

A STUDY ON THE IMPACT OF SITUATIONAL AND CUSTOMER MODERATORS ON THE DETERMINANTS OF CUSTOMER EXPERIENCE AMONG HYPERMARKET SHOPPERS IN SAUDI ARABIA

S. SHAMSUDEEN & ALI ALDHAMIRI

Ministry of Higher Education, Kingdom of Saudi Arabia

ABSTRACT

The major objectives of the study is to determine the impact of situational moderator namely location and customer moderators such as goal and involvement on the determinants of customer experience namely social environment, retail atmosphere, price and past experience among hypermarket shoppers in Saudi Arabia. Convenient sampling was adopted for the purpose of the study. The collected data were coded in an SPSS spreadsheet and a simple statistical analysis such as One-way ANOVA, Linear regression and multiple regressions for better outcome.

It has been established that there exists a significant interaction effect among location with social environment and retail atmosphere on customer experience for a hypermarket. It can be seen that when goal of the customer is experiential it increases the customer experience when price is high. Further it was established that. Significant interaction effect exists among involvement with social environment and retail atmosphere. Hence hypotheses H1A2A, H1A2B, H2A2C, H3A2A, and H3A2B were supported for the purpose of the study. Finally a complete understanding of the various moderators and determinants that are used in this study would enable the retailers in Saudi Arabia to create a memorable experience among the hypermarket customer while visiting their outlets.

KEYWORDS: Situational Moderator, Customer Moderator, Involvement, Goal, Location, Hypermarket