

CUSTOMER SATISFACTION IN BULGARIAN RETAIL MARKET

Rositsa Nakova¹

Abstract: *A marketing study was carried out among 1000 users of the major chain stores in Bulgaria. The aim of the study was to show the link between the size of the supermarket and the consumer satisfaction. It dealt with the in-store customer shopping experience of a supermarket and found out that merchandise assortment, interaction with staff, the internal shop environment, and customers' in-shop emotions have a strong positive and significant relationship with cumulative customer satisfaction. Customer satisfaction has a strong positive relationship with patronage intentions (consumers' desire to make repeat purchase).*

Keywords: *Customer satisfaction, retail market*

1 Rositsa Nakova, Technical University Sofia, rossynakova@abv.bg;