divert their attention to alternatives of the wisdom products. Likewise, a research article Moufahim and Lichrou (2019) examine the perceived product price in the local community and checks its impacts on customers' loyalty to the wisdom products. The findings reveal that perceived price has a positive impact on the customers' loyalty to the brand in the case of wisdom products. On the basis of the review of previous literature, we say that:

**H2:** The perceived price is in a positive relation to customers' loyalty towards the wisdom products.

In addition to the perceived quality and perceived price, the perceived satisfaction level that the customers receive from the company offering goods and services in the market also determines the customers' intentions to buy the particular brand and remain loyal to the company. In case of the wisdom products which are related to some particular religious, pagan, or spiritual beliefs or they are used as Wiccan, Pagan, Santeria, Religious, Feng Shui, Spiritual, Witchcraft, and Botanica products, the customers' perception to be satisfied affect their intention to be loyal to the products (Prinz & Sander, 2020). Zeqiri, Alserhan, Gleason, and Ramadani (2022), have the view that though the perceived satisfaction regarding the usefulness of the product is just the product of the customers' thinking or feelings and not based on the actual level of satisfaction, they affect the level of actual satisfaction from the services or the use of products. So, the perceived level of satisfaction motivates them to continue to make purchases from the same company for their spiritual needs. Hence, the customers' loyalty to wisdom products increased by the rise in the level of perceived satisfaction. Through a deep research DeWall and Van Tongeren (2021), examines the change in the level of perceived satisfaction among individuals and customers loyalty in the wisdom product industry. They reveal that when the customers have the belief in the particular wisdom products and just from this belief or some prior experience with these products, the customers get a high level of perceived satisfaction about the utility of the products. The high perceived perception level builds an emotional commitment between the customers and the concerned brand products. Though there may be some weakness in the quality of the product, still the customers, having ignored these weaknesses, stick to the same company for purchases. That is why the increased level of customers' perceived satisfaction lead to customers' loyalty to wisdom products. Hence, we put the following hypothesis;

**H3:** Perceived satisfaction level is in a positive relation to customers' loyalty towards the wisdom products.

### **Research Methods**

The study examines the role of product quality upgrading characteristics such as perceived quality, perceived price and perceived satisfaction level on the loyalty with wisdom products in Samut Songkhram Province, Thailand. The current study has taken the primary data from the wisdom products users using

questionnaires. The customers of wisdom products manufacturing organizations are the respondents selected based on simple random sampling. The questionnaires were distributed using personal visits to the outlets where customer frequently visits for the wisdom products. In addition, a total of 573 surveys were distributed, but only 358 were returned and used, which represents about 62.48 per cent response rate.

Moreover, the current study has used three predictors such as perceived quality (PQ) with four items (Lysaker, Pattison, Leonhardt, Phelps, & Vohs, 2018), perceived price (PP) with five items (Jeaheng, Al-Ansi, & Han, 2020) and perceived satisfaction level (PSL) with five items (El-Hadi, Stone, Temple-Oberle, & Harrop, 2018). In addition, the present article also taken loyalty with wisdom product (LWP) as the dependent variable with four items (Lu, Wu, & Hsiao, 2019). Furthermore, the current research has also applied the SPSS-AMOS to analyze the collected data. The researchers have applied this statistical tool because it provides the best estimations using primary data and operates effectively even in the case of large data sets and complex models (Hair, Risher, Sarstedt, & Ringle, 2019). In addition, the researchers have analyzed the measurement model to test the validity and reliability and also analyzed the structural model to test the hypotheses and linkage among the variables. The framework of the study is given in Figure 1 given below:

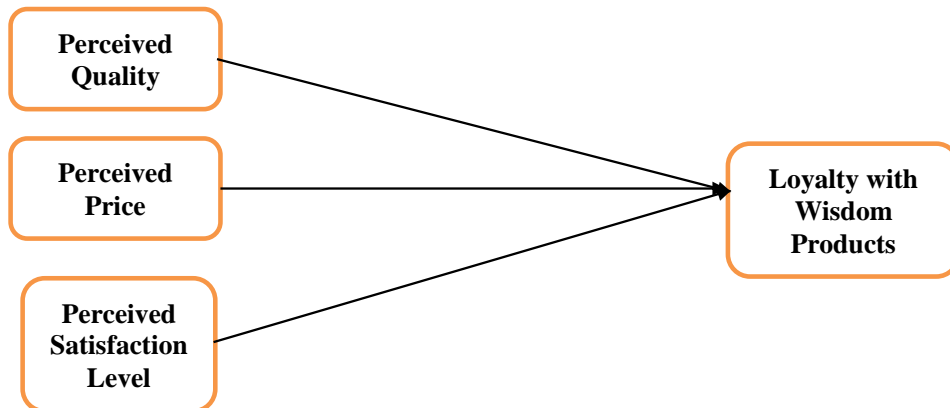


Figure 1: Theoretical Model

### Research Findings

The results section of the present article exposed the factor loading that highlighted the content validity. The figures exposed that the factor loading are higher than 0.50 and meet the standard criteria that show valid content validity. In addition, the results section of the present article also exposed the composite reliability (CR) that highlighted the reliability. The figures exposed that the CR values are higher than 0.70 and meet the standard criteria that show significant reliability. Moreover, the results section of the present article also exposed the average variance extracted (AVE) that highlighted the convergent validity. The figures exposed that the AVE values are higher than 0.70 and meet the standard

criteria that show valid convergent validity. Table 1 shows the above-mentioned results given below:

Table 1  
Convergent Validity

<b>Constructs</b>	<b>Items</b>	<b>Loadings</b>	<b>CR</b>	<b>AVE</b>
Perceived Price	PP5	0.636	0.885	0.619
	PP4	0.598		
	PP3	0.614		
	PP2	0.978		
	PP1	0.999		
Perceived Quality	PQ4	0.816	0.906	0.708
	PQ3	0.904		
	PQ2	0.881		
	PQ1	0.757		
Perceived Satisfaction Level	PSL5	0.745	0.835	0.506
	PSL4	0.684		
	PSL3	0.62		
	PSL2	0.698		
	PSL1	0.796		
Loyalty with Wisdom Product	LWP4	0.967	0.948	0.819
	LWP3	0.911		
	LWP2	0.798		
	LWP1	0.936		

The results section of the present article also exposed the Fornell Larcker criteria that highlighted the discriminant validity. The figures exposed that the first value in the column is larger than the other values and meet the standard criteria. Thus, these results indicated that the association with construct itself is stronger than with other constructs and exposed valid discriminant validity. Table 2 shows the above-mentioned results given below:

Table 2  
Discriminant Validity

	<b>PSL</b>	<b>PP</b>	<b>PQ</b>	<b>LWP</b>
PSL	0.711			
PP	0.444	0.787		
PQ	0.359	0.624	0.841	
LWP	0.614	0.490	0.351	0.905

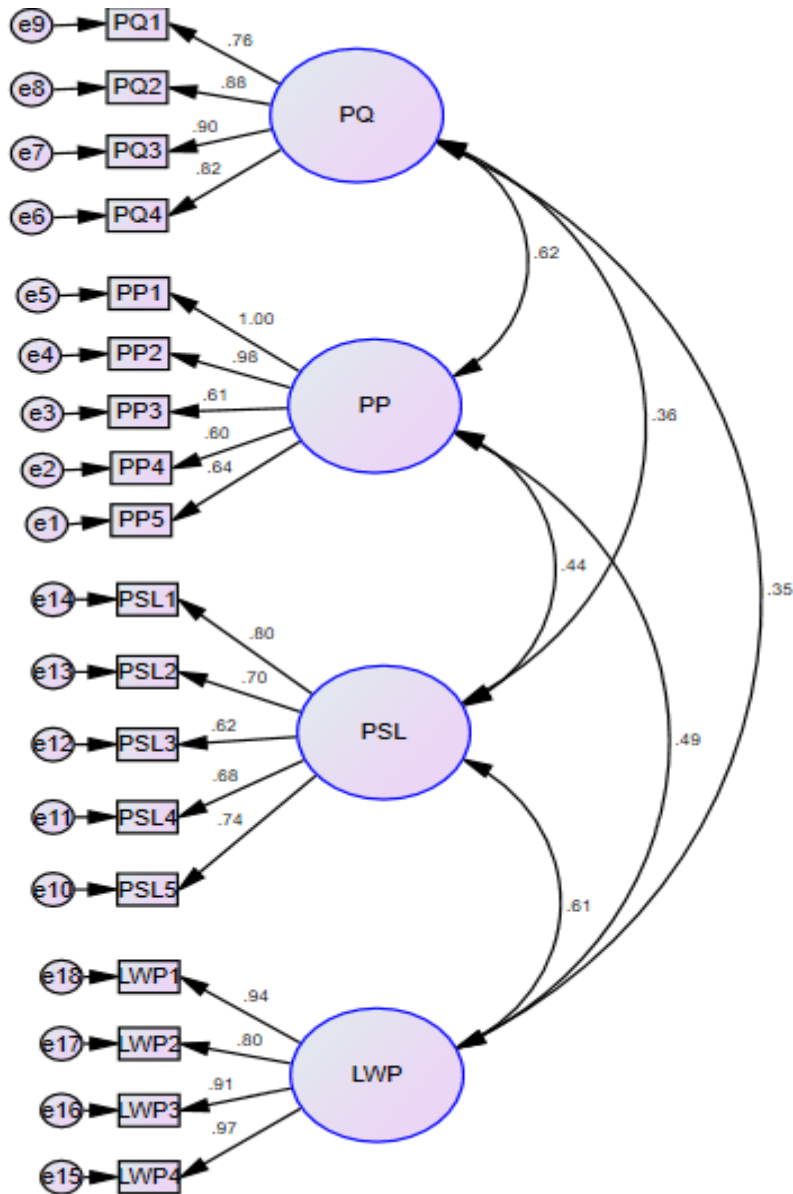


Figure 2: Measurement Model Assessment

The results of a path analysis revealed that product quality upgrading characteristics such as perceived quality, perceived price and perceived satisfaction level have a positive and significant linkage with loyalty with wisdom products and accept H1, H2 and H3. The relationships are positive because the beta values have positive signs, while the relationships are significant because t-values are larger than 1.96 and probability values are lower than 0.05. In addition, the results also indicated that if one per cent changes in perceived quality, the loyalty with wisdom products will also change by 0.028 per cent in the same direction. Moreover, the results also indicated that if one per cent changes in perceived price, the loyalty with wisdom products will also change by



0.430 per cent in the same direction. Finally, the results also indicated that if one per cent changes in perceived satisfaction level, the loyalty with wisdom products will also change by 0.568 per cent in the same direction. Table 3 shows the above-mentioned results given below:

Table 3  
Path Analysis

	<b>Relationships</b>	<b>Beta</b>	<b>S.E.</b>	<b>T-values</b>	<b>P-values</b>
Loyalty with Wisdom Products	<--- Perceived Quality	0.028	0.011	2.545	0.023
Loyalty with Wisdom Products	<--- Perceived Price	0.430	0.080	5.372	***
Loyalty with Wisdom Products	<--- Perceived Satisfaction Level	0.568	0.064	8.858	***

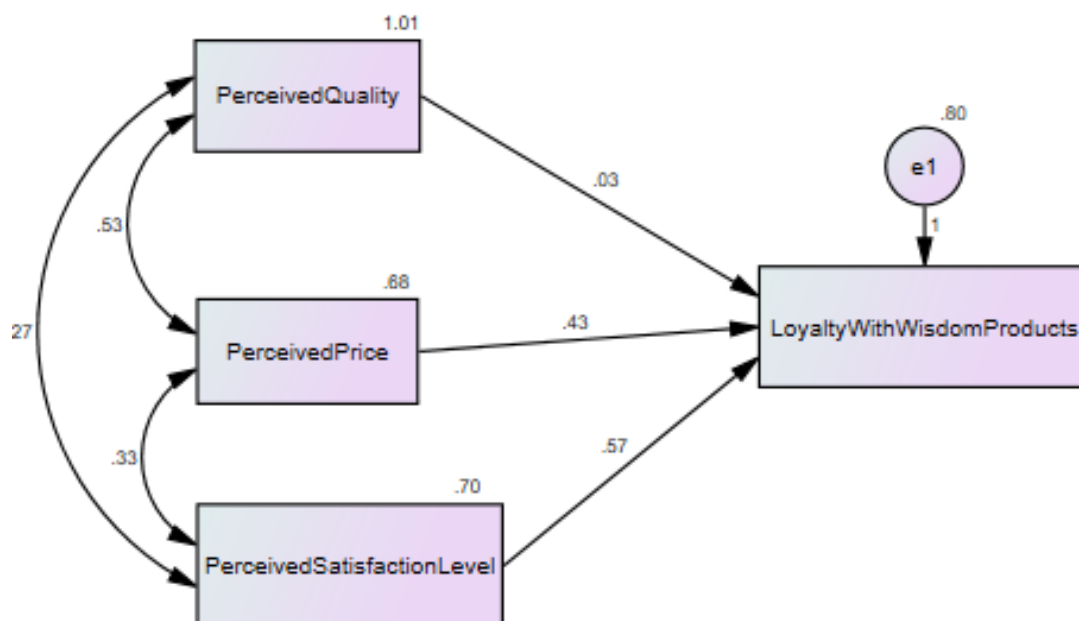


Figure 3. Structural Model Assessment

### Discussions and Implications

The results revealed that perceived quality is in a positive relation to customers' loyalty towards the wisdom products. These results are in line with Mirkhah and Karami (2019), which highlights that when the students have the perception that the wisdom products which the company is offering have high quality and ability to meet their requirements, they remain loyal to the company and keep on buying the wisdom products of the same brand. These results also agree with Qin, Song, and Jin (2019), which shows that the customers who have a high perception about the wisdom products are more loyal to the wisdom products. The results revealed that perceived price is in a positive relation to customers' loyalty towards

the wisdom products. These results are in line with Ma, Hong, Yoo, and Yang (2021), which states that the customers' perception of the price of wisdom products moulds the customer's thinking about their purchases of the products. When the customers have good perceptions of the wisdom product price, there are more likely to be loyal to the products. These results are also supported by LIN and LIN (2021), which states that when the local customers think that the price of the wisdom products is affordable, they get ready for purchase and become loyal to the company. The results revealed that perceived satisfaction level is in a positive relation to customers' loyalty towards the wisdom products. These results agree with Wilkins, Butt, Shams, and Pérez (2019), which shows that when the customers have the perception that they must be satisfied with the services and behaviors of the company, they develop loyalty towards the wisdom products.

The present study adds much to the marketing theory as it initiates to examine the role of perceived quality, perceived price, and perceived satisfaction level in developing customers' loyalty towards wisdom products. The wisdom products manufacturing also makes a lot of contributions to the country's GDP, and this study has great empirical implications in the sense that it guides how with the increase in perceived quality, perceived price, and perceived satisfaction level, customers' loyalty towards wisdom products can be developed.

### **Conclusions and Limitations**

The aim of the study was to examine the role of perceived quality, perceived price, and perceived satisfaction level in developing customers' loyalty towards wisdom products. For this purpose, the authors sought the relation between the perceived quality, perceived price, perceived satisfaction level and customers' loyalty towards wisdom products. The results showed positive impacts of perceived quality, perceived price, and perceived satisfaction level on customers' loyalty towards wisdom products. When the customers have a high perceived quality, perceived price, and perceived satisfaction level, they become loyal towards wisdom products, and there is contently marketing of wisdom products.

The present study also has some limitations. These limitations must be overcome by future authors. The present study checks only the perceptions of customers regarding product quality, prices, and satisfaction for analyzing the customers' loyalty to the wisdom products. The future authors must remove this limitation by analyzing more factors connected with the marketing of wisdom products. The present study simply examines the perceived quality, perceived price, and perceived satisfaction level impacts on customers' loyalty towards wisdom products without any mediator or moderator. The authors must also focus on this side for presenting a more valid study.

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