

# INTEGRATED EFFECTS OF MARKETING STIMULI TOWARDS GAINING COMPETITIVE SUPPLY-CHAIN OF GROCERY PRODUCTS: THE PALESTINE MARKET EXPERIENCE

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## Abstract

Grocery stores are known as an important link in the food delivery system and a vital element of the retail industry spheres. Some supermarkets have gone to considerable lengths to collaborate with local suppliers to benefit both the consumer and the community. Palestine appears to be regarded as an uncommon marketplace, as a customer has discovered over time how to bridge the gap between what they create locally and where they can sell it locally under certain conditions. Therefore, this study is an underlying integrated way of critical influencing factors on the loyalty of grocery products marketing in Palestine. A field survey questionnaire was employed in this study. Data were collected via a structured self-administered questionnaire, with analysis techniques outlined using Structural Equation Modelling (SEM). The findings revealed that the identified and investigated key parameters of brand strategy, as well as the relationship and impact of brand strategy, as well as other research factors such as relationship marketing and service quality, have an impact on Palestinian purchase decisions regarding grocery products and determining customer satisfaction and loyalty to grocery stores. The findings revealed that the identified and investigated key parameters of brand strategy, as well as the relationship and impact of brand strategy, as well as other research factors such as relationship marketing and service quality, have an impact on purchase decisions of grocery products and determining customer satisfaction and loyalty to grocery stores. In addition, this study has made a significant contribution to the Palestinian government's understanding of customer perceptions of relevant aspects that may aid decision-making for future policies on food and other grocery products.

**Keywords:** Consumer satisfaction, loyalty, Supply chain, Grocery Products, and Palestine