

The effect of in-store customer experience on satisfaction and intention to re-patronage retail (case study: Ahmadi hypermarket))

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The purpose of this study was to investigate the effect of in-store customer experience on satisfaction and satisfaction to re-purchase retail (case study: Ahmadi stores). According to the new philosophy of marketing(customer orientation), businesses need to focus on customers and look at issues customers' point of view. This approach has increased the competitive advantage of organizations and its role in the success and development of businesses. Nowadays, given the growth of competitive space, identifying and understanding the importance of factors affecting customer buying behavior is a powerful tool that can help Rivals differentiated and provided a way to attract customers. On the other hand, the increased competitiveness in the retail market and the emergence of supermarkets over the past few years, it is important to recognize the factors that can lead to successful market competition. So, the present study examines the effects of factors such as value of goods, store environment, interaction with employees, variety of products, customer interaction, in-store feelings on customer satisfaction, and the effect of customer satisfaction on the intention to re-patronage. The statistical population of this research includes customers of Ahmadi hypermarket branches in Rasht . To collect the data, the standard Terblanche questionnaire (2018) was used and analyzes were performed using SPSS (25) and smartpls (2). According to the results, except for Customer in-shop emotions, all of the other indicators were approved.

Keywords : in-store customer experience - satisfaction- intention to re-patronage

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