

A Study on the Determinant of Customer Experience among Hypermarket Shoppers in Saudi Arabia

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CITATION: Shamsudeen, S. (2017), "A Study on the Determinant of Customer Experience among Hypermarket Shoppers in Saudi Arabia", *MERC Global's International Journal of Social Science & Management*, Vol. 4, Issue 2, pp. 26-36.

ARTICLE HISTORY: Submitted: December 09, 2016, Revision received: January 11, 2017, Accepted: January 18, 2017

ARTICLE TYPE: Research paper

ABSTRACT

Adding more services in the modern retail outlets with an eye on the continued patronage of the customers becomes the order of the day for most of the retailers globally. The author in this research, inquiries into determinants of customer experience among hypermarket shoppers in Saudi Arabia. The major objectives of the study were to measure the experience of the customers, examine the relationship between demographic characteristics and the customer experience and to suggest measures to improve the customer experience for the hypermarket in the Saudi Arabia. Here the study was conducted in July-August 2016 by resorting convenient sampling. The data were analysed in SPSS version 16 by adopting with multivariate regression. The demographic profile emerged out of this study shows that the retail store customers of selected retail store for the purpose of the study are relatively younger, reasonably educated, with a good income at their disposal. The regression model emerged out of this research has a good fit as the p-value is significant at the 5 % level of significance. The adjusted R² value depicts that 59% variation in the dependent variable, customer experience, is accounted by the determinants namely social environment, retail atmosphere, price and past experience.

KEYWORDS: Hypermarket customer experience, Social environment, Retail atmosphere, Service interface.

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