

Shopping Behavior and evaluation of store features: Perspectives from a food market in the Arabian Peninsula

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Abstract: Globally, the food retailing industry is seen as most dynamic and rapidly changing. In this paper, we investigate the shopping behavior of shoppers in Saudi Arabia, the largest retail market in Arabian Peninsula. Using empirical research, this paper examines factors influencing shopping decisions and their attitude toward shopping of shoppers' in Saudi Arabia. Comparisons based on demographic factors are also discussed. The paper discusses the findings and makes recommendation to retail store management. Future research directions are also suggested.

Keywords: retail, shopping, attitude, behavior, store-choice, Saudi Arabia

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