RESEARCH ON CUSTOMER IMPORTANCE AND SATISFACTION WITH ELEMENTS OF RETAILERS' OFFER

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Summary

The goal of the paper was to determine, by conducting continuous research, which elements of the offer of retailers are important to customers and how satisfied they are with each of those elements. For the purposes of the paper, qualitative research was conducted (in 2022) on a sample of 30 respondents, with 5 respondents from each age group (18-24, 25-34, 35-44, 45-54, 55-65 and 66 and over). The aim of the qualitative research was to find out important elements of the offer of retailers for the respondents, disregarding the price. After the qualitative research, two quantitative research were conducted. First in 2022 (n = 361) and second in 2023 (n = 394). In both studies, a nonprobability quota sample was used. In both studies, the same questionnaire was used, in which a Likert scale (of five degrees) was used. The elements of the offer that retailers need to improve the most in order to increase customer satisfaction are freshness of products (e.g., fruit and vegetables), availability of fresh fruit and vegetables, quality of available products, neatness of the store interior. The contribution of the paper comes from presenting important results of two quantitative studies.

*   **Keywords:** customer satisfaction; retail; supermarkets.*

1. INTRODUCTION

The retail market, specifically supermarkets, is one of the most competitive and rapidly changing markets. Under the increasing influence of digitalization, customers

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have a greater choice of sales channels. Also, digitalization has influenced changes in customer behavior, as well as increasing their informedness. With ever-increasing offers and choices, retaining customers is increasingly difficult. Customer expectations are increasing, and achieving satisfaction is becoming more and more difficult. That's why it's crucial for supermarkets to understand what's important about what they're offering and what impact it has on customer satisfaction. To be able to do the above, first they need to know the needs and wishes of their customers very well. In marketing literature, customer satisfaction is a key concept, so supermarkets recognize customer satisfaction as a basis for a successful business strategy. Vranešević et al. (2018) and Simon & Gomez (2014) state that the greatest value a company has is its customers. Shopping in a supermarket should be considered a self-service environment. Supermarkets offer primarily food products, but the offer of non-food products is growing every day. In the past, products such as clothes and shoes could not be associated with supermarkets, but today they are a common part of their assortment.

Supermarkets are increasingly trying to build long-term relationships with customers and monitor customer satisfaction levels. They strive to reduce customer complaints and dissatisfaction. To make this possible, supermarkets try to get direct feedback from customers. This can be obtained by continuously conducting market research and combining it with data collected through loyalty programs. The goal is customer satisfaction, which should lead to loyalty and positive word-of-mouth recommendations. Supermarkets monitor customer satisfaction to determine how to increase their customer base, customer loyalty, revenue, profit, market share and market survival. Customers are increasingly pampered, they want to feel comfortable while shopping and at the same time buy the highest quality products at the lowest possible price. They want friendly and smiling employees, and the time spent at the cash register to be as short as possible (Duarte et al., 2022). Customers are increasingly focused on the shopping experience.

The goal of this paper is to determine, by conducting continuous research, which elements of the supermarkets' offer are important to customers and how satisfied they are with each of those elements. The paper's contribution is to present the results of two studies conducted in 2022 and 2023.

2. LITERATURE REVIEW

As with everything, when it comes to customer satisfaction, there is no consensus on a common definition of the term itself. Nevertheless, most authors (Oliver, 1980, Noyan & Simsek, 2011, Mia et al. 2012, Solate, 2018, Vranešević et al., 2018, Slack et al., 2020 A, Hang, 2020, Nguyen, & Huynh, 2022) look at customer satisfaction as an evaluation of the delivered after the purchase has been made and the expectations the customer had. Vranešević et al. (2018) Watanabe et al. (2013) state that satisfaction

should be observed simultaneously at the level of one transaction (specific), but also of all previous ones (cumulative). Also, there is another approach that views satisfaction as cognitive/affective (Marín-García et al., 2022). Theodoridis & Chatzipanagiotou (2009) say that from the perspective of a single, specific transaction, customer satisfaction is viewed as an evaluation of the specific purchase made.

Conversely, the cumulative perspective suggests that satisfaction accumulates over a series of experiences with a product, resulting in an overall rating over time. According to the same authors (Theodoridis & Chatzipanagiotou, 2009), satisfaction should be seen as a judgment based on cumulative experience. Cumulative satisfaction in the retail environment can be interpreted as the result of evaluating the customer journey and the retailer's offer in relation to the fulfillment of customer expectations. From a cognitive perspective, customer satisfaction is understood as a subjective assessment. The customer's estimate may be inferior, equal or superior to reality. The affective perspective claims that satisfaction is a summary of emotional responses of varying intensity. When both approaches are combined, satisfaction is the feeling of satisfaction or disappointment customers have when comparing the experience of consuming a product and/or service with the perception they have built in their mind (Marín-García et al., 2022).

Watanabe et al. (2013) also point out that satisfaction should be approached from three different levels: previous (past) experience, experience of others and current situation. Depending on whether the customer's expectations are not met, met or exceeded, the final outcome will be customer dissatisfaction, satisfaction or enthusiasm. Customer satisfaction or enthusiasm will occur if the customer's needs and/or wishes are met or exceeded during the experience he has with the retailer. Lin & Bennett (2014), Srivastava (2018) focus on customer experience and believe that the result of a positive experience is customer satisfaction and loyalty. Lin & Bennett (2014) emphasize the positive impact of retail customer experience on customer satisfaction and loyalty. The results of the aforementioned research highlight product quality, employee service, atmosphere, value for money, product selection, promotional activities and price as important attributes for customer experience in retail.

Customer satisfaction is one of the most important factors for the long-term success of retailers. Ihtiyar et al. (2013) state that customer satisfaction leads to lower costs when attracting new customers, helps to solve problems of poor quality, defects and complaints. In addition to all of the above, Simon & Gomez (2014) add that satisfaction should be linked to an increase in revenue and profit of the company. Srivastava (2018) claims the same and explains the above by the greater tendency of satisfied customers to participate in cross-selling and up-selling activities of retailers, as well as repeated purchases and recommendation of the retailer to others.

Simon & Gomez (2014) conducted an interesting study that showed a positive relationship between competition, customer satisfaction and company sales performance. The results of the research confirmed that the satisfaction of competitors' customers has a positive effect on the retailer's customer satisfaction and that competition has a positive

effect on company revenues. They demonstrated a positive relationship between own and competitor customer satisfaction, as retailers invest more in their customer satisfaction in response to changes by rivals.

Amorim et al. (2016), Rodríguez et al. (2016), Cuesta-Valiño et al. (2023) indicate the growing impact of digitalization in retail and the importance of an omnichannel approach that should provide the same experience to customers at all touch points. Yokoyama et al. (2022) conducted research that showed that price, service and convenience have a key influence on customer satisfaction in retail. Hang (2020), Mia et al. (2012), Ihtiyar et al. (2013), Deb & Lomo-David (2014), Kotni, 2016, Gardiazabal et al. (2020), Faria et al. (2022), Kajenthiran (2018), Sivapalan & Jebarajakirthy (2017) and Şengün & Menteş (2021) emphasize the importance of service quality in achieving customer satisfaction, that is, that service quality has a direct impact on customer satisfaction. The same authors (Şengün & Menteş, 2021) state that price, product features and discounts have a decisive importance on customer preferences in retail. Watanabe et al. (2013) group four important factors for satisfaction in retail, based on the conducted research: people (employees), price, environment and promotional activities. Srivastava (2018) believes that retailers need to understand that customers create their own personal experience through interaction with employees, considering the overall physical environment and overall service encounter.

Vakulenko et al. (2019) indicate the challenges that occur in the online environment and the need to observe the customer journey during which the customer's experience should be monitored at all touch points. Slack et al. (2020, A) research showed the great importance of providing superior value to achieve customer satisfaction. The conducted research showed the existence of a statistically significant positive correlation between each of the dimensions of customer perceived value. That is, it confirmed that emotional value, social value, functional value (price/value for money) and functional value (performance/quality) are interconnected. Another study by the same authors – Slack et al. (2020, B) – provided a better insight into the dimensions of service quality and the connection with customer satisfaction. They investigated the impact of service quality dimensions on customer satisfaction, the impact of customer satisfaction on repeat purchases, positive word of mouth, price sensitivity and willingness to receive complaints. One of the key findings of that research is related to the recommendation for additional training of employees, to be as efficient as possible in providing customer support and to ensure a unique user experience in all channels, in order to ensure consistent delivery of quality service to customers, increase customer satisfaction, build trust and foster loyalty. An interesting study by Tomazelli et al. (2017), aimed at the population over 60 years old, showed a particularly important customer-to-customer interaction in the said population. Theodoridis & Chatzipanagiotou (2009) research highlights six main attributes: products, price, atmosphere, staff (employees), merchandising and store convenience.

Thomas (2013) states that although customer satisfaction in retail has a large presence in research, there is no agreed position on measuring the construct of customer satisfaction in retail. The most frequently cited elements that have an important impact on customer satisfaction in retail are price, product assortment, product quality, service and store image.

3. METHODOLOGY

For the purposes of this paper, qualitative research was conducted (in 2022) on a sample of 30 respondents, with 5 respondents from each age group (18-24, 25-34, 35-44, 45-54, 55-65 and 66 and over). The aim of the qualitative research was to find, for the respondents, important elements of the offer of retailers. Specifically, the respondents were asked what, apart from price, is important to them when choosing a retailer. Price was not included in the research, because previous research already confirmed the importance of price, so we wanted to see which other elements of the retailer's offer are important to customers and see how satisfied they are with them.

Through in-depth interviews, it was determined that these are freshness of products (e.g. fruit and vegetables), availability of fresh fruit and vegetables, quality of available products, cleanliness of the store interior, wide range of available products, friendliness of sales staff, proximity to the store, neatness of products on the shelf, speed of checkout, availability of parking spaces, availability of products of domestic origin, frequency of promotional campaigns, availability of sales staff, availability of the delicatessen department (possibility for the seller to slice delicatessen for you), spaciousness of the store, availability of the butcher shop (possibility for the butcher to cut the meat for you), possibility of returning the packaging, availability of self-service cash registers, availability of loyalty cards, offer of own (private) brands, representation of BIO products, offer of ready-made hot meals, availability of retailer's mobile application, availability of additional services such as a coffee shop or kiosk, frequency of product tastings, frequency of prize games.

After the qualitative research, two quantitative research were conducted. First in 2022 (n = 361) and second in 2023 (n = 394). In both studies, a nonprobability quota sample was used, and the quotas were formed according to the quota already stated in the qualitative research. In both studies, the same questionnaire was used, in which first the respondents were asked to express importance on a Likert scale of the elements determined through qualitative research, and then the respondents were asked to express the degree of satisfaction with the mentioned elements, also on a Likert scale (of five degrees).

4. RESULTS

Table 1 shows the gender structure of respondents in both surveys. Both were dominated by women, which corresponds to the actual situation on the market, since in most cases, women make purchases in supermarkets.

Table 1. Respondents gender structure

Gender	2022 (%)	2022 (number)	2023 (%)	2023 (number)
Male	29%	106	32%	127
Female	71%	255	68%	267
Total	100%	361	100%	394

Source: Author

Table 2 shows the age structure of respondents. Quotas of a minimum of 30 respondents per age group were determined, and were met in both surveys.

Table 2. Respondents age structure

Age of respondents	2022 (%)	2022 (number)	2023 (%)	2023 (number)
18-24	23%	84	24%	95
25-34	22%	79	20%	80
35-44	17%	62	15%	59
45-54	16%	59	20%	78
55-65	11%	41	11%	45
66+	10%	36	9%	37
Total	100%	361	100%	394

Source: Author

Level of education is visible in Table 3; from which it is evident that in both surveys an equal number of respondents have high school or college education.

Table 3. Level of education

Education	2022 (%)	2022 (number)	2023 (%)	2023 (number)
Primary education	2%	8	2%	6
High school	50%	179	51%	202
Undergraduate and professional studies, Graduate study	48%	174	47%	186
Total	100%	361	100%	394

Source: Author

From Table 4 it is evident that employed respondents dominate in the sample, with pupils and students in second place.

Table 4. Work status

Work status	2022 (%)	2022 (number)	2023 (%)	2023 (number)
Employed	64%	231	63%	248
Unemployed	6%	22	3%	13
Pupil/Student	17%	61	22%	87
Housewife	2%	7	2%	7
Retired	11%	40	10%	39
Total	100%	361	100%	394

Source: Author

Table 5 presents a key limitation of both studies, which results from the fact that the sample structure is dominated by respondents from Zagreb and its surroundings, so the research results should be viewed in the context of Zagreb and its surroundings.

Table 5. Region

Region	2022 (%)	2022 (number)	2023 (%)	2023 (number)
Zagreb and surroundings	84%	303	78%	308
Northern Croatia	4%	14	11%	44
Slavonija	1%	4	6%	23
Lika and Banovina	1%	3	1%	3
Istria, Primorje and Gorski Kotar	3%	10	0.25%	1
Dalmatia	7%	27	4%	15
Total	100%	361	100%	394

Source: Author

Table 6 shows the structure of respondents based on retail chains they visit most often. That structure corresponds to the actual market shares of retail chains.

Table 6. Most visited retail chains

Retail chain	2022 (%)	2022 (number)	2023 (%)	2023 (number)
Konzum	34%	123	26%	104
Lidl	24%	85	27%	106
Kaufland	20%	72	22%	85
Spar/Interspar	14%	49	13%	53
Plodine	4%	16	5%	20

Eurospin	2%	7	1%	5
Other	2%	9	6%	21
Total	100%	361	100%	394

Source: Author

Table 7 shows the combined results for both surveys, which give respondents' ratings for importance and satisfaction for each feature of the retail chains' offer.

Table 7. Importance and satisfaction with retail chains' offer

Characteristics of retail chains' offer	2022		2023	
	Importance (Mean)	Satisfaction (Mean)	Importance (Mean)	Satisfaction (Mean)
Freshness of products (e.g., fruit and vegetables)	4.8	4.3	4.7	4.4
Availability of fresh fruit and vegetables	4.7	4.3	4.7	4.4
Quality of available products	4.6	4.3	4.6	4.3
Cleanliness of the store interior	4.6	4.3	4.4	4.3
Wide range of available products	4.4	4.3	4.4	4.2
Friendliness of sales staff	4.4	4.2	4.4	4.1
Proximity to the store	4.4	4.4	4.4	4.4
Neatness of products on the shelf	4.4	4.3	4.2	4.2
Speed of checkout	4.4	4.1	4.4	4.1
Availability of parking spaces	4.3	4.4	4.3	4.4
Availability of products of domestic origin	4.1	4.0	4.1	4.0
Frequency of promotional campaigns	4.1	3.9	4.2	3.9
Availability of sales staff	4.1	3.9	4.1	4.0
Availability of the delicatessen department (possibility for the seller to slice delicatessen for you)	4.1	3.9	4.0	4.0
Spaciousness of the store	4.0	4.3	3.9	4.3

Availability of the butcher shop (possibility for the butcher to cut the meat for you)	4.0	3.7	3.9	3.8
Possibility of returning the packaging	3.7	3.8	3.7	3.8
Availability of self-service cash registers	3.5	3.3	3.6	3.4
Availability of loyalty cards	3.4	3.6	3.5	3.7
Offer of own (private) brands	3.3	3.8	3.2	3.9
Representation of BIO products	2.9	3.4	2.9	3.3
Offer of ready-made hot meals	2.9	3.3	3.1	3.3
Availability of retailer's mobile application	2.9	3.3	3.0	3.5
Availability of additional services such as a coffee shop or kiosk	2.9	3.2	2.8	3.3
Frequency of product tastings	2.5	2.7	2.5	2.9
Frequency of prize games	2.4	3.0	2.7	3.1

Source: Author

Research results show that the most important things for the respondents are the freshness of products (e.g., fruit and vegetables), the availability of fresh fruit and vegetables, the quality of the available products, and the cleanliness of the store's interior. With the mentioned elements of the offer, there is a significant difference between the ratings of importance and satisfaction, so these are precisely the elements in which retailers should invest extra effort to improve them.

The next group of elements of the retailer's offer in order of importance for the respondents are the wide range of available products, the friendliness of the sales staff, the proximity of the store, the neatness of the products on the shelf, the speed checkout, and the availability of parking spaces. As with the previous group of elements of the offer, the respondents gave lower ratings for satisfaction, but the difference in ratings between importance and satisfaction is much smaller. Be that as it may, the suggestion for retailers would be to improve the mentioned elements of the offer.

The third group of elements of the retailer's offer in order of importance for customers includes the availability of products of domestic origin, the frequency of

promotional actions, the availability of sales staff, the availability of the delicatessen department, the spaciousness of the store, the availability of the butcher shop. In this group, as in the previous two groups, respondents gave higher ratings of importance in relation to satisfaction. The exception is the spaciousness of the store, which received a higher rating of satisfaction than importance in both surveys. What retailers need to work on the most in this group is the availability of a butcher shop, that is, the possibility for a butcher to cut meat. The reason for the stated result probably stems from the fact that in the structure of the respondents, the second largest group of customers most often buys from Lidl, which as a discounter does not offer such an option according to its business strategy and is not likely to offer it.

The last group of elements in terms of importance for customers is related to the possibility of returning packaging, availability of self-service cash registers, availability of loyalty cards, offer of own (private) brands, representation of BIO products, offer of ready-made hot meals, availability of retailer's mobile application, availability of additional services such as a coffee shop or kiosk, frequency of product tastings, frequency of prize games. Although respondents gave lower ratings of importance for all the mentioned elements, they gave higher ratings for satisfaction.

Table 8. Importance and satisfaction with retail chains' offer (Male vs Female) 2023

Characteristics of retail chains' offer	Male (n = 127)		Female (n = 267)	
	Importance (Mean)	Satisfaction (Mean)	Importance (Mean)	Satisfaction (Mean)
Freshness of products (e.g., fruit and vegetables)	4.5	4.3	4.8	4.4
Availability of fresh fruit and vegetables	4.4	4.3	4.8	4.4
Quality of available products	4.3	4.2	4.7	4.3
Cleanliness of the store interior	4.2	4.2	4.6	4.3
Wide range of available products	4.2	4.1	4.5	4.3
Friendliness of sales staff	4.2	4.1	4.5	4.1
Proximity to the store	4.3	4.4	4.5	4.4
Neatness of products on the shelf	4.0	4.1	4.3	4.3
Speed of checkout	4.4	4.2	4.4	4.1
Availability of parking spaces	4.3	4.3	4.3	4.4

Availability of products of domestic origin	4.0	4.0	4.1	4.0
Frequency of promotional campaigns	3.8	3.8	4.3	4.0
Availability of sales staff	3.9	3.9	4.1	4.0
Availability of the delicatessen department (possibility for the seller to slice delicatessen for you)	3.7	4.0	4.1	4.0
Spaciousness of the store	3.8	4.1	4.0	4.3
Availability of the butcher shop (possibility for the butcher to cut the meat for you)	3.9	3.9	3.9	3.7
Possibility of returning the packaging	3.8	3.7	3.7	3.9
Availability of self-service cash registers	3.6	3.4	3.5	3.4
Availability of loyalty cards	3.4	3.6	3.5	3.7
Offer of own (private) brands	3.1	3.8	3.2	3.9
Representation of BIO products	2.6	3.0	3.0	3.5
Offer of ready-made hot meals	3.3	3.5	3.0	3.2
Availability of retailer's mobile application	2.9	3.5	3.0	3.5
Availability of additional services such as a coffee shop or kiosk	3.0	3.3	2.7	3.2
Frequency of product tastings	2.6	2.9	2.5	2.9
Frequency of prize games	2.9	3.3	2.7	3.1

Source: Author (n = 394)

From Table 8 it is possible to see that there is a difference in the answers of male and female respondents when it comes to characteristics of retail chains' offer. According to the obtained results, the female respondents expressed a higher level of importance for the following elements neatness of products on the shelf, frequency of promotional campaigns, availability of sales staff, friendliness of sales staff, freshness of products

(e.g., fruit and vegetables), quality of available products, wide range of available products, availability of the delicatessen department (possibility for the seller to slice delicatessen for you) and freshness of products (e.g., fruit and vegetables).

When it comes to satisfaction, female respondents express a higher rate of satisfaction for the following elements: spaciousness of the store, neatness of products on the shelf, wide range of available products and representation of BIO products.

Table 9. Retail chain satisfaction (2023, mean)

Characteristics of retail chains' offer	Total (n = 394)	Lidl (n = 106)	Konzum (n = 104)	Kaufland (n= 85)	Spar (n = 53)
Freshness of products (e.g., fruit and vegetables)	4.4	4.5	4.2	4.5	4.3
Availability of fresh fruit and vegetables	4.4	4.4	4.3	4.5	4.3
Quality of available products	4.3	4.4	4.1	4.4	4.3
Cleanliness of the store interior	4.3	4.4	4.2	4.4	4.2
Wide range of available products	4.2	4.4	4.1	4.4	4.3
Friendliness of sales staff	4.1	4.3	4.0	4.3	3.8
Proximity to the store	4.4	4.5	4.4	4.5	4.4
Neatness of products on the shelf	4.2	4.3	4.1	4.4	4.2
Speed of checkout	4.1	4.3	3.9	4.2	4.1
Availability of parking spaces	4.3	4.4	4.2	4.5	4.2
Availability of products of domestic origin	4.0	4.1	3.9	4.1	4.2
Frequency of promotional campaigns	3.9	4.0	3.7	4.0	3.6
Availability of sales staff	4.0	4.0	3.9	4.1	3.7
Availability of the delicatessen department (possibility for the seller to slice delicatessen for you)	4.0	3.5	4.0	4.4	4.1
Spaciousness of the store	4.3	4.4	4.1	4.4	4.2
Availability of the butcher shop (possibility for the butcher to cut the meat for you)	3.8	3.3	3.8	4.3	3.9
Possibility of returning the packaging	3.8	3.8	3.7	4.1	3.7
Availability of self-service cash registers	3.4	3.5	3.4	3.2	4.0
Availability of loyalty cards	3.7	3.7	3.7	3.8	3.2
Offer of own (private) brands	3.9	4.0	3.7	3.9	4.0
Representation of BIO products	3.3	3.4	3.2	3.2	3.4

Offer of ready-made hot meals	3.3	3.0	3.3	3.4	3.6
Availability of retailer's mobile application	3.5	3.8	3.5	3.6	2.9
Availability of additional services such as a coffee shop or kiosk	3.2	3.0	3.3	3.6	3.2
Frequency of product tastings	2.9	2.9	2.8	3.0	2.8
Frequency of prize games	3.1	3.3	3.1	3.0	2.9
Total (mean)	3.9	3.9	3.8	4.0	3.8

Source: Author (2023 research, mean)

When it comes to the satisfaction of customers of a particular retail chain, the results indicate that the most satisfied customers are Kaufland and Lidl customers. Kaufland and Lidl customers expressed the highest level of satisfaction with the most important elements of the retail chain's offer showed in Table 7 (freshness of products (e.g., fruit and vegetables), availability of fresh fruit and vegetables, quality of available products, cleanliness of the store interior).

5. CONCLUSION

The retail market is one of the most competitive and rapidly changing markets. Customer expectations are increasing, and achieving satisfaction is becoming more and more difficult. Satisfaction should be observed simultaneously at the level of one transaction (specific), but also of all previous ones (cumulative).

Customer satisfaction is one of the most important factors for the long-term success of retailers. The elements of the offer that retailers need to work on the most are freshness of products (e.g., fruit and vegetables), availability of fresh fruit and vegetables, quality of available products, cleanliness of the store's interior. Another group of elements of the offer that retailers need to improve relates to the width of available products range, the friendliness of the sales staff, the proximity of the store, the neatness of the products on the shelf, the speed of checkout, and the availability of parking spaces.

The above two groups were singled out as the most important that retailers should improve to achieve greater customer satisfaction. Like any research, this research also has certain limitations, and they are primarily related to the region from which the respondents come. Since the respondents primarily come from Zagreb and its surroundings, the above results should be viewed in that context.

A suggestion for future research would be to conduct research on a representative sample for the area of Croatia. It is certainly recommended that the research be carried out continuously in order to be able to monitor the improvement or deterioration of selected elements of the retailer's offer.

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ISTRAŽIVANJE VAŽNOSTI I ZADOVOLJSTVA KUPACA S ELEMENTIMA PONUDE TRGOVACA

Miroslav Mandić

Sažetak

Cilj rada je bio provođenjem kontinuiranog istraživanja utvrditi koji su elementi ponude trgovaca u maloprodaji važni kupcima i koliko su zadovoljni sa svakim od navedenih elemenata. Za potrebe rada provedeno je kvalitativno istraživanje (2022. godine) na uzorku od 30 ispitanika po 5 ispitanika iz svake dobne skupine (18-24, 25-34, 35-44, 45-54, 55-65 i 66 i više godina). Cilj kvalitativnog istraživanja je bio doći do, za ispitanike, važnih elemenata ponude trgovaca u maloprodaji, a da to nije cijena. Nakon kvalitativnog istraživanja provedena su dva kvantitativna istraživanja. Prvo 2022. godine (n = 361) i drugo 2023. godine (n = 394). U oba istraživanja je korišten namjerni kvotni uzorak. U oba istraživanja je korišten isti upitnik u kojem se koristila Likertova ljestvica (od pet stupnjeva). Elementi ponude koje trgovci najviše trebaju unaprijediti kako bi povećali zadovoljstvo kupaca su svježina proizvoda (npr. voća i povrća), dostupnost svježeg voća i povrća, kvaliteta dostupnih proizvoda, čistoća unutrašnjosti prodavaonice. Doprinos rada proizlazi u donošenju važnih rezultata dva kvantitativna istraživanja.

Ključne riječi: zadovoljstvo kupaca; maloprodaja; supermarket.