

Customer Satisfaction towards Buying Food Products in Omani Supermarkets

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This article is part of a special issue dedicated to the International Conference on Emerging Technologies in Multidisciplinary Fields (ICETMF25), 8–9 July 2025, organized by Mazoon College, Muscat, Oman.

Received: 21/07/2025, **Revised:** 12/08/2025, **Accepted:** 24/08/2025, **Published:** 03/09/2025

Abstract

The main goal of the study is to evaluate how satisfied customers are with the purchase of food items found in supermarkets in Oman, with an emphasis on how different aspects such as merchandise, price, quality, services and physical aspects affect consumers' opinions and purchasing choices. Data from a wide sample of grocery patrons was gathered for the study using a survey-based quantitative research design across five major supermarkets in Muscat Governorate. The main conclusions show that price is the main factor that customers consider while visiting the supermarkets followed by the merchandise that is available. Quality and physical layout were the next set of factors that were equally important for them followed by the store services as the last one. All these factors had a significant impact on the satisfaction level of the customers.

Keywords: Customer Satisfaction, Food Products, Supermarkets

1. Introduction

Customer satisfaction in various types of businesses has been of interest to marketers since ages. Marketing is all about building long-term profitable relationships with customers by ensuring customer satisfaction (Tahir, Adnan & Saeed, 2024). One interesting area to explore the level of customer satisfaction is in the food products and their quality provided in the supermarkets. Several elements such as service standards, pricing, product quality and overall food product experiences are considered to be of paramount importance in gaining customer satisfaction and loyalty in the super markets (Travassos Rosário & Casaca, 2023). By analyzing supermarkets and understanding their impact on customer perceptions, it enables them to improve their food products and assortments, and gain valuable insights into increasing service development and effectively meeting target consumers' expectations about the product. What is more, customer feedback is beneficial to managers and employers because by studying their comments and reviewing their preferences, this can provide data that is essential in improving their experience and increasing their loyalty (Manhas, Sharma & Quentila, 2024). In this industry, quality is one of the cornerstone and plays a pivotal role in gaining customer satisfaction and smooth dealing with the product. Customers also evaluate the value of the products they have tried in relation to its offered price. Customers are not only looking for food products and their prices, but also appreciate the aesthetics, vitality and assortments of the food they consume, the benefits and services offered by the supermarkets. Therefore, there must be a harmonious fabric of quality, fair pricing, assortments, aesthetics and good services because it certainly contributes to enhancing customer satisfaction levels in this industry. Supermarkets need to understand customer



satisfaction factors and meet their needs and expectations about the product in order to gain a loyal customer base and increase their share in the market. As we know, supermarkets give customers impression about their product's cleanliness, quality, assortments and prices. Building a comfortable feeling in the customers' minds is what ensures improving their experience and lasting satisfaction.

Customer satisfaction regarding food quality plays a crucial role in the supermarket sector, which is known for its high level of competition. Supermarkets may offer a diverse array of food products, but there are significant concerns about the consistency, freshness, and overall quality of these items, which can result in negative experiences for customers. Different aspects of products like the shelf-life, proper handling practices, quality of packaging and correct labelling, impact the assessment of the product quality. If there is inconsistency in these aspects, it may lead to customer dissatisfaction and loss of trust (Huddleston *et al.*, 2009). Thus, it is necessary for regular quality assessments, trusted suppliers, enhanced logistics for perishable items, and more enhanced systems for gathering customer feedback. This strategy can help reduce grievances and simultaneously building greater customer trust and loyalty (Hübner, 2021).

There are many global studies that have explored customer satisfaction in retail environment (Nga & Thoa, 2022; Huddleston *et al.*, 2009), but there is a dearth of literature in the Gulf region specifically in Oman (Belwal & Belwal, 2014). The purpose of the study is to determine the impact of different factors of supermarkets that lead to customer satisfaction and then suggest strategies to supermarkets to enhance the shopping experience. The research will look into quality, merchandise, price, physical aspects, customer service of various supermarkets to determine how they can better meet these expectations for long lasting customer relationships. This study can provide useful solutions to supermarkets to focus on their quality, merchandise, physical aspects, services to satisfy consumer demands. Further, this study will add to the amount of knowledge already available on consumer satisfaction for this part of the world.

2. Related Work

Customer satisfaction is defined as approach of the customer to assess the perceived discrepancy between their assumptions and the goods actual efficacy (Al Msallam, 2015). The above description highlights that the difference between what customers expect and what they receive determines their level of satisfaction. Similarly, Khoo (2022) contend that repeat business is significantly influenced by customer satisfaction, implying that happy consumers are more likely to use the product again and refer it to others. Sá (2021) asserts that customer satisfaction can be viewed as a cumulative evaluation that captures the customer's overall impression of the quality of the product, the level of service received, and the feelings evoked during the buying transaction. Additionally, Simelane (2020) clarify that "the acknowledged effectiveness of the product about the purchaser's intentions determines the level of client happiness." Customer satisfaction arises whenever the nutritional product meets or surpasses assumptions. Conversely, dissatisfaction may arise when expectations are unmet (Back & Spann, 2022). Various criteria, such as its freshness, flavor, protection, and nutritional value, affect how satisfied customers are with the quality of the food they purchase from supermarkets. Additionally, other criteria's such as the physical layout, merchandise, price also determine the quality of a supermarket. To identify the factors that influence customer satisfaction, it becomes necessary to compare the expectations of customers with their experiences. Therefore, the emotional and evaluative reaction that arises from contrasting consumer expectations about food quality with the real experiences of the products available in supermarkets can be characterized as customer satisfaction.

Zhang *et al.* (2022) explains that a comparison of initial projections and actual experiences with a product or service shapes consumer satisfaction. Expectancy Disconfirmation Theory (EDT) is particularly pertinent to fresh food goods in supermarket settings, where consumers frequently have high standards for quality, flavor, and freshness. EDT states that when a product's actual performance either meets or surpasses these expectations, satisfaction is achieved. Customers feel positive disconfirmation, which results in high satisfaction when the quality of a food item exceeds their expectations, such as when a fruit remains fresh for longer than expected. On the other hand, negative disconfirmation occurs when the item does not live up to expectations, such as when veggies spoil earlier than anticipated, which causes discontent (Nuradiana & Sobari, 2021). To monitor and match product quality with consumer expectations, supermarkets may better understand how perceived freshness, flavor, and appearance of

fresh food affect customer happiness. This benefits to build customer loyalty and enhance customer experiences for the businesses.

An effective strategy for improving organizational quality, the Total Quality Management (TQM) framework emerged in the mid-20th century (Vermeulen, 1996). It focused on manufacturing initially and later spread to various business sectors, like healthcare, education, and services. By incorporating principles like employee engagement, process enhancement, and a focus on customers, TQM became essential for boosting customer satisfaction and operational effectiveness across different industries. TQM principles have been applied to measure and enhance customer satisfaction within consumer-focused research by emphasizing on quality at every level of the service. For example, the SERVQUAL model (Parasuraman *et al.*, 1988) applies TQM principles to assess service quality by examining the gap between customer expectations and actual service received. This method expands the perspective on customer satisfaction by considering many factors, including personal interactions, service results, and the service environment. This comprehensive approach provides a thorough understanding of customer satisfaction elements by looking at different aspects (Consumer Food Shopping Experiences Research, 2022).

The Hierarchical Model of Customer Happiness was proposed by Ma, Chen & Chang (2019), that examines customer happiness across multiple dimensions, such as the service environment, business results, and interpersonal relationships. This model offers a structured approach to analyze how different aspects of customer experience affect overall happiness (Terui *et al.*, 2011). In the 2000s, researchers began to understand that customer satisfaction was complex, influenced by situational, emotional, and cognitive factors, rather than a single concept. This shift led to the development of hierarchical models that break down satisfaction into specific elements that interact to influence the whole customer experience (Cardoso *et al.*, 2022). The model assesses customer satisfaction through several levels, including interactions with others, business outcomes, and the service environment. For instance, customer satisfaction with groceries can be evaluated by assessing the quality of the product, the store atmosphere, and the level of customer service. This multi-layered approach provides a detailed understanding of satisfaction factors (Tiganis, Grigoroudis & Chrysochou, 2023). They discovered a significant positive relationship between customer happiness in supermarkets and the quality of food products. This finding aligns with Rajput & Gahfoor (2020), highlighting product quality as a key factor in customer satisfaction. Food quality is influenced by freshness, nutritional value, safety, taste, and packaging, impacting consumer satisfaction. Freshness is often the most important factor for consumers evaluating overall food quality in supermarkets. Petrescu *et al.* (2020) found that factors like price, convenience, packaging, freshness, and source reliability significantly influence customer purchasing decisions, offering insight into consumer expectations and motives. This knowledge of customer preferences highlights the qualities supermarkets should prioritize to boost food buyers' satisfaction and loyalty.

Based on the above discussion, "quality" component has a major and beneficial impact on customer satisfaction (Cruz, 2015). One of the most important elements influencing consumer happiness in the retail sector, especially in supermarkets, is the caliber of goods and services offered. Consumers have specific expectations for the products they buy, and they are more satisfied when those expectations are fulfilled or surpassed. In addition to meeting consumers' practical needs, high-quality products also build an emotional bond with them, which enhances their perceptions of the store and the brand. Additionally, quality assurance frequently results in fewer returns and complaints from customers, improving the overall customer experience. Customers' confidence and loyalty are greatly impacted by the perceived quality of the products, which in turn affects whether or not they suggest and return to the store (Rane, Achari & Choudhary, 2023). Furthermore, supermarkets that continuously provide high-quality products are frequently able to set themselves apart from rivals, establishing a solid reputation and boosting client retention. Customers are more likely to have a favorable opinion of their entire shopping experience when they consistently encounter high-quality products, which will increase their likelihood of making repeat purchases and reinforce their level of satisfaction. Thus, following hypothesis is framed:

H1: Customer satisfaction is positively influenced and significantly impacted by the "quality" element.

Supermarket purchases and customer happiness are significantly influenced by merchandise too. Customer impressions and overall shopping experiences can be greatly impacted by the variety and caliber of the product

choices. According “Consumer Food Shopping Experiences research” (2022), consumers are more likely to be happy when supermarkets offer a variety of goods that suit their requirements and tastes. Additionally, studies show that the availability and display of goods can improve consumers' perceptions of the worth of their shopping experiences. Following hypothesis was framed for this study:

H2: Customer satisfaction is significantly impacted by the "Merchandise" aspect.

Aziz *et al.* (2023) determined in their study that price has a major impact on purchase decisions and is an important factor for determining customer satisfaction in supermarkets. Price is evaluated according to the firmness, competitiveness, and appropriateness of product quality. Another study by Aschemann-Witzel *et al.* (2017) also explained that pricing is an important factor specially with low-income set of consumers since it directly influences their purchase decisions for consumable goods. Consumers usually set aside a certain amount of money and actively evaluate costs across different supermarkets and traditional marketplaces while buying fresh goods. Before, during, and after their shopping experience, they are more likely to buy fresh goods from stores that provide fair costs compared to the quality and advantages obtained. Considering these factors, the following hypothesis is put forth:

H3: Customer happiness is significantly impacted and positively influenced by the "price" aspect.

Supermarkets' physical attributes, which include their layout, location, and appeal, greatly improve customer convenience while they shop. Slack, Singh & Sharma (2020) emphasized that a supermarket's appearance and layout, including its decorations, marketing collateral, and product placement, have a significant impact on how satisfied customers are. Retailers can now use the store atmosphere, amenities, and visuals as strategic components to improve customer satisfaction and obtain a competitive edge (Ndengane, Mason & Mutize, 2021). Following this discussion, hypothesis H4 was framed as follows:

H4: The satisfaction of customers is significantly impacted by the "Physical Aspects" of the supermarket.

Employee engagement at supermarkets includes the assistance and services that employees offer, which greatly improves the shopping experience for patrons. This covers things like overall involvement, help during the purchase experience and customer service. Consumers typically anticipate that merchants would pay close attention to their demands and respond promptly. Accordingly, customer satisfaction and perceived service quality are likely to be positively impacted by any encounter that exhibits empathy, understanding, and helpfulness (Dabholkar, Thorpe & Rentz, 1996). Additionally, activities like product recommendations, individualized assistance, and cordial encounters with store staff are often well-received by customers.

Supermarket services have a significant impact on consumer loyalty and satisfaction. This covers several topics, including return policies, transaction processing efficiency, customer service quality, and extra support services like product and delivery information. Consumers anticipate excellent service that fulfills their requirements and improves their purchasing experience. Because customers are more likely to return to supermarkets that provide extraordinary service, research shows that high service quality can greatly increase customer satisfaction levels and build loyalty (Dabholkar, Thorpe & Rentz, 1996). Additionally, consumers are more likely to respect and appreciate services that make their shopping experience easier, like quick checkout procedures and friendly employees. In light of these factors, the following hypothesis is put forth:

H5: The element "Supermarket Services" significantly affects and favorably affects consumer satisfaction.

By integrating the theoretical frameworks from previous researches, we present a conceptual framework (Figure I) that considers five elements that impact customer satisfaction: product and service quality, merchandise, price, store atmosphere, and customer relationship management.

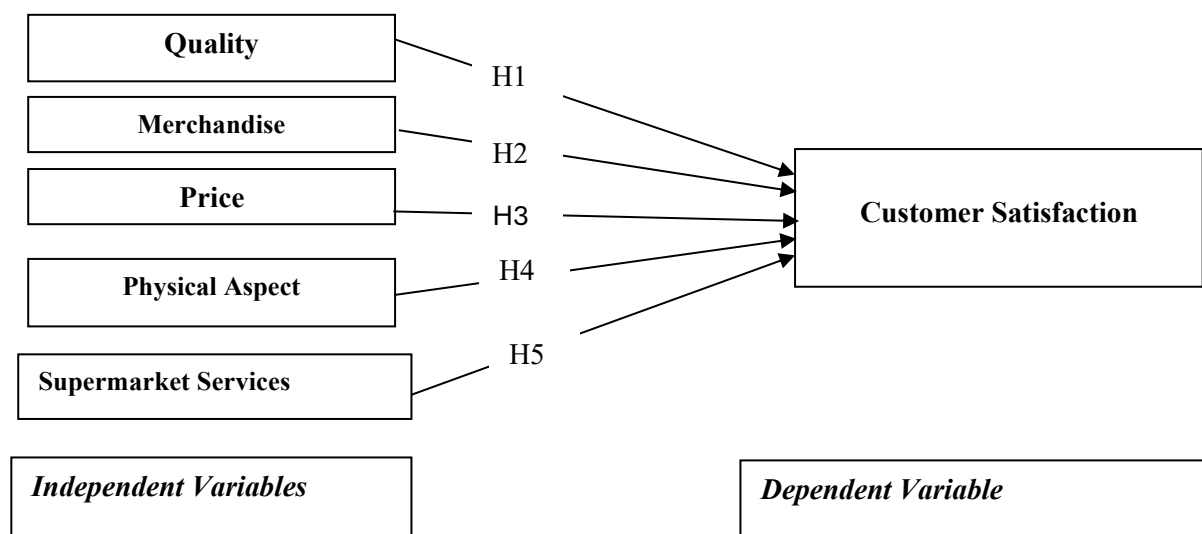


Figure 1: Conceptual Framework

This study will examine several important factors to see how they affect supermarket patron pleasure. First, factors like flavor and freshness—which are critical for raising customer satisfaction—are used to assess the quality of the product. Prior studies show that increased customer satisfaction is associated with food goods' perceived quality (H1). Secondly, consumer experiences are enhanced by the availability and diversity of merchandise indicating that supermarkets should stock a wider choice of high-quality products for better consumer experiences (H2). Another important factor is the pricing which expresses a great deal of satisfaction among consumers when they feel they are getting excellent value for their money. Therefore, perceived price fairness is important (H3). Also, supermarket's physical features, such as its design and cleanliness, are also quite important since they make for a pleasurable shopping experience (H4). And, the interactions with grocery staff is also very crucial for the satisfaction of customer service experiences (H5).

3. Methodology

A descriptive research is used for this study. The research utilizes quantitative data analysis to depict trends and patterns within the target population. This study methodology guarantees the methodical gathering of unique data from a broad sample of supermarket patrons, offering insightful information on the relationship between food product quality and customer happiness.

The target population for this study are the customers visiting supermarkets for their needs. The researchers, reached out to five popular supermarkets in Oman that serve an average of hundreds if not thousands of consumers in a day. These supermarkets were chosen because of their prime locations in crowded neighborhoods, which make them perfect for gauging consumer satisfaction with the caliber of food products. According to this estimate, target was to collect more than 100 responses across these five grocery locations. With this sample size, the target population was sufficiently represented to yield accurate and insightful data for analysis. The sample size chosen for this study was 100. For this size, 30 questionnaires were distributed across the five supermarket stores to ensure we are able to collect complete and relevant data to have a sample size of 100. The sample for this study was chosen using a combination of convenience sampling and cluster sampling techniques. Because the supermarkets were dispersed throughout various neighborhoods and urban areas, five were selected using cluster sampling, a probability sampling technique. Convenience sampling, a non-probability sample technique, was used to choose the customers within those clusters. Convenience sampling selects people who are readily available and are willing to participate thus allowing rapid data collection. Though convenience sampling offers benefits in terms of time and resource constraints, there maybe a potential for selection bias as the sample may not present a broader population.

A structured questionnaire was adopted from previous research (Huddleston *et al.*, 2009) that served as the main tool for gathering data for this investigation. It was discussed with the academicians and subject experts to thoroughly review and give suggestions according to which statements deemed unfit or erroneous, and were either modified or discarded for content validity. It used a Likert scale to gauge respondents' opinions and satisfaction levels and included closed-ended questions. The survey was broken up into two parts: the first part asked about demographics, while the second part looked at things like product quality, cost, and customer service that affect consumer happiness.

Data Analysis Techniques

To test the reliability of various constructions - Quality, Merchandise, Price, Physical Aspects, Supermarket Services and Customer Satisfaction, Cronbach's alpha values were measured (Table 1). All the Cronbach Alpha values of the variables were greater than 0.7 which is acceptable according to Nunnally (1978).

Table 1: Reliability Analysis

S.No.	Variables	Cronbach Alpha
1.	Quality	0.85
2.	Merchandise	0.91
3.	Price	0.88
4.	Physical Aspect	0.86
5.	Supermarket Services	0.81
6.	Customer Satisfaction	0.79

Further, to maintain the integrity of the research process and safeguard the rights of participants, the researchers first got an approval from the research center of the institute. All the respondents gave their informed consent after being made aware of the study's objectives, the fact that participation was voluntary, information was collected for research purpose, and their freedom to discontinue participation at any moment if they wish to. By anonymizing the responses and making sure that no personally identifiable information was used in the data analysis or reporting, confidentiality was maintained. The study team was the only one with secure access to the data. The study also complied with openness and honesty standards, guaranteeing that all results were presented truthfully and impartially.

4. Result and Discussion

4.1 Result

For analysis, the information gathered through questionnaires was exported to SPSS software. The demographic profile of the respondents presented 73% of females and 27% males. This notable disparity implies that women make up the majority of survey respondents, which may be a reflection of consumer trends or a sample demographic imbalance. It might also mean that women are more inclined to interact with or reply to supermarket food product surveys. Majority of the respondents fell in the category of 18-24 years of age group (59%), followed by 26.9% falling in the age group of 25-34 years and 14.1% in the age group of 35-44 years. Further, majority of the respondents visited the supermarket once a week followed by respondents who visited 2-3times in a week.

Hypotheses Testing

Following tables and their interpretations were done to test the hypotheses that were framed for this study.

Correlation Analysis

Table 2: Correlation Matrix

Construct	Quality	Merchandise	Price	Physical Aspect	Supermarket Services	Customer Satisfaction
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Quality	1.00	0.78	0.70	0.72	0.75	0.74
Merchandise	0.78	1.00	0.68	0.74	0.71	0.76
Price	0.70	0.68	1.00	0.65	0.67	0.69
Physical Aspect	0.72	0.74	0.65	1.00	0.80	0.78
Supermarket services	0.75	0.71	0.67	0.80	1.00	0.79
Customer Satisfaction	0.74	0.76	0.69	0.78	0.79	1.00

The above table II shows the correlation analysis for examining the relationship between the independent variables and the dependent variable. Results indicate positive correlations between all the independent variables and Customer Satisfaction (Dependent Variable). Quality, merchandise, physical aspects showed a strong positive correlation with customer satisfaction whereas price was moderately correlated with customer satisfaction. Supermarket services indicated the strongest correlation with customer satisfaction.

Regression Analysis

Table 3: Regression Analysis

Supermarket Stores	Regression Coefficient	Std. Error	t-statistic	Sig.	Standard Coefficient
Quality	0.72	0.08	0.9	0.000	0.214
Merchandise	0.75	0.07	0.71	0.000	0.253
Price	0.80	0.10	8.00	0.000	0.291
Physical Aspect	0.60	0.11	5.45	0.000	0.214
Supermarket Services	0.55	0.12	4.58	0.000	0.175
Intercept	0.6	0.13	0.46		
R²					0.678
Adj. R²					0.676

All the independent variables considered for this study were evaluated with regression analysis in order to ascertain how they affected the dependent variable. Regression analysis was done to see the extent to which each independent variable explains variance in the dependent variable. With a regression coefficient of 0.72, quality exhibits a significant positive relationship, with each unit increase in quality translating into a 0.72 unit rise in the dependent variable. The accuracy and importance of this impact are confirmed by the t-statistic of 0.90 and the standard error of 0.08. With a coefficient of 0.75—that is, a 0.75 unit rise in the dependent variable for every unit increase in merchandise—and a t-statistic of 0.71, merchandise came next, indicating a significant correlation. Price had the most significant impact- a coefficient of 0.80 indicates that price rises cause the dependent variable to rise by 0.80 units. Supermarket Services had a somewhat least impact but statistically significant with a coefficient of 0.55, whereas Physical Aspect had a coefficient of 0.60, indicating a moderately strong positive impact. The model's emphasis is further supported by the significance level of 0.000 indicating all the variables significantly impact the level of customer satisfaction. With an adjusted R² of 0.676, the model as a whole explained 67.6% of the variation in the dependent variable, indicating a decent fit with the predictors included. Interestingly, we see that in the correlation analysis, supermarket services had the strongest relationship with customer satisfaction (r=0.79), but in regression analysis it is smallest among the predictors ($\beta = .175$) meaning it contributes less uniquely to the prediction when other variables are accounted for. This difference is due to multicollinearity-meaning independent variables share overlapping explanatory power. In multiple regression, we get to know which variable is most influential when considered simultaneously. Therefore, we see in regression analysis, price, merchandise, and quality were found to have the strongest impact on customer satisfaction. Supermarket services and physical aspects were also significant predictors, but comparatively smaller alongside

other variables. These outcomes were supported by previous studies conducted by Khanal & Sapkota (2022), Nga & Thoa (2022), Chockalingam *et al.* (2016), Mahfooz (2014) and Huddleston *et al.* (2009). Based on the above tests, all the hypotheses stand accepted as shown below in table IV:

Table 4: Hypotheses Results

S.No.	Hypotheses	Results
1	H1: Customer satisfaction is positively influenced and significantly impacted by the "quality" element.	Accepted
2	H2: Customer satisfaction is significantly impacted by the "Merchandise" aspect.	Accepted
3	H3: Customer happiness is significantly impacted and positively influenced by the "price" aspect.	Accepted
4	H4: The satisfaction of customers is significantly impacted by the "Physical Aspects" of the supermarket.	Accepted
5	H5: The element "Supermarket Services" significantly affects and favorably affects consumer satisfaction.	Accepted

4.2 Discussion

This study aimed to measure various attitudes of consumers across supermarkets in order to assess their satisfaction level in the vicinity of Muscat. Understanding the effects of quality, price, goods assortment, physical features, and supermarket services on consumer satisfaction was the main goal of this study. The analysis indicated that price had the strongest impact on customer satisfaction, followed by Merchandise. Quality and physical aspects have the same impact level and are also significant contributors. Supermarket services has the least impact among variables. The findings corroborate with previous studies conducted in this region (Chockalingam *et al.*, 2016; Mahfooz 2014), as well as at a global level (Khanal & Sapkota, 2022; Nga & Thoa 2022). The survey's findings shed important light on consumer satisfaction with supermarket store items and identify a number of important elements that make for a satisfying shopping experience. With respondents strongly agreeing on the significance of price, it emerged as the most important indicator of consumer satisfaction. Strong ratings for statements like "I find the price of food products in this supermarket reasonable" and "In comparison to other supermarkets in the area, the prices at this one is competitive", demonstrate that price is of concern for the customers. Merchandise was the next factor that had a strong influence on customer behavior. This indicates that customers are always looking for assortment of products when they visit these supermarkets. Further, even strong ratings for statements like "Fresh and high-quality food items can be found in this supermarket" and "Compared to other supermarkets, this one offers better quality" demonstrate that people are concerned about quality also along with the physical aspects as both of them had the same impact level and significant contribution. Positive comments on quality indicate that consumers are prepared to give product quality top priority when deciding where to buy, which makes it a major factor in fostering client loyalty. This strengthens the supermarket's competitive edge in these areas by indicating that consumers are prepared to spend more for higher quality and a wider selection of products.

Further, the physical characteristics of the supermarket - the layout, the atmosphere, as well as cleanliness, also had an impact on customer satisfaction. Statements like "The store layout helps me easily locate the items that I am looking for." and "The ambience for shopping is nice" were rated favorably by the customers. This indicates that a clean and well-organized store enhances the overall customer experience. Customer Services was shown to be significantly impacted by supermarket services, and favorable feedback was given to staff members who were kind and knowledgeable. Positive customer experiences were also influenced by the checkout process's effectiveness and the promptness of the support when required. Although service is crucial, there may be room for improvement, as evidenced by the slightly lower mean ratings for supermarket services when compared to other categories.

Overall this analysis suggests that focusing on pricing strategies and merchandise quality could be particularly effective in enhancing customer satisfaction in supermarket stores. And the other variables also should not be ignored as they also have a significant impact on customer satisfaction.

5. Conclusion

The primary objective of this study was to evaluate the effects of a number of factors on supermarket customer satisfaction, including product quality, item variety, pricing, physical characteristics, and supermarket services. The goal of the study was to determine how consumer perceptions and satisfaction levels affect total supermarket satisfaction based on these variables. Given that they prefer to give price a higher rating than other aspects, the data unequivocally demonstrate that consumers are still concerned about prices in the supermarkets. This suggests that supermarkets should carefully consider pricing strategies to successfully satisfy customer expectations. Also, merchandise was second most important factor meaning supermarkets should have a wide range of product selection for their customers.

Following recommendations can be given to the supermarkets:

1. To enhance the purchasing experience, give priority to comprehending and meeting the demands of your customers by routinely gathering their feedback. Customer satisfaction can be significantly increased by making sure that products are fairly priced, variety of products are available that are of good quality, orderly, and easily accessible. Positive client relationships will also be further fostered by teaching employees to deliver exceptional customer service and keeping the store clean and welcoming, which will encourage repeat business and customer loyalty. Supermarkets may increase customer retention and get a competitive edge in the market by continuously meeting and surpassing customer expectations.
2. The physical space is essential since it contributes to the total shopping experience. See that the layout is intuitive and easy to navigate. Retailers ought to make investments in attractive stores, conspicuous signage, and a welcoming design that promotes perusing and discovery. Enhancements to the ambiance, such lighting, music, and fragrance, should complement the brand image and foster a welcoming environment.
3. Even trained staff can enhance customer experiences. Friendly, knowledgeable and helpful employees can significantly boost customer satisfaction. Retailers can have a proper feedback system, to improve service quality.

The findings of this study have various important implications for both academic research and practical applications in the retail industry. According to this study, supermarkets should put an emphasis on improving customer service, product variety, and quality in order to raise customer happiness. Given that customers gave the quality of the products a high rating, supermarkets ought to concentrate on finding premium goods and keeping labels visible, particularly for fresh goods. Shopping satisfaction can also be increased by paying attention to the physical features, cleanliness, and layout of the store. In order to match customer expectations, the results clearly highlight the significance of competitive pricing tactics. Supermarkets may boost consumer loyalty, strengthen their competitive advantage, and improve overall business success by identifying and addressing these aspects. Future research could explore how these factors influence long-term customer loyalty and purchasing habits.

This research enhances our understanding of how customer satisfaction is affected by their perceptions of various store attributes, such as quality, price, ambiance and services, while also existing evidence indicates these factors are significant predictors of enjoyment. The study's results highlight the importance of effectively reaching different client segments. Retailers can tailor their marketing and promotional efforts based on what customers prioritize in each shop format. Retailers might also consider creating targeted advertising campaigns that highlight the distinctive selling features of each type of store and ensure they align with consumer needs.

The research concludes that several store factors, such as product quality, pricing, physical aspects, merchandise, and supermarket services, greatly influence customer satisfaction. Retail managers can utilize these findings to enhance their marketing strategies, customer engagement methods, and store designs. Improving customer satisfaction and loyalty can be accomplished by tailoring in-store experiences to align with client expectations. Focusing on the retail sector, this research contributes to the growing body of studies on consumer satisfaction. Future studies might investigate how various factors, such as demographics, brand perception, or store loyalty, influence consumer satisfaction. Future studies may also explore the lasting effects of customer satisfaction on retention and purchasing behavior. The results indicate that companies across all sectors needed to modify their

marketing approaches to fit their strategies according to customer taste and preferences. Promotional tactics should also highlight the qualities that are most significant to each market segment in order to correspond with customer views of value.

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