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**THE INFLUENCE OF BUYERS' PREFERENCES FOR DESIGNING TRANSPORT SERVICES – THE CSI METHOD**

In the article was talked over a marketing research in range of buyers and sellers transport services, which could be using also for designing an optimal offer of companies. The CSI method or it an evaluation of particular companies offer or the whole transport branch in relation with an ideal offer in a respondent image. CSI means an index of buyer satisfaction. Result of this analysis is a recognition of degree respondents satisfaction buyers from actual offer of transport companies in relation with expectant services.

Translated by Grażyna Rosa