

ISSN 0973 - 8703

Indexed in Scopus

Indexed in ABDC Journal List (Rating : C)

NAAS Rating = 4.24

Indexed in Indian Citation Index [ICI]

JOURNAL METRICS

Source Normalized Impact per Paper (SNIP) : 0.731

SCImago Journal Rank (SJR) : 0.209 ; Scopus CiteScore = 1.5 ;

Scopus CiteScore Journal Rank : 104/177

Google Scholar h5-index : 10 ; Google Scholar h5-median : 13

ICI Research Impact Indicator (RII) : 0.596

₹ 350/-

# Indian Journal of MARKETING

LIBRARY REF. NO. 19  
DATE: 24/12/2020

VOLUME : 50

ISSUE NUMBER : 10 – 11

OCTOBER – NOVEMBER 2020

## In This Issue

**Why Satisfied Consumers do not Repurchase ?  
The Perspective of Attribution Theory on  
Repurchase Intention**

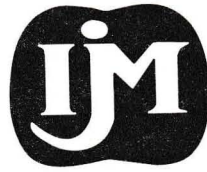
**Kun Woo Yoo  
Sung Eun Kim**

**SERVQUAL (Service Quality) vs NPS  
(Net Promoter Score) : A Comparative  
Study of Private and Public Hospitals in Sikkim**

**Ankit Singh  
Ekta Tewari  
Priya Ravi**

**Internal Marketing and Brand Promise  
Delivery of Indian Public Sector Banks :  
A Causal Relationship Analysis**

**Baby Thomas  
Ana Paula Rodrigues**



# INDIAN JOURNAL OF MARKETING

VOLUME : 50

ISSUE NUMBER : 10 – 11

₹ 350/-

OCTOBER – NOVEMBER 2020

## CONTENTS

- |   |   |           |
|---|---|-----------|
| <b>Why Satisfied Consumers do not Repurchase ? The Perspective of Attribution Theory on Repurchase Intention</b>              | <b>Kun Woo Yoo<br/>Sung Eun Kim</b>               | <b>8</b>  |
| <b>SERVQUAL (Service Quality) vs NPS (Net Promoter Score) : A Comparative Study of Private and Public Hospitals in Sikkim</b> | <b>Ankit Singh<br/>Ekta Tewari<br/>Priya Ravi</b> | <b>23</b> |
| <b>Internal Marketing and Brand Promise Delivery of Indian Public Sector Banks : A Causal Relationship Analysis</b>           | <b>Baby Thomas<br/>Ana Paula Rodrigues</b>        | <b>40</b> |