Factors affecting customers' in-store shopping experience (Case study: Hypermarkets in Tehran)

Fatemeh Hassannejad[a], Hassan Esmailpour[b,*], Hamidreza Saeednia[c]

[a]Department of Business Management, Qazvin Branch, Islamic Azad University, Qazvin, Iran
[b]Department of Business Management, Central Tehran Branch, Islamic Azad University, Tehran, Iran
[c]Department of Business Management, North Tehran Branch, Islamic Azad University, Tehran, Iran

(Communicated by Madjid Eshaghi Gordji)

Abstract

This research aimed to evaluate the customers' in-store shopping experience in hypermarkets of Tehran. The conceptual model consisted of 17 sub-components, including the experience of interaction with the community, friends, and family members, hedonistic value, profit-minded value, in-store sentiment, volatile, advertising, comfort, price, product, learning, design, staff, visual, olfactory, hearing, and touch. Social, value, emotional, practical, intellectual, and sensory experience are examined as the six primary components of the customers' in-store experience. The measurement instruments were developed based on the qualitative and multi-stage screening findings. The collected data were analyzed by a questionnaire with 72 and 66 items and using 638 statistical samples, collected through stratified relative random sampling with exploratory factor analysis, structural modeling, and path analysis. The results of structural equation modeling confirmed the effect of each of the 17 components of customer experience on customer satisfaction and the effect of customer satisfaction on the intention to return to the store. According to the path analysis results, the effect of all six primary components of customer experience on customer satisfaction, intention to return to the store, as well as the effect of customer satisfaction and intention to return to the store are positively supported.

Keywords: Shopping experience, Store, Hypermarket, Structural equations

*Corresponding author
Email addresses: fatemehasannezhad@gmail.com (Fatemeh Hassannejad), h_esmailpour@yahoo.com (Hassan Esmailpour), Dr.saeednia1@gmail.com (Hamidreza Saeednia)

1. Introduction

The retail industry is one of the essential industries globally, with approximate global revenue of \$1.26 trillion in 2020, including one-third of the world's gross domestic product and the employment of millions of people. The global food retail market is expected to experience a 5% compound annual growth rate (CAGR) in 2020-2027 [13], one of the world's profitable industries. This industry is also one of the critical components of Iran's economy, and excess household income is diverted to consumer goods due to economic growth. The main attraction of the market for trade in food retail, such as hypermarkets and supermarkets, is Iran's large population, their ability to spend on consumer goods, the growing number of middle-class consumers, receiving cash subsidies, and increasing brand awareness. Hypermarkets and supermarkets account for 35% of direct retail sales worldwide through retail formats [13].

2. Statement of the problem

The encounter becomes an experience when a sentiment(s) are consciously perceived by customers, which should create engagement, learning, novelty, surprise, and personal connection in the customer to be memorable. Pine and Gilmore (1998) stated that communicating with the customer through the experience provider (physical store) and actively influencing their emotions in shopping creates a memorable experience [17]. Social environment, service continuity, store atmosphere, product diversity, price, experience in alternative channels, and retail brand were introduced as the main criteria in engineering customer experiences. In addition, modulators were added to the concept, including consumer and position modulators. While the mentioned elements referred to the retail aspects, these modulators refer to the consumer, situational, and macro aspects. A dynamic element was also considered, which is the customers' previous experience and affects their current experience [15]. According to the findings, in-store factors that are controlled by managers (such as goods, services, space) can affect the customer shopping experience [11].

3. Research objective

This research aimed to implement a positivist research project to test the questions and hypotheses as hypotheses. The general procedure of the research is based on the principle of experimental theory, in which a predetermined approach or theoretical framework is tested against the relevant reality. This positive (quantitative) research identifies the essential and main components among the categories and relationships identified in the qualitative stage using inferential analysis. Accordingly, hypotheses are tested, and factors affecting the customer experience are measured on satisfaction and return intent.

How do the factors affecting the in-store shopping experience affect satisfaction and the intention to revisit the store?
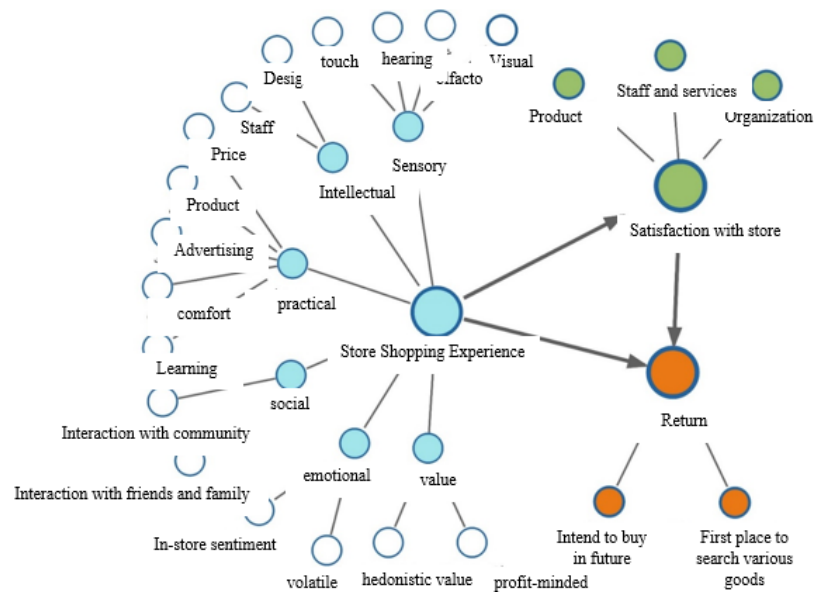
3.1. Conceptual model of the research:

Figure 1: Conceptual model of research (Hassannejad et al.)

4. Research literature

Shafiee et al. conducted a study in the customer community of Ofogh Kourosh stores in Mashhad on 400 samples, selected through the convenience sampling method. Confirmatory factor analysis and Shannon entropy were used to confirm the identified dimensions analyze research data, and extract dimensions from exploratory factor analysis. According to the results, the dimensions affecting the customer experience in retail environments include eight dimensions, in which the experience of spending time perceived is in the first rank by respondents.

Terblanche used a mixed method in their study in response to the suggestion of Verhoeff et al., who stated that customer experiences should be measured over time. Terblanche and Boshoff conducted the same research in a supermarket, and ten years later, Terblanche repeated it. The results expected that what constitutes the customer experience in supermarkets today is different from what was reported a decade ago. Initially, a focus group consisting of eight frequent supermarket shoppers was formed to express their views on the factors and form a positive shopping experience. These factors include the store's internal atmosphere, employees interaction, presence, interaction with other customers, and in-store emotions. Then, a quantitative study was conducted with a questionnaire to identify important factors for measurement and statistical analysis.

Mahd-Ramli and Omar [10] conducted a study in the Malaysian retail market, hypothesizing that store characteristics can affect customer experience and engagement in large department stores. A total of 13 hypotheses were tested, eight of which were confirmed.

5. Method

The positivist approach relies on experimental and quantitative theory, in which the predetermined theoretical framework was tested against the relevant reality. The most critical components

were identified among the categories and relationships in the qualitative stage using exploratory factor analysis. Then, the hypotheses were tested by the collected data through a questionnaire with closed questions.

A questionnaire with closed questions is used to collect quantitative data in this part of the research.

Relative or proportional stratified random sampling method was used as one of the types of the random sampling method. The main advantage of this type of sampling is that the results can be generalized from the sample to the population in a computable error field [1, 2, 3, 4, 5].

6. Analyzing method

Inferential and descriptive statistics, and inferential analyzes, including exploratory factor analysis, confirmatory factor analysis, structural modeling, and path analysis, were used to analyze the data. SPSS and Amos software were utilized in the process of descriptive part analysis.

The goals of quantitative methods are to generalize the results to a larger community based on previous theories or ideas. In this process, numbers and numbering tools are used, and conducting survey and correlation research is one of the essential methods in behavioral sciences. Given the results of the qualitative section based on the participants' experience, a quantitative study was conducted to test the qualitative findings and generalize the results. A questionnaire with 72 items was developed based on qualitative findings, and the necessary evidence was collected through 650 statistical samples. Six questionnaire items were removed in the analysis process, and 66 were analyzed. In addition, 638 healthy answers were analyzed among the statistical sample and respondents to the questionnaire. Descriptive and inferential analysis was also used to analyze the evidence [6, 7, 8].

6.1. Results of the structural part of the model

In this model, the impact factor of 17 sub-components, including the experience of interaction with the community, friends, and family members, hedonistic value, profit-minded value, in-store sentiment, volatile, advertising, comfort, price, product, learning, design, staff, visual, olfactory, hearing, and touch were calculated. Moreover, the earning experience on the main factor of customer satisfaction with the store and vice versa were tested on the main factor of customer behavioral reaction [16].

Formula (1); Goodness of Fit Index (GFI)

$$GFI = 1 - \frac{F_M}{F_{IND}} \tag{1}$$

Formula (2); Adjusted Goodness of Fit Index (AGFI)

$$AGFI = 1 - (1 - GFI)\frac{dl_{IND}}{dl_M} \tag{2}$$

Formula (3); Comparative Fit Index (CFI)

$$GFI = 1 - \frac{F(S, \sum \theta)}{F(S, \sum(.))} \tag{3}$$

Formula (4); Normalized Chi-square Index (CMIN)

$$X^2 = \sum \frac{(Fo - Fe)2}{Fe} \tag{4}$$

Formula (5); the Root Mean Squared Error Approximation (RMSEA)

$$RMSEA = \sqrt{\frac{X^2 - df_{model}}{(N-1) * df_{model}}} \tag{5}$$

CMIN/DF=1.236, GFI=.896, CFI=.979, NFI=.900, IFI =.979. RMR=.037, RMSEA=.019, PNFI=.851, PGFI=.822
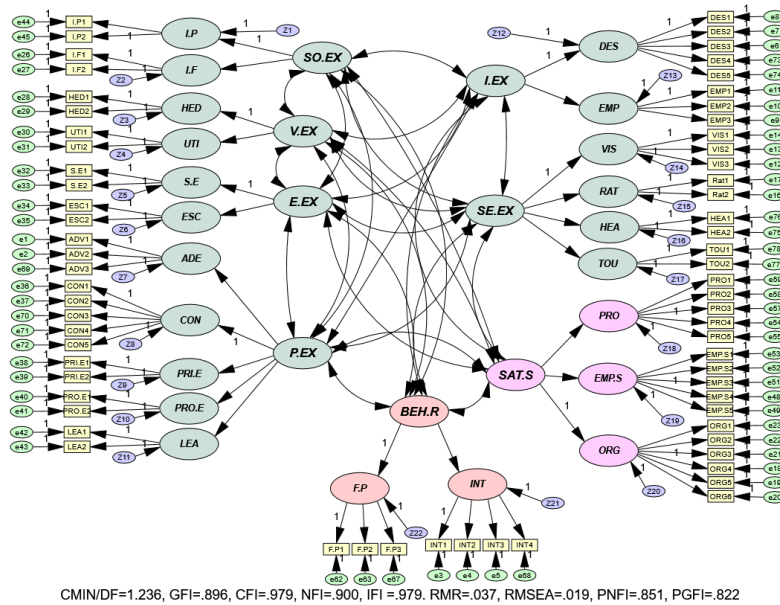
Figure 2: Impact factor of structures on items and main dimensions on components in second-order confirmatory practical analysis

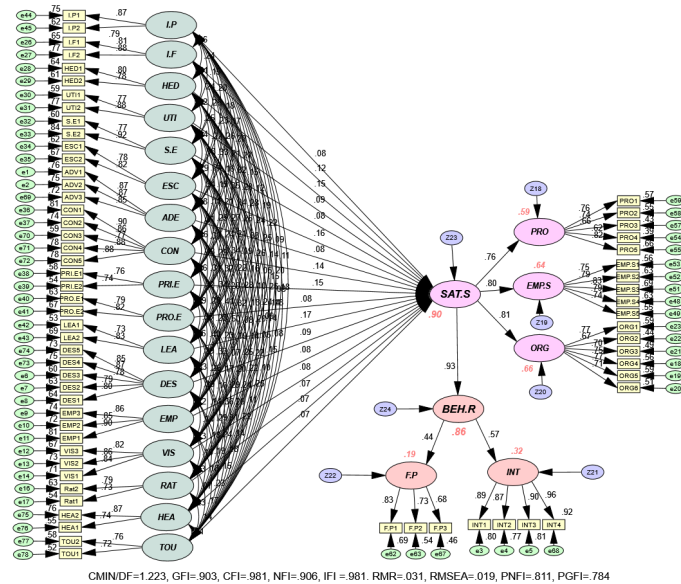CMIN/DF=1.223, GFI=.903, CFI=.981, NFI=.906, IFI =.981. RMR=.031, RMSEA=.019, PNFI=.811, PGFI=.784

Figure 3: The indirect effect of customer experience dimensions on the behavioral reaction by satisfaction in structural modeling

Table 1: Testing the impact factor of customer experience dimensions on satisfaction and satisfaction on behavioral response in the model

Sub-structure		Direction	Main structure		Standard factor load	Non-standard factor load	Standard error	t-statistics	Probability of error	Coefficient of determination
SAT. S	Customer satisfaction with the store	--->	LEA	Learning	.170	.134	.030	4. 549	***	.904
SAT. S	Customer satisfaction with the store	--->	PRO. E	Product experience	.083	.057	.025	2. 274	.023	
SAT. S	Customer satisfaction with the store	--->	PRI. E	Price experience	.147	.104	.030	3. 512	***	
SAT. S	Customer satisfaction with the store	--->	CON	Comfort experience	.144	.090	.019	4. 799	***	
SAT. S	Customer satisfaction with the store	--->	ADE	Advertising experience	.080	.044	.020	2. 233	.026	
SAT. S	Customer satisfaction with the store	--->	ESC	Volatile	.158	.128	.028	4. 505	***	
SAT. S	Customer satisfaction with the store	--->	S. E	In-store sentiment	.078	.057	.023	2. 459	.014	
SAT. S	Customer satisfaction with the store	--->	UTI	Profit-minded value	.086	.059	.021	2. 825	.005	
SAT. S	Customer satisfaction with the store	--->	HED	Hedonistic value	.152	.107	.025	4. 280	***	
SAT. S	Customer satisfaction with the store	--->	I. F	Interact with friends and family	.118	.070	.019	3. 658	***	
SAT. S	Customer satisfaction with the store	--->	I. P	Interact with the community	.085	.054	.020	2. 742	.006	
SAT. S	Customer satisfaction with the store	--->	TOU	touch	.073	.056	.025	2. 235	.025	
SAT. S	Customer satisfaction with the store	--->	HEA	Hearing	.073	.060	.026	2. 313	.021	
SAT. S	Customer satisfaction with the store	--->	RAT	Olfactory	.070	.055	.027	2. 033	.042	
SAT. S	Customer satisfaction with the store	--->	VIS	Visual	.082	.055	.019	2. 892	.004	
SAT. S	Customer satisfaction with the store	--->	EMP	Staff	.083	.044	.017	2. 492	.013	
SAT. S	Customer satisfaction with the store	--->	DES	Design	.088	.061	.023	2. 707	.007	
BEH. R	Customer Behavioral Response	--->	SAT. S	Customer satisfaction with the store	.929	.623	.075	8. 329	***	.864

Table 2: The indirect effect of customer experience dimensions on the behavioral reaction by satisfaction in structural modeling

Independent and dependent structures		Behavioral reaction		The first place to search		Intention to buy in the future	
		Factor	Probability of Error	Factor	Probability of Error	Factor	Probability of Error
ADE	Advertising experience	0. 075	0. 026	0. 033	0. 025	0. 042	0. 023
CON	Comfort experience	0. 134	0. 019	0. 059	0. 009	0. 076	0. 015
DES	Design	0. 081	0. 014	0. 036	0. 012	0. 046	0. 012
EMP	Staff	0. 078	0. 044	0. 034	0. 041	0. 044	0. 05
ESC	Volatile	0. 147	0. 005	0. 064	0. 004	0. 083	0. 006
HEA	Olfactory	0. 068	0. 041	0. 03	0. 032	0. 038	0. 044
HED	hedonistic value	0. 141	0. 018	0. 062	0. 007	0. 08	0. 009
I. F	Interact with friends and family	0. 109	0. 008	0. 048	0. 006	0. 062	0. 007
I. P	Interact with the community	0. 079	0. 007	0. 035	0. 005	0. 045	0. 008
LEA	Learning	0. 158	0. 013	0. 069	0. 013	0. 089	0. 011
PRI. E	Price experience	0. 137	0. 014	0. 06	0. 009	0. 077	0. 014
PRO. E	Product experience	0. 077	0. 036	0. 034	0. 031	0. 044	0. 032
RAT	Smell	0. 065	0. 046	0. 028	0. 046	0. 037	0. 061
S. E	In-store sentiment	0. 072	0. 012	0. 032	0. 008	0. 041	0. 014
TOU	Touch	0. 068	0. 041	0. 03	0. 02	0. 038	0. 03
UTI	profit-minded value	0. 08	0. 018	0. 035	0. 012	0. 045	0. 012
VIS	Visual	0. 076	0. 025	0. 033	0. 013	0. 043	0. 026

Table 3: Test of the impact factor of an effective factor on influencing in the path analysis model

| Model structures and direction of impact			Impact factor			Test statistics and diagnostic coefficient		
Variable	Direction	Variable	Standard	Non-standard	Standard error	Critical statistics	Probability of error	Coefficient of determination
SO. EX	<---	SAT. S	.142	.107	.020	5. 446	***	.652
V. EX	<---	SAT. S	.165	.137	.022	6. 310	***	
E. EX	<---	SAT. S	.176	.154	.023	6. 630	***	
P. EX	<---	SAT. S	.369	.353	.029	12. 019	***	
I. EX	<---	SAT. S	.146	.110	.021	5. 137	***	
SE. EX	<---	SAT. S	.167	.199	.031	6. 440	***	
SO. EX	<---	BEH. R	.106	.102	.036	2. 816	.005	.306
V. EX	<---	BEH. R	.077	.081	.040	2. 016	.044	
E. EX	<---	BEH. R	.098	.109	.043	2. 527	.012	
P. EX	<---	BEH. R	.174	.212	.058	3. 626	***	
I. EX	<---	BEH. R	.124	.119	.039	3. 033	.002	
SE. EX	<---	BEH. R	.091	.138	.057	2. 417	.016	
SAT. S	<---	BEH. R	.111	.142	.071	1. 991	.046	
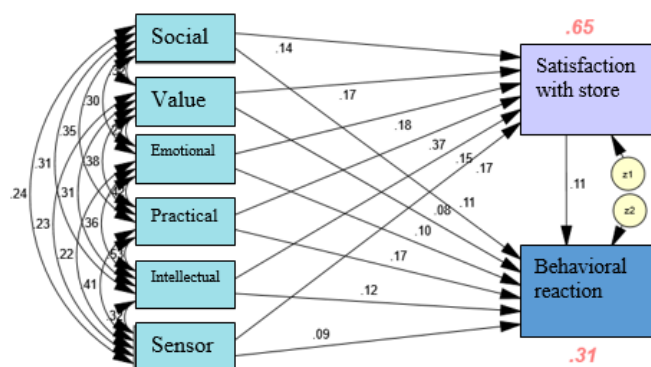
Figure 4: Results of standard impact factor of the effective factor on influencing in the path analysis model

Table 4: Indirect impact factor of customer experience dimensions on the behavioral reaction by mediating satisfaction in path analysis

Independent variables	Sensory experience		Intellectual experience		Practical experience		Emotional experience		Value experience		Social experience	
Test Index	factor	Probability of Error	factor	Probability of Error	factor	Probability of Error	factor	Probability of Error	factor	Probability of Error	factor	Probability of Error
Behavioral reactions	.019	.003	.016	.003	.041	.004	.020	.003	.018	.003	.016	.003

Table 5: Correlation and covariance coefficients between the main factors in the path analysis model

Independent research variable	Direction	Independent research variable	Correlation coefficient	covariance	Standard error	t Statistics	Probability of error
SO. EX	<-->	V. EX	.323	.190	.025	7. 761	***
SO. EX	<-->	E. EX	.305	.171	.023	7. 355	***
SO. EX	<-->	P. EX	.349	.178	.021	8. 317	***
SO. EX	<-->	I. EX	.309	.200	.027	7. 441	***
SO. EX	<-->	SE. EX	.235	.097	.017	5. 774	***
V. EX	<-->	E. EX	.272	.138	.021	6. 613	***
V. EX	<-->	P. EX	.380	.176	.020	8. 957	***
V. EX	<-->	I. EX	.313	.184	.024	7. 534	***
V. EX	<-->	SE. EX	.234	.087	.015	5. 754	***
E. EX	<-->	P. EX	.416	.184	.019	9. 701	***
E. EX	<-->	I. EX	.357	.201	.024	8. 483	***
E. EX	<-->	SE. EX	.216	.077	.014	5. 321	***
P. EX	<-->	I. EX	.527	.270	.023	11. 765	***
P. EX	<-->	SE. EX	.406	.131	.014	9. 487	***
I. EX	<-->	SE. EX	.317	.130	.017	7. 620	***

7. Conclusion

The results of path analysis were cited for deciding on research hypotheses [17, 18].

Hypothesis 1: Social experience as one of the dimensions of customer experience leads to increased customer satisfaction with hypermarket stores.

The qualitative and quantitative sections showed that the social experience of customers from hypermarket stores effectively creates customer satisfaction.

H0: Social experience does not have a positive effect on customer satisfaction.

H1: Social experience positively affect customer satisfaction.

According to the path analysis, the impact factor of social experience on customer satisfaction is positive (0.142), and the test statistic (5.446) is greater than the critical value of 1.96 and 2.58. Therefore, the null hypothesis is rejected at the level of 99% confidence, and the positive effect of customers' social experience of the store on customer satisfaction compared to hypermarket stores is significantly supported, and the research hypothesis is confirmed.

Hypothesis 2: Value experience as one of the dimensions of customer experience leads to increased customer satisfaction with hypermarket stores.

According to the qualitative and quantitative sections, the value experience of customers from hypermarket stores effectively creates customer satisfaction.

H0: Value experience does not have a positive effect on customer satisfaction.

H1: Value experience positively affect customer satisfaction.

According to the path analysis, the impact factor of value experience on customer satisfaction (0.165) is positive, and the test statistic (6.310) is greater than the critical value of 1.96 and 2.58. Therefore, the null hypothesis is rejected at the level of 99% confidence, and the positive effect of customers' value experience of the store on customer satisfaction compared to hypermarket stores is significantly supported, and the research hypothesis is confirmed.

Hypothesis 3: Emotional experience as one of the dimensions of customer experience leads to increased customer satisfaction.

According to qualitative and quantitative results, the customers' emotional experience in hypermarket stores effectively creates customer satisfaction.

H0: Emotional experience does not have a positive effect on customer satisfaction.

H1: Emotional experience positively affect customer satisfaction.

According to the path analysis, the impact factor of emotional experience on customer satisfaction (0.176) is positive, and the test statistic (6.630) is greater than the critical value of 1.96 and 2.58. Therefore, the null hypothesis is rejected at the level of 99% confidence, and the positive effect of customers' emotional experience of the store on customer satisfaction compared to hypermarket stores is significantly supported, and the research hypothesis is confirmed.

Hypothesis 4: Practical experience as one of the dimensions of customer experience leads to increased customer satisfaction with hypermarket stores.

According to qualitative and quantitative results, the customers' practical experience in hypermarket stores effectively creates customer satisfaction.

H0: Practical experience does not have a positive effect on customer satisfaction.

H1: Practical experience positively affect customer satisfaction.

According to the path analysis, the impact factor of practical experience on customer satisfaction (0.369) is positive, and the test statistic (12.019) is greater than the critical value of 1.96 and 2.58. Therefore, the null hypothesis is rejected at the level of 99% confidence, and the positive effect of customers' emotional experience of the store on customer satisfaction compared to hypermarket stores is significantly supported, and the research hypothesis is confirmed.

Hypothesis 5: Intellectual experience as one of the dimensions of customer experience leads to increased customer satisfaction with hypermarket stores.

According to qualitative and quantitative results, the intellectual experience of customers from hypermarket stores effectively creates customer satisfaction.

H0: Intellectual experience does not have a positive effect on customer satisfaction.

H1: Intellectual experience positively affect customer satisfaction.

According to the path analysis, the impact factor of intellectual experience on customer satisfaction (0.146) is positive, and the test statistic (5.137) is greater than the critical value of 1.96 and 2.58. Therefore, the null hypothesis is rejected at the level of 99% confidence, and the positive effect of customers' intellectual experience of the store on customer satisfaction compared to hypermarket stores is significantly supported, and the research hypothesis is confirmed.

Hypothesis 6: Sensory experience as one of the dimensions of customer experience leads to increased customer satisfaction with hypermarket stores.

According to qualitative and quantitative results, the customers' sensory experience in hypermarket stores effectively creates customer satisfaction.

H0: Sensory experience does not have a positive effect on customer satisfaction.

H1: Sensory experience positively affect customer satisfaction.

According to the path analysis, the impact factor of sensory experience on customer satisfaction (0.167) is positive, and the test statistic (4.440) is greater than the critical value of 1.96 and 2.58. Therefore, the null hypothesis is rejected at the level of 99% confidence, and the positive effect of customers' Sensory experience of the store on customer satisfaction compared to hypermarket stores is significantly supported, and the research hypothesis is confirmed.

Hypothesis 7: Social experience as one of the dimensions of customer experience leads to the increased positive reaction of customers towards hypermarket stores.

According to qualitative and quantitative results, the social experience of customers from hypermarket stores effectively creates customers' positive reactions towards hypermarket stores.

H0: Social experience does not have a positive effect on customers' positive reactions.

H1: Social experience positively affect on customers' positive reactions.

According to the path analysis, the impact factor of social experience on customers' positive reaction (0.106) is positive, and the test statistic (2.816) is greater than the critical value of 1.96 and 2.58. Therefore, the null hypothesis is rejected at the level of 99% confidence, and the positive effect of customers' social experience of the store on customers' positive reaction compared to hypermarket stores is significantly supported, and the research hypothesis is confirmed.

Hypothesis 8: Value experience as one of the dimensions of customer experience leads to the increased positive reaction of customers towards hypermarket stores.

According to qualitative and quantitative results, the value experience of customers from hypermarket stores effectively creates customers' positive reactions towards hypermarket stores.

H0: Value experience does not have a positive effect on customers' positive reactions.

H1: Value experience positively affect customers' positive reactions.

According to the path analysis, the impact factor of value experience on customers' positive reaction (0.077) is positive, and the test statistic (2.016) is greater than the critical value of 1.96 and 2.58. Therefore, the null hypothesis is rejected at the level of 99% confidence, and the positive effect of customers' value experience of the store on customers' positive reaction compared to hypermarket stores is significantly supported, and the research hypothesis is confirmed.

Hypothesis 9: emotional experience as one of the dimensions of customer experience leads to the increased positive reaction of customers towards hypermarket stores.

According to qualitative and quantitative results, the customers' emotional experience in hypermarket stores effectively creates customers' positive reactions towards hypermarket stores.

H0: Emotional experience does not positively affect customers' positive reactions.

H1: Emotional experience positively affect customers' positive reactions.

According to the path analysis, the impact factor of emotional experience on customers' positive reaction (0.098) is positive, and the test statistic (2.527) is greater than the critical value of 1.96 and 2.58. Therefore, the null hypothesis is rejected at the level of 99% confidence, and the positive effect of customers' emotional experience of the store on customers' positive reaction compared to hypermarket stores is significantly supported, and the research hypothesis is confirmed.

Hypothesis 10: Practical experience as one of the dimensions of customer experience leads to the increased positive reaction of customers towards hypermarket stores.

According to qualitative and quantitative results, the customers' practical experience in hypermarket stores effectively creates customers' positive reactions towards hypermarket stores.

H0: Practical experience does not positively affect customers' positive reactions.

H1: Practical experience positively affect customers' positive reactions.

According to the path analysis, the impact factor of practical experience on customers' positive reaction (0.174) is positive, and the test statistic (3.626) is greater than the critical value of 1.96 and 2.58. Therefore, the null hypothesis is rejected at the level of 99% confidence, and the positive effect of customers' practical experience of the store on customers' positive reaction compared to hypermarket stores is significantly supported, and the research hypothesis is confirmed.

Hypothesis 11: Intellectual experience as one of the dimensions of customer experience leads to the increased positive reaction of customers towards hypermarket stores.

According to qualitative and quantitative results, the intellectual experience of customers from hypermarket stores effectively creates customers' positive reactions towards hypermarket stores.

H0: Intellectual experience does not positively affect customers' positive reactions.

H1: Intellectual experience positively affect customers' positive reactions.

According to the path analysis, the impact factor of intellectual experience on customers' positive reaction (0.124) is positive, and the test statistic (3.033) is greater than the critical value of 1.96 and 2.58. Therefore, the null hypothesis is rejected at the level of 99% confidence, and the positive effect of customers' intellectual experience of the store on customers' positive reaction compared to hypermarket stores is significantly supported, and the research hypothesis is confirmed.

Hypothesis 12: Sensory experience as one of the dimensions of customer experience leads to the increased positive reaction of customers towards hypermarket stores.

According to qualitative and quantitative results, customers' sensory experience in hypermarket stores effectively creates customers' positive reactions towards hypermarket stores.

H0: Sensory experience does not positively affect customers' positive reactions.

H1: Sensory experience positively affect customers' positive reactions.

According to the path analysis, the impact factor of sensory experience on customers' positive reaction (0.091) is positive, and the test statistic (2.417) is greater than the critical value of 1.96 and 2.58. Therefore, the null hypothesis is rejected at the level of 99% confidence, and the positive effect of customers' Sensory experience of the store on customers' positive reaction compared to hypermarket stores is significantly supported, and the research hypothesis is confirmed [14].

Hypothesis 13: Customer satisfaction leads to the increased positive reaction of customers towards hypermarket stores.

According to qualitative and quantitative results, customer satisfaction with hypermarket stores effectively creates customers' positive reactions towards hypermarket stores.

H0: Customer satisfaction does not have a positive effect on customers' positive reaction.

H1: Customer satisfaction positively affect customers' positive reaction.

According to the path analysis, the impact factor of customer satisfaction on positive reaction (0.111) is positive, and the test statistic (1.991) is greater than the critical value of 1.96. Therefore, the null hypothesis is rejected at the level of 99% confidence, and the positive effect of customer satisfaction of the store on customers' positive reaction compared to hypermarket stores is significantly supported, and the research hypothesis is confirmed. Therefore, 13 hypotheses were presented, supported by the customer population based on the collected data [9].

Table 6: Results of the tested hypotheses of the model in the quantitative section

hypothesis	Structures of research hypotheses			Null hypothesis $\beta = 0$	Research hypothesis $\beta \neq 0$	Test result
	Independent	Mediate	Dependent			
Hypothesis 1	تجربه اجتماعی	Customer satisfaction	-	✗	✔	The effect is direct and significant.
Hypothesis 2	Value experience	Customer satisfaction	-	✗	✔	The effect is direct and significant.
Hypothesis 3	Emotional experience	Customer satisfaction	-	✗	✔	The effect is direct and significant.
Hypothesis 4	Practical experience	Customer satisfaction	-	✗	✔	The effect is direct and significant.
Hypothesis 5	Intellectual experience	Customer satisfaction	-	✗	✔	The effect is direct and significant.
Hypothesis 6	Sensory experience	Customer satisfaction	-	✗	✔	The effect is direct and significant.
Hypothesis 7	Social experience	-	Behavioral reaction	✗	✔	The effect is direct and significant.
Hypothesis 8	Value experience	-	Behavioral reaction	✗	✔	The effect is direct and significant.
Hypothesis 9	Emotional experience	-	Behavioral reaction	✗	✔	The effect is direct and significant.
Hypothesis 10	Practical experience	-	Behavioral reaction	✗	✔	The effect is direct and significant.
Hypothesis 11	Intellectual experience	-	Behavioral reaction	✗	✔	The effect is direct and significant.
Hypothesis 12	Sensory experience	-	Behavioral reaction	✗	✔	The effect is direct and significant.
Hypothesis 13	-	Customer satisfaction	Behavioral reaction	✗	✔	The effect is direct and significant.

According to exploratory analysis, satisfaction with hypermarket consisted of three components, including satisfaction with the product, staff and service, and organization. Returning to the hypermarket comprises the intention to buy in the future and the first place to look for a variety of goods. Based on the second-order confirmatory factor analysis, there is a positive and significant relationship between satisfaction with hypermarket with the three components of satisfaction with the product, staff and service, and organization. In addition, returning to the hypermarket is posi-

tively and significantly related to intention to buy in the future and the first place to look for various goods. Therefore, the quantitative part of the research is in line with the qualitative part.
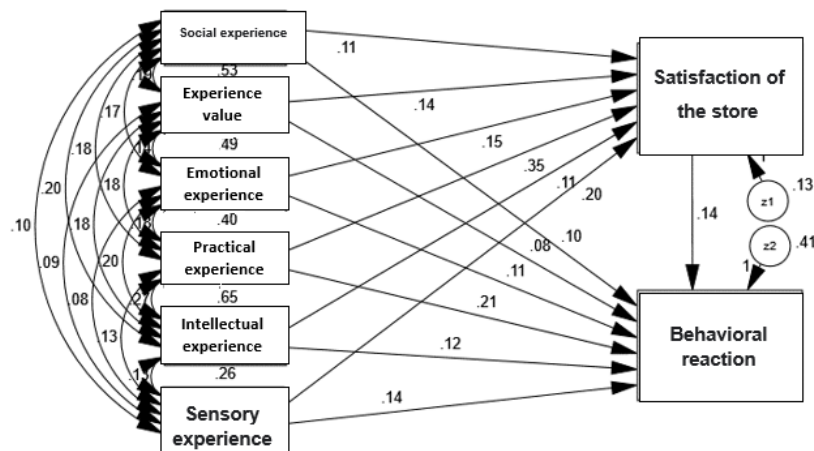

Figure 5: Path analysis model and the role of satisfaction with store among the dimensions of customer experience and behavioral response

References

[1] B. Ahmadi, *Structure And Aermeneutics*, Tehran: Gam No Publications, 2001.

[2] J. Ainsworth and J. Foster, *Comfort in brick and mortar shopping experiences: Examining antecedents and consequences of comfortable retail experiences*, J. Retail. Consum. Serv. 35 (2017) 27–35.

[3] E. Anderl, J. Hendrik Schumann and W. Kunz, *Helping firms reduce complexity in multichannel online data: A new taxonomy-based approach for customer journeys*, J. Retail. 92(2) (2016) 185–203.

[4] M.J. Arnold, K.E. Reynolds, N. Ponder and J.E. Lueg, *Customer delight in a retail context: Investigating delightful and terrible shopping experiences*, J. Bus. Res. 58(8) (2005) 1132–1145.

[5] J. Babin, D.M. Hardesty and T.A. Suter, *Color and shopping intentions: The intervening effect of price fairness and perceived affect*, J. Bus. Res. 56(7) (2003) 541–551.

[6] S. Bagdare, *Antecedents of retail customer experience*, J. Mark. Commun. 8(3) (2013) 45–51.

[7] J. Baker, D. Grewal and A. Parasuraman, *The Influence of Store Environment on Quality Inferences and Store Image*, J. Mark. Commun. 22(4) (1994) 338–339.

[8] M.J. Bitner, *Servicescapes: the impact of physical surroundings on customers and employees*, J. Mark. 56(2) (1992) 57–71.

[9] M. Chenari, *Comparison of Husserl, Heidegger and Gadamer with methodological benchmark*, Quart. J. Philosoph. Theological Res. 9(34) (2007) 113–138.

[10] A. Faizan, H. Kashif and O. Rosmini, *Diagnosing customers experience, emotions and satisfaction in Malaysian resort hotels*, European J. Tourism Res. 12 (2016) 25–40.

[11] R. Garg, Z. Rahman, M. Qureshi and I. Kumar, *Identifying and ranking critical success factors of customer experience in banks: An analytic hierarchy process (AHP) approach*, J. J. Model. Manag. 7(2) (2012) 201–220.

[12] A.J. Rohm and V. Swaminathan, *A typology of online shoppers based on shopping motivation*, J. Bus. Res. 57(7) (2004) 748–57.

[13] L. O'Connell, *Global Retail Sales 2017- 2023*, Statista.com. (2019).

[14] E.M. Tauber, *Why Do People Shop?*, J. Mark. 36(4) (1972) 46–49.

[15] O. Tyrvainen, H. Karjaluoto and H. Saarijarvi, *Personalization and hedonic motivation in creating customer experiences and loyalty in omnichannel retail*, J. Acad. Mark. Sci. (57) (2020).

[16] J. Van Doorn, K.N. Lemon, V. Mittal, S. Nass, D. Pick, P. Pirner and P.C. Verhoef, *Customer engagement behavior: theoretical foundations and research directions*, J. Service Res. 13(3) (2010) 253–266.

[17] S. Vargo and R. Lusch, *Why service?*, J. Acad. Mark. Sci. 36(1) (2008) 25–38.

[18] W.F. Yee, N.S. Imm and L.C. Hwa, *Cause-related marketing: It's influence on consumers' choice of hypermarket*, Int. J. Bus. Soc. 19(3) (2018) 616–636.