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SUPERMARKETS OR TRADITIONAL STORES: COMPARISON OF CONSUMER PREFERENCES BETWEEN BIM TURKISH SUPERMARKETS AND TRADITIONAL STORES IN MOROCCO

Yüksek Lisans Tezi

YASMINE AAMBRI

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To all of you, I would like to dedicate this dissertation…

YASMINE AAMBRI

ISTANBUL 2022

« Desire and dream are the basis for
the accomplishment of all things »

Antoine Marcel

ABSTRACT

Customers are undoubtedly the key to the success of any business. Adapting to them, knowing their needs and understanding how these customers perceive happiness in order to anticipate their needs and make the company a competitive market are one of the important issues nowadays. For this, it is necessary to study the behavior of these consumers, to know their motivations and the macro factors that can influence their choice of a retail store. Once the understanding of the perception of customers regarding to a store, the company will be able to draw commercial policies according to these criteria to satisfy and meet the needs of its customers, this will pass by a valuation of the store in their mind compared to other stores.

In this research paper, we are interested in the preferences of Moroccan consumers, more precisely the inhabitants of the city of El Jadida, towards supermarkets as opposed to traditional stores in Morocco.

From the literature review, we have identified the various macro factors of retail stores that impact consumer preference of traditional (convenience) stores and supermarkets. This research was based on a comparison review between different customer perceptions of these two types of retail stores. To analyze our research we have developed an online questionnaire based on the ideas and the most appropriate elements of the literature review and the preliminary questionnaires. 250 people (residents of the city of Eljadida) were able to participate in the survey and completed the questionnaire.

The results of this research allowed us to define, understand, and describe the fundamental preferences of Moroccan consumers towards supermarkets and convenience stores, as well as to explain their buying behavior. The results of our study show that Moroccan consumers perceive supermarkets and traditional stores at the same level in most attributes.

Keywords: Retail; Satisfaction; Consumer behavior; Retail Store; Supermarket Traditional store; Morocco; Loyalty; WOM

ÖZET

Müşteriler şüphesiz herhangi bir işletmenin başarısının anahtarıdır. İhtiyaçlarını tahmin etmek ve şirketi rekabetçi bir pazar kazananı yapmak için onlara uyum sağlamak, ihtiyaçlarını bilmek ve bu müşterilerin mutluluğu nasıl algıladıklarını anlamak günümüzde en önemli unsurların başında gelmektedir. Bunun için bu tüketicilerin davranışlarını incelemek, motivasyonlarını ve perakende mağaza seçimlerini etkileyebilecek makro faktörleri bilmek gerekir. Müşterilerin bir mağazaya ilişkin algısı bilindiğinde, müşterilerin ihtiyaçlarını karşılamak ve karşılamak için bu kritelere göre ticari pollitikalar belirlemek böylelikle de mağazanın diğer mağazalar karşısında üstünlük kazanması kolayalaşacaktır.

Bu çalışmada Faslı tüketicilerin, daha doğrusu El Jadida şehrinin sakinlerinin Fas'taki geleneksel mağazalar ile süpermarketlere yönelik algıları karşılaştırılmıştır.

Literatür taramasından, perakende mağazaların, geleneksel (kolay) mağazalar ve süpermarketler hakkındaki tüketici algısını etkileyen çeşitli makro Faktörler belirlenmiştir. Bu araştırma, bu iki tür perakende mağazanın farklı müşteri algıları arasındaki Farklılıkları incelemektedir. Araştırmamızı analiz etmek için, Literatür taramasına dayanarak çevrimiçi bir anket geliştirilmiştir dayalı bir çevrimiçi anket geliştirdik. Ankete katılıp tamamlayan kişi sayısı 250'dir.

Bu araştırmanın sonuçları, Faslı tüketicilerin süpermarketler ve Geleneksel mağazalar ilgili temel algılarının tanımlanmasına, anlaşılmasına ve alışveriş davranışlarının açıklanmasına olanak sağlamıştır. Çalışmamızın sonuçları, Faslı tüketicilerin çoğu özellikte Süpermarket ve geleneksel mağazaları aynı düzeyde algıladıklarını göstermektedir.

Anahtar Kelimeler: Perakende; Memnuniyet; Marka değeri; Tüketici davranışları; Perakende mağaza; Süpermarket; Geleneksel mağaza; Fas

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INTRODUCTION

In a highly competitive context, the retail sector is constantly evolving and the customer is becoming more and more demanding. Distributors are on the lookout for modifying their sales areas and their marketing practices from other competitors and provide the customer a new purchasing experience (Baker 1986).

Since the 90s, Morocco has experienced a progressively regular evolution and many political, economic, and social changes. The profound changes in the finance sector have affected the strategic choices of distributors in recent years (Bell, Davies & Howard, 1997; Dawson, 2000). The development of the finance sector was not based solely on industrial companies, but also on the style of retail distribution of products, which thus underwent a profound modification and upheaval marked by the duality of modern and traditional retail distribution networks (Goldan, 1981). Particularly the coexistence of several sales networks, on the one hand, the legal local trade made up of open-air or halls markets, the informal network including street vendors.... While we look at the goods freely, the seller is never far away, he will come out of his shop and develop his arguments to convince the customer, a method rooted in local culture and habits. And the setting up of the other modern distribution network, acquired from the developed countries which are settling in the Moroccan trade landscape, is characterized by two different categories the Hypermarkets whose surface exceeds 2500 m2 with checkouts and the self-service exit, car park... and the supermarkets whose surface is between 400 m2 and 2500. Traditional stores are generally a small local store that typically have a sales area less than 400 square meters m2 where you can buy food, newspapers, etc. and that is open until late at night or all the time.

The search for an explanation of the situation of traditional stores and supermarkets in Morocco constitutes the interest of this research. We are interested here in the different images that have Moroccan consumers of these two different types of retail trade.

Understanding the customers and their preferences of a type of retail store enables store managers to better plan management strategies and develop business policies for their companies to create a comparative advantage in the market. One of the approaches

often used by researchers consists of identifying the important attributes of a point of sale, evaluating the satisfaction of the consumers according to these attributes, and examining the impact of the individual characteristics on its perception.

This research aims to assess the difference between the image that have Moroccan consumers of supermarkets and the one that they have of traditional stores in the country according to the determined attributes.

1. LITERATURE REVIEW

The development model adopted by Morocco since the 1980s has relaunched a policy of economic and financial openness characterized by openness and the push towards trade and foreign capital in order to accelerate the pace of the kingdom's economic transformations (more greater integration of the Moroccan economy into the world economy and the contribution to the consolidation of the multilateral trading system). This openness was confirmed with the signing of a multitude of association agreements with the European Union (EU) in the mid-1990s, then with the Arab countries (Agadir agreement), the United States, and more recently Turkey. This major opening was marked by the achievement of favorable results in terms of strengthening trade and foreign direct investment in Morocco.

This phase of modernization experienced by Morocco was characterized by the evolution of the retail trade system and the gradual appearance of new trade networks from developed Western countries. However, despite the ongoing reform, at the national level, 80% of distribution is carried out by traditional trade. Morocco is therefore still depends mainly on a traditional distribution system, compared to developed country.

To understand the construction of consumer preference for one type of store rather than another and their buying decisions, we will begin by presenting, in the first part, the different theoretical contributions of each current of thought which have allowed, over time, to enrich research on this topic, more specifically research that seeks to understand the importance of satisfaction, loyalty and word of mouth in the distribution sector.

In a second part we will present the concept of the store image generally, we will identify the perceptual keys of the consumer and will approach the impact of this perception on the behavior of purchase and the choice of a specific type of store, before taking into account the preference content itself. These various advances shed light on the preference process. Finally, given the scope of our research and the stores of the works that have focused on our dissertation, another part covers the field of retail trade in Morocco.

Before addressing the conceptual framework of the research topic, it is necessary to review the literature of the three key concepts, namely consumer satisfaction, loyalty and word of mouth.

1.1. SATISFACTION

According to the Cambridge English online dictionary, the word satisfaction has several definitions (Cambridge Dictionary , s.d.).

« A pleasant feeling that you get when you receive something you wanted, or when you have done something you wanted to do »;

« A way of dealing with a complaint or problem that makes the person who complained feel happy »

« The act of fulfilling (= achieving) a need or wish »;

« The pleasant feeling you get when you receive something you wanted, or when you have done or are doing something you wanted to do »;

This study will focus on the concept of consumer satisfaction. First of all, it should be noted that there is not a single agreement on the definition and measurement of satisfaction. However, it is possible to identify a few theoretical elements that have acquired certain notoriety over the years. In this context, the Customer Satisfaction concept has been defined by many researchers as being:

“Positive or negative impression felt by a customer regarding a purchasing and/or consumption experience. It results from a comparison between his expectations with regard about and its perceived performance” (Kotler, Keller, Dubois & Manceau, 1999);

"The feeling of a customer resulting from a judgment comparing the performance of a product to his expectations" (Kotler P. & Dubois B, 2000);

“A pleasant feeling, the result of a positive customer experience with a service or a product. However, in the context of a company, when we talk about customer satisfaction, when we say “customer satisfaction measurement” for example - it can be positive or negative, and therefore includes customer dissatisfaction“ (Rahaingonjatovo, 2019) ;

What follows from these definitions is that satisfaction is based on perceptions and expectations.

Positive reviews for a product or service from a brand are signs of high customer satisfaction. A satisfied customer is a returning customer, while an unsatisfied customer is likely to leave the brand. “A business is all about creating and keeping a customer. Without customers, there is no income, and therefore no possibility of making the company survive, even less of making it excel” (Theodore Levitt, 1983) . This quote from Theodore Levitt (a famous American economist) illustrates a reality in business. Customer satisfaction is a top priority for any brand. Satisfied customers are happy customers. It is therefore fundamental for any company to know how to keep the client portfolio. To do this, it is necessary to satisfy them, and therefore meet their expectations and needs. Thus, being able to measure customer satisfaction is also essential.

Customer satisfaction measures the state of satisfaction of the customer following the purchase. It is the result of the correspondence between the expectations of the customer and the desired product or service. It always occurs with the "positive" desired results and increases even more if expectations are even exceeded. But if wishes and hopes are not fulfilled, consumers will feel dissatisfied. This can also be applies in the trade sector. For example, customer satisfaction determines whether occasional will customers will become a long-term clients for the company or brand. To reach this, customers must have the most positive experience throughout the Customer Journey.

Research on the measurement of satisfaction has essentially been structured around the paradigm of confirmation of expectations which was developed by the researcher Richard L. Oliver (Oliver & Swan, 1989).

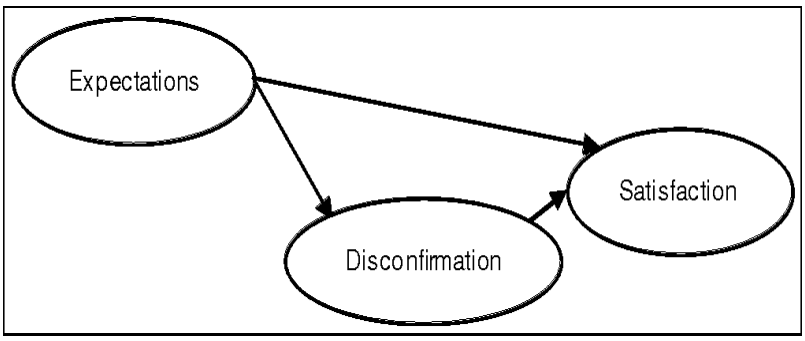

Figure 1 The Simplified Expectation Disconfirmation Model Adopted from Oliver 1997

Three situations can therefore appear when comparing perceived quality with expectations. A customer is dissatisfied when the "perceived quality" of the product or service is lower than the "expected quality", resulting in dissatisfaction. (Perceived quality < Expected quality = Dissatisfaction). On the contrary, a customer is satisfied when the perceived quality is equal to the expected quality (Perceived quality = Expected quality therefore Normality or satisfaction). Finally, a customer is very satisfied when the perceived quality is higher than the expected quality (Perceived quality > Expected quality = High satisfaction) (Oliver & Swan, 1989).

In short, customer satisfaction arises from the match between customer expectations and the perceived performance of the brand image, service or product offered. This model characterizes customer satisfaction in three major characteristics, as being scalable which means satisfaction evolves the market, new technologies, also as being subjective, each customer perceives the product or service differently. For the same product experience, the degree of satisfaction experienced by individuals will necessarily be different. Customer satisfaction is therefore a personal perception and not an objective one, and finally as being relative: Since it depends on the customer's perception, satisfaction varies according to the level of expectations (Oliver & Swan, 1989).

According to Christian Barbaray (2016), satisfaction has a direct link with the consumer experience. A customer who has had a positive experience with a business will not hesitate to return. He will necessarily be a satisfied customer. So a good customer

experience helps to generate satisfaction. Consequently, a negative experience promotes dissatisfaction, leads to a drop in sales and loyalty, and contributes to an increase in other negative feedback. And ultimately, lead to many harmful consequences in terms of brand image and customer relation. This encourages the customers to flee to the competitors. Each company must therefore ensure that it knows the elements that can impact the consumer experience.

Customer satisfaction is a common goal for all companies whose priority is to meet the needs expressed by their customers. But nothing is more difficult to understand than the expectation of a customer as it is related to emotions subjective (given his experiences, the client has his own opinions); individual (expectations depend on each individual), changing (they vary according to different factors); scalable (expectations evolve according to experiences and will be more demanding); comparative: consumer expectations will be based on experiences with the competition (Barbaray, 2016).

1.1.1. The Four Dimensions of Customer Satisfaction

What people really desire are not products but satisfying experiences (Lawrence Abbott, 1955). To offer a pleasant experience that will make the customers experience positive emotions throughout their journey, the company must understand each of the dimensions that define their levels of satisfaction.

Five dimensions must be taken into account to measure customer satisfaction (Fauvelle, 2021) :

The Emotional Dimension

Customer satisfaction is subjective, it varies from one customer to another, its emotional dimension takes into account the emotions and feelings felt by the consumer.

Offering a quality product or service to satisfy customers and generate sales is no longer enough, satisfaction can be disconnected from the actual qualities of the product or service and corresponds to an overall brand experience.

Indeed, with each contact with a company, a customer experiences emotions that will influence his future actions. Emotions have a strong impact on several components of customer satisfaction such as trust, loyalty, and likelihood of a recommendation.

Bruce Temkin (2016) says that every time a customer interacts with a brand or business, they experience at least one of the following emotions: Anger; hustle; ambivalence; pleasure. So before, during, and after the purchase, consumers feel these kinds of emotions.

There are many sets of basic emotions in the customer experience, such as joy, sadness, anger, fear, and others such as the pride (Pelegrín-Borondo et al., 2005).

A company must therefore know how to play with its strategy on the purchasing journey of customers, which will also generate positive or negative emotions.

Analyzing the emotional experiences of customers for the brand, products or services is an extremely important issue to understand their purchasing behavior and especially to anticipate it in advance. A negative or ambivalent emotional customer experience often has a great influence on purchasing behavior and reduces the likelihood that a customer will repeat purchase. According to a study conducted by Zendesk, half of the consumers will go to competitors after a single bad experience, and 80% of them after several bad experiences (Zendesk, 2020) . This is why we must not neglect this dimension even if we offer a quality product or service. Consequently, a positive emotional experience, pushes the customer to recommend the company to the people around and he will return as soon as the opportunity arises.

So to understand the emotions felt by customers, it is therefore essential for any company to conduct studies to understand their attitudes and emotions and to integrate this emotional dimension into its customer experience management strategy to put in place actions to accommodate their needs and desires.

By conducting in-depth studies on customer emotions and using powerful customer experience management tools and software, brands can even predict the behavior of individuals and put in place actions to anticipate their needs.

The Cognitive Dimension

The cognitive dimension within a satisfaction strategy designates how the consumer judges and thinks about the brand, its services, or its products. It is the satisfaction related to the performance of the product that we buy. The latter occupies a great source of importance in consumer satisfaction: if you are disappointed with your purchase, it is impossible to be a satisfied customer (Amine Kharbouch, 2022).

It is therefore important to ask the following questions in a management strategy: Is my product or service useful or not? Does the product/service adapt or not to the current situation? Do the proposed offers exceed the customer's expectations? The user-friendliness of the product/service?

Although it is an essential dimension, this dimension must be combined with the other dimensions to ensure that customers are satisfied.

To do this, there are some tools for studying the cognitive dimension of customer satisfaction, for this, we can refer to all the criteria that can positively or negatively influence the opinion of customers, another technique consists in evaluating the overall satisfaction of the customer, to identify the strong points and the weaknesses, through a questionnaire of satisfaction. This can be summed up in three points, including quality, reliability, and the company's ability to meet its expectations (Karolina Ilieska, 2013).

The Affective Dimension

This dimension focuses on the consumer's attachment to the brand. Establishing a good customer relationship is essential because it is a criterion that is directly correlated with overall satisfaction (Pio, 2021).

A good shopping experience leads to brand appreciation and promotes customers who will speak well of the brand, and who will tend to recommend it as soon as they have the opportunity.

The customer satisfaction indicator used for the affective dimension is the NPS: Net Promoter Score, using its satisfaction surveys we can thus assess the probability of

customers recommending the brand to their relatives and attracting new potential customers to your company.

The Behavioral Dimension

Still, to accurately measure customer satisfaction, it is necessary to take into account the behavioral dimension of the customer relationship, which designates the different components of individual purchasing behavior by evaluating intent purchase (the probability that a customer will renew its purchase), the frequency of purchase (useful for measuring the degree of loyalty of its customers) and the channel used to purchase the products or services (website, in-store sales, etc.) (William K. Darley, 2010).

In this part, it should be emphasized that customer satisfaction does not provide any guarantee and does not allow us to say that a customer will soon renew his acquisition. The reasons for leaving the brand can be linked to a need for novelty, promotional offers, or environmental pressure. The customer will leave a brand that satisfies him because a competitor may offers a very advantageous offer. Conversely, an unsatisfied customer may well remain loyal to a brand. However, you have to know how to play on customer loyalty too. Satisfying a customer is good, but building loyalty is better.

To retain the customers and encourage them to buy the products again, each company must offer new and even better services to loyal customers. When customers feel they can rely on a brand, they become true brand ambassadors. They buy often and do not hesitate to tell their friends and their families about the brand (word of mouth). According to the Marketing Definitions website, “A customer ambassador is a customer who actively recommends and defends the brand and its products and services to those closest to it and in social circles” an ambassador client is, therefore, a client who promotes your company or your services (Bathelot, 2020).

1.1.2 Customer Experience

Experience is a new differentiation tool that enriches the concept of positioning, traditionally presented as an essentially cognitive approach (Mencarelli, 2005).

By now, consumers are operating in an ultra-connected environment and are familiar with competitors in the market. To satisfy a customer, the sale of a product or service that perfectly meets needs is no longer enough, but also requires a positive customer experience. It is therefore the totality of his experience that the consumer judges to assess his satisfaction and estimate whether his supplier again deserves his trust or even a recommendation to his relatives.

The definition of experience has been the subject of conceptual reflection since the mid-1980s. It began to take a prominent place in marketing thanks to the seminal article by Holbrook and Hirschman (1982). It is a fundamental factor in a company's marketing strategy, allowing it to define the expectations and needs of its consumers and strengthen ties.

For this research, we will retain as a definition that the customer experience is the set of emotions and feelings felt by a customer before, during (the purchase and during the use or consumption), and after the purchase of a product or service. It is the result of all the interactions that a customer may have with the brand or company (product or service quality, point of sale atmosphere, seller relationship, user experience, pricing, guarantee, etc.)

A good customer experience promotes the recommendation of your products, your services, your company, and your brand, it allows you to differentiate yourself from the competition and improves your brand image. It is a source of influence on satisfaction and loyalty. Thus, thanks to a good customer experience, the customers can become ambassadors and trust the company. By dint of optimization, it increases turnover and attracts new consumers. In case of poor management, it risks tarnishing the brand image and preventing its development.

Ensure that a company meets the expectations of the target market and broadcasts the right message, at the right time, through the best channel, to know how consumers perceive its products, to offer a better experience to its customers, to retain them, and to increase its income. , it is necessary to put into practice relevant and unstoppable techniques. In addition, it relies on powerful analysis tools such as competitive mapping

which offers a synthetic vision of the company and its competitors and helps the manager to position himself effectively in his competitive environment. It is a marketing tool for analyzing the positioning of a brand or product. It is a graphic representation in two axes that expresses the positioning of the company in its market according to two relevant evaluation criteria defined by the company and facilitates the study of its strengths and weaknesses, as well as those of its competitors (price, quality, customer satisfaction, etc.).

A company can evaluate its position by benchmarking. According to David Keans (1986), benchmarking can be defined as "a continuous process of evaluating products, services, and methods against those of the most serious competitors or partners or organizations recognized as leaders ". It is the search for the most efficient methods for a given activity, making it possible to ensure its superiority. According to Robert C Camp, benchmarking is simply "finding and implementing best business practices". (Robert C Camp 1992). It is therefore a very specific approach intended to observe and analyze the management techniques, the organizational methods of other companies, to compare oneself with the leaders who position themselves on the market, in order to be guided by their ideas, practices, their operations, their experiences and then adapt their processes to their own company. This approach allows a company to improve its performance through the development of an action plan, drawn up using the conclusions drawn from this analysis. Concretely, the implementation of a comparative study represents an important and strategic approach that allows the manager to measure the gap, advance, or delay that his company has compared to its competitors or reference companies.

"Keep your friends close and your enemies closer" (Michael Corleone, 1974). In terms of business, conducting competitive intelligence is an essential element to the actions of existing or future competitors. This is a set of methods put in place by a company that generally consists of continuously monitoring the marketing and advertising actions of competitors (newsletter, advertising campaigns, etc.), their product news (innovations, prices, etc.), their business practices, competition events, public data relating to their economic and commercial performance, information coming from the sales force of their products... to keep abreast of their practices and have their competitors eye, know what they are doing, what they intend to do and the results of their actions to

arrive at an effective marketing and strategic plan, build a real permanent competitive advantage for your company and always offer the best.

Nevertheless, if in general competitive intelligence focuses mainly on direct competitors, we must not forget indirect competitors who offer the same products and services but in a different way In addition to these, newcomers should also be taken into account. They may not pose a threat at the moment, but they may grow and take market share from you in the future.

Through to the information collected by this type of analysis method, a company can highlight threats to the good health of a company, whether direct or indirect, such as the detection of new entrants to the market (companies) which can enter the market and threaten incumbent operators, current influencers and market trends and create a sustainable strategy, its positioning and its e-reputation on its market, compared to its competitors, the marketing actions of competitors, the threats or opportunities that could impact the activity, the release of a new product.

A detailed and effective analysis competitive analysis necessarily leads a company to adapt to changes in the market, to the acceleration of economic and/or technological developments, brings novelty in the product, service, technologies, processes , predicts the future (market developments, behavior of current or potential competitors, etc.), develop a digital strategy and create unique and differentiating content, increase its market share and set up a real follow-up of its competition functional environment .

The comparison of essential parameters through these three analysis tools are essential elements of competitive analysis and market research. They help a company to evaluate its performance and know what the company excels in and what needs to be improved. By looking at the performance of its competitors and the overall market, a business can also identify the best practices, learn what differentiates them, and adopt the right industry trends can give the business an edge over the competition (Zinaoui Taoufik, 2020).

1.1.3. Effects of Customer Satisfaction

Maximizing overall customer satisfaction with a business should be a major goal for any business. It is the best indicator of the probability that a customer will purchase in the future. A satisfied customer is a customer who will build loyalty, which will allow an increase in turnover in the long term. In addition, it has many positive consequences for the company. It allows to: Develop confidence, build customer loyalty, attract new customers, plan which investments it should turn to anticipate and correct weaknesses, increase its turnover in the long term. When a customer feels they have had a positive customer experience, they feel more likely to recommend that company to members of their environment.

The consequences of satisfaction validated by the researchers are as follows: Word of Mouth (WOM); Repeat Purchase (Oliver, Rust, & Varky 1997); Customer Loyalty (Anderson et al., 1997; Taylor & Hunter, 2003; Homburg et al., 2005; Brown et al., 2005; Haumann et al., 2014; Taylor et al., 2014)

1.1.4. Repeat Purchase

Repurchase intention characterizes the propensity of customers to make other purchases in the future from the same company following a first experience.

« Consumer satisfaction with a product will likely lead to repeat purchases, acceptance of other products in the same line, and favorable word-of-mouth communication » N. Cardozo (1965). The more the satisfaction increases, the more the repeat purchase intention increases in parallel (Taylor & Hunter, 2003).

1.2. CUSTOMER LOYALTY

Several authors have addressed the concept of fidelity in their research and have proposed various definitions of this notion, which explains the difficulty of finding a definition that is unanimously accepted. We will therefore provide an overview of the popular definitions that are most relevant to our study.

With the appearance of this concept, two major currents served as the basis for the first definitions of customer loyalty (Hallowell, 1996). The first works on loyalty were purely behavioral, they assume that loyalty is a purely behavioral notion linked to the frequency of purchase (Caruana, 2002; Cunningham, 1956; Jacoby & Kyner, 1973; Oliver, 1997; Tucker, 1964; Wetzels, de Ruyter, Lemmink, & Koelemeijer, 1995). On the other hand, the article by Day (1960) considers that the repetitive purchase behavior of the same store constitutes an indispensable, but insufficient condition to speak of the loyalty of a customer. In a similar way, the work of Tucker (1964) considers the customer loyal to the brand, the one who has made at least three consecutive purchases from the same brand. This explanation emphasizes two complementary aspects, first the purchase that is repeated over time at the same store, then the purchase in a consecutive manner.

Sometime after the publication of Day (1969), Jacoby and Kyner (1973) put forward the first complete definition of loyalty which has become very popular in this field of research. According to them brand loyalty is conceptually defined in terms of six necessary and sufficient conditions as: (1) biased (i.e. nonrandom), (2) behavioral response (i.e. purchase), (3) expressed over time, (4) by some decision making unit, (5) with respect to one or more brands out of a set of such brands, and (6) is a function of psychological (decision-making, evaluative) processes", it is therefore an attachment, a constancy of the relationship over time. The customer subscribes to the product and the service by establishing an often clearly expressed trust because he becomes a prescriber by recommending the company to his entourage ", even a deep commitment expressed by the consumer to buy his favorite product again, consistently in the future. , despite the cyclical influences and marketing effects that can induce brand change" (Oliver, 1997). These definitions highlight three major components of the concept of loyalty: a behavioral element (re-purchase behavior), a psychological factor (positive brand evaluation) and the importance of the temporal aspect.

According to Barlow (1992), "Loyalty is a strategy that identifies, maintains and increases the performance of the best customers through a value-added, interactive and long-term relationship". This concept is linked to several complementary factors (perceived quality, customer value, satisfaction, trust and attachment result from the

cumulative experience of customers and determine their long-term loyalty) which constitute a relational chain and build a feeling of loyalty in the individual.

Grembler and Brown (1996) define the loyal customer as being a customer who repeats the purchase in a sustainable way in the same store, that is to say that he has enough motivation and a positive attitude to return to the same store for future purchases without being confronted with competitors' policies. Loyal customers are also described by Reichheld (1996) as "individuals, generally preferring stable and lasting relationships; they are more profitable than others; they find your products and services more interesting than those of your competitors. Your strengths better match their needs and possibilities."

Customer loyalty is therefore a strategy adopted by the company aimed at creating a lasting relationship over time with its customers. It generally consists of offering a qualified product or service presented before the sale, but also after, which makes it possible to maintain a lasting relationship with the customer. This also gives several other advantages for the company. Develop sales in particular, whether with regular customers, but also the acquisition of new customers, because a loyal customer will promote the brand and make it known to those around him (Karen Gedenk, Scott A. Neslin & Kusum L. Ailawadi, 2009).

In marketing, C.A. Pinson et al. (1980) define the concept of loyalty as the assiduity with which a customer visits a point of sale. The fact that an individual continues to make purchases over time and quite regularly from the same point of sale can produce loyalty towards this store. That is to say, a loyal customer is one who continues to buy the same brand, the same product and from the same store each time he needs to buy one or more given products (Darden & Martin, 1974). Store loyalty therefore reflects a regular choice of a given store.

To conclude this part, in a competitive environment, losing a customer is dangerous for a company, because the process of attracting new customers always remains a very expensive step, more difficult with uncertain and vague results (Koskas, 1997). It is therefore preferable for a company to spend less of its resources to retain its current customers than to spend more to attract new customers whose results will never be

guaranteed (Fomell & Wemerfelt, 1987). In addition, making a new customer profitable takes time, unlike a current customer. To retain them, the company must know the current customers, identify the criteria of choice and appreciation which seem essential to them in order to adapt the company's offer to their needs.

1.2.1 Determinants of Customer Loyalty

In order to understand the formation of loyalty, we will focus on the variables of the relational chain, namely: satisfaction, trust, and attachment.

Trust

Throughout the various studies, trust has been defined as a belief (Anderson & Weitz, 1989), an expectation (Rotter, 1967), but also a voluntary behavior (Moorman, Zaltman & Deshpandé, 1992).

In the marketing literature, trust may have had an important place in studies of consumer buying behavior. Today building relationships with customers based on trust for a company is essential. Several authors have confirmed the influence of trust on loyalty on the one hand (Chaudhuri & Holbrook, 2001; Sirdeshmukh, Singh and Sabol, 2002; Roostika, 2011), on repeat purchase behavior among customers (Matzler et al., 2008) and others on customer satisfaction. Ganesan (1994) asserts that trust favors the propensity to stay in a relationship in the long term.

Trust has been defined by Gurviez (2002) as: "the presumption by this one that the brand as an entity personified by the consumer undertakes to have a predictable action and in accordance with his expectations, and to maintain this orientation in the long run". According to the same studies carried out by Gurviez (2002), three main dimensions of trust can be distinguished: integrity, credibility and benevolence of the partner. Integrity is linked to the ability of the brand to effectively fulfill its commitments and promises to customers, it is simply the respect of promises by the brand. Credibility is linked to the technical competence of the partner, constitutes the ability to accomplish the task requested by the brand to best meet the needs and expectations of consumers. Trust is

thus established on the observation of the behavior of the brand or the company over time and on the reputation on the market (word of mouth) (Élissar Toufaily et al, 2010)

Attachment

Attachment theory was studied first in psychology, the first researches were carried out by Bowlby (1979, 1980) on the relationship between parents and newborns. Attachment behavior, in this sense, is understood as a specific emotional bond that the infant develops with its parents during the first year of life (Bowlby, 1969). Attachment is therefore a form of simple or organized behavior in which the degree of emotional attachment to an object leads to the search for the interaction between the individual and this object (Filser & Marc, 2007).

On an academic level, the notion of attachment is considered as an important relational variable that must be taken into account to explain an individual's loyalty to the brand (Lacoeuilhe, 2000). Heilbrunn (1996) emphasizes the psychological aspect of the relationship between the consumer and the brand. According to him, attachment is “the emotional and affective bond woven by a consumer with respect to a given brand” (Heilbrunn, 2001). Still in a psychological dimension, Lacoeuille (2000) explains that the attachment between the consumer and the brand is "a psychological variable which translates a lasting and unalterable affective relationship (separation is painful) towards the brand and which expresses a close relationship psychologically with it. Cristau (2001, 2003), for her part, introduces the notions of friendship and dependence into her definition of attachment. : “a psychological, emotional, strong and lasting relationship with a brand that results from a concomitance of feelings of friendship and dependence regarding the brand”

Relationship Marketing

The concept of relationship marketing was first introduced in academic scientific literature by Berry (1982). He developed the basics of the concept by defining relationship marketing as attracting, maintaining, and strengthening the relationship with the customer (Palmatier, 2008). In the same context, the relational term has already been introduced in the definition of marketing given by Gronroos (1994), according to him "Marketing aims

to establish, maintain and improve relations with customers and other partners, for a profit, so that the objectives of the parties involved are achieved. This is achieved through mutual exchange and the fulfillment of promises".

For Kotler and Keller, relationship marketing is about creating lasting and satisfying connections with customers in order to gain their long-term trust and preference. Relationship marketing does not apply to all customers. Relevant customers are identified based on their high potential for retention, profitability, and business success (Berry 1995).

In short, it is all the marketing actions that consist in creating a unique and lasting relationship with customers. Through various mechanisms, the company can thus take an interest in customers in order to maintain this relationship, by establishing a climate of trust that will help to build loyalty. Loyal customers will buy more from the business, can get them better free word-of-mouth publicity and spread a positive image of their brand, help the business grow more and give them a competitive edge. The basis of this concept lies in the realization of sales to existing customers, which go in parallel with the acquisition of new customers.

Thus, to create long-term relationships with customers, a company must offer specific advantages over competitors which thus represent real added value for customers. Good service is necessary to perpetuate the relationship, a sale that goes well is necessary to improve the relationship (Bagozzi, 1975; Berry, 1986; Gummesson, 2002). It is now for a company to manage identified customers who wish to have a lasting and continuous relationship with the company since not all customers seek to have this relationship (Delport et al. 2011). For a company to connect with customers, there are many possibilities. Generally, relationship marketing can be done with different actions (Loyalty cards, discount codes, vouchers, through customer reviews, gifts, etc.).

1.3. WORD OF MOUTH

According to the literature, carried out on the satisfaction approach, word-of-mouth communication has been retained as an important consequence of this concept of satisfaction.

1.3.1 Definition

Word-of-mouth is not a new phenomenon, it is considered one of the oldest and most important channels for interpersonal information exchange (Izmailova et al., 2017). Even before being considered as an object of study in the field of marketing, the concept of word of mouth existed (Brodin & Roux, 1990). The most common definition of WOM is that of Arndt (1967) who describes it as oral communication that passes from one person (the sender) to another (the receiver).

In a marketing context, this type of information sharing must have as its main object a commercial element (a brand, a company, a service, a product) (Nyilasy, 2005). The allocator is therefore a current or potential customer of the company (Anderson, 1998; Palmatier et al., 2005; Taylor, 2005, 2006). It is first of all, a communication in a traditionally informal way (Arndt, 1967; Anderson, 1998; Moulin and Roux, 2008; Sylverman, 1997, 2001; Westbrook, 1987) with other consumers concerning the products and services of the company, including recommendations transmitted directly from one person to another and the defense of the company against attacks from other consumers (Hennig-Thurau & Alii, 2002). It is spontaneous; it should not be planned for promotional or advertising purposes (Arndt, 1967; Bone, 1992; Litvin et al., 2008; Sylverman, 1997, 2001). It is considered one of the most important tools in marketing (Murray, 1991; Bansal & Voyer, 2000), and is distinguished by strong credibility (Gremier, 1994).

In addition, word of mouth is considered to be one of the most important sources of information allowing consumers to influence their purchasing decisions (Arndt, 1967). According to a study carried out within this framework of research by Walker (1995): 40% of Americans adhere to the recommendations of their friends or their entourage to finalize their decision of choice.

Several marketing managers have shown the importance of word of mouth and its influence on the formation of attitudes (Bone, 1995), in the building of expectations (Zeithmal & Bitner, 1996), in a decision-making context (Burzynski & Bayer, 1977; Herr et al., 1991; Bone, 1995), in reducing the risk associated with purchasing decisions (Murray, 1991), in the success of the service provider and the quality of the service rendered (Berry & Parasuraman, 1991), on satisfaction (Bone, 1995; Anderson, 1998),

on the level of trust (Bergeron, Ricard & Perrien, 2003) and the success of a product or service (Godes & Mayzlins, 2004).

Word of mouth communication can have a positive or negative message (Izmailova et al., 2017). Consumers can speak positively or negatively about a product or service offered by a company depending on their experiences (Goyette, 2007). The positive recommendation of the supplier is associated with customer satisfaction, conversely, the recommendation of a company or a product is associated with dissatisfaction (Goyette, 2007; Ismagilova et al., 2017). According to Mangold & al. (1999), on the one hand, a satisfied consumer could talk about his experience to about five people, on the other hand, a dissatisfied consumer could talk about his experience to about nine people. Nowadays as a result of the social media, these numbers have increased to millions. Few researchers have been interested in the notion and the effects of negative word of mouth (Weinberger, 1980, 1985; Singh, 1990).

The concept of word of mouth has aroused a great deal of interest in the marketing community among researchers, who have thus considered it to be an important element in the process of consumer purchasing decision-making (Garcia-Bardidia, 2007). Thus, several marketing researchers have addressed the importance of this phenomenon and its impact in the formation of attitudes (Bone, 1995), expectations (Zeithaml and Bitner, 1996), in the decision-making process (Burzynski and Bayer, 1977; Herr et al., 1991; Bone, 1995), in the reduction of risk during the purchase of a product (Murray, 1991), on customer satisfaction (Bone, 1995; Anderson, 1998) on the level interpersonal trust entrusted to the brand (Bergeron, Ricard & Perrien, 2003) or the key the customer associated with a product or service (Godes & Mayzlins, 2004).

The word of mouth phenomenon is defined by several other marketing managers, which they have considered as a state of communication, conversation, exchange of information, ideas, and comments between people (Arndt, 1967; Brown & Reingen, 1987; Higie, Feick & Price, 1987; Westbrook, 1987). These authors, therefore qualify it as a transmission of information in a traditional way, from one person to another voluntarily (usual customers) about an experience they have during a process of chatting about a product or service without implementation of marketing strategies.

1.3.2 Consumer Information Seeking Behavior

In the decision-making process of the consumer, the search for information is considered as one of the preponderant elements. This phenomenon has been a subject of research by several disciplines; such as economics, psychology or information systems. According to Engel al. (1995), the search for information in marketing can be defined as "the motivated activation of knowledge stored in memory or the acquisition of information from the environment". At this stage, the search for this information by the consumer can be done in two different ways, either an internal or an external search. Internal research generally refers to the research activity carried out by an individual through his own knowledge and previous experiences that he lived during his confrontation with the brand or the product (customer experience) in order to redraw this image of lived experience. Through information relating to the product to be collected and deemed interesting for the next purchase decision and external research, the acquisition of information of which is done through other sources of external information than the individual himself such as advertisements, catalogs, or conversations with other individuals.

Bertrandias (2006) considers that the external search for information made by a consumer is directly linked to a prior internal search for information. While the individual himself does not have prior knowledge or his information is not relevant enough to judge the desired product category, the individual runs to an external source.

Among the external sources in the search for information influencing an individual's purchase decision: Interpersonal communications commonly referred to as word-of-mouth. Word of mouth is also the main source of information. Recommendations from relatives, whether implicit or explicit, are all the more important as it is sometimes difficult to test the product before purchasing. These direct and indirect interactions between consumers, guide their purchasing behavior (Valente & Davis, 1999; Steyer & Zimmermann, 2004). Many researchers have thus been interested in the influence of the interpersonal communication exercised by certain individuals within their environment in terms of marketing; the result word of mouth is retained as being the major source of information influencing the decision to consumer purchase (Katona & Mueller, 1955).

1.4. THE RELATIONSHIP BETWEEN KEY CONCEPTS

The review of the literature allowed us to note the divergence of previous research concerning the study of the relationship between satisfaction, loyalty and WOM. Some authors consider the three constructs as dimensions attached to the overall concept of relational quality.

1.4.1 Satisfaction and Loyalty

The relationships between satisfaction and loyalty have been the subject of a large number of studies in recent years. The majority of works that have focused on this relationship show different results, confirming the presence of a positive relationship between the two aspects. According to Boss (1999), satisfaction is an element advocating customer loyalty. A loyal customer is above all a satisfied customer. The reverse is not true, a satisfied customer is not always loyal.

However, loyalty is not an automatic behavior as pointed out by Dufer and Moulins (1989), it is the consequence of the combination of a certain number of variables that are responsible for consumer satisfaction.

In the definition proposed by Jacoby and Kyner (1973), loyalty evolved from a psychological decision-making process. To choose a brand or a company, it is necessary to know the strong points (qualities) and the products that the company offers, in order to evaluate the superiority of the brand compared to its competitors, so for a consumer to make a positive evaluation of the brand and end up choosing it to make their current purchases and their future purchases, it is essential that the cumulative experience with the brand be satisfactory and greater than the experiences experienced with competing brands. Social exchange theory, developed by Thibaut and Kelley (1959), assumes that the reason an individual will continue or leave their relationship is the level of their perceived satisfaction. Oliver (1980), defined satisfaction as being the result of the comparison between prior expectations and the perceived performance of the product (or service). For business managers, understanding affective variables results in the development of customer satisfaction, which positively influences loyalty and the intention to re-purchase the same brand.

As soon as the current of customer relationship management appeared, studies have demonstrated the positive influence of cumulative satisfaction on the maintenance of the customer relationship, retention, the profits generated and therefore on customer loyalty (Anderson et al. 1994; Fornell, 1992; Bolton, 1998137; Oliver, 1999). The cumulative satisfaction of customers during their experiences with the brand therefore contributes to the development and construction of a lasting customer relationship (Taylor and Hunter, 2003), and to the increase in a company's market share (Anderson et al, 1994). The same research claims that the more satisfaction increases, the more the intention to buy back from the same store increases in the same way. Brown et al. (2005) highlight in their work the positive effects of satisfaction on positive word-of-mouth. Other authors have shown the positive effects of satisfaction on customer engagement with the company (Gustafsson et al., 2005) and on price sensitivity (willingness to pay) (Homburg et al., 2005).

On the other hand, other authors have argued that the relationship between satisfaction and loyalty is not always linear. Some satisfied customers may run to competitors to make purchases (Ganesh et al., 2000). Several reasons can explain this change in behavior, exploring a new product or interesting promotion or the search for variety. In the same context, according to Fornell (1992) “loyal customers are not necessarily satisfied, but satisfied customers tend to be loyal”. However, Jeonghoon and Hansuk (2013) demonstrate in their studies that the relationship between satisfaction and loyalty is positive, and the more customers are satisfied with the brand, the more loyal they are.

1.4.2 Satisfaction and WOM

For many authors, there is a significant relationship between customer satisfaction and customer recommendation of a company to those around them (Hartline and Jones, 1996; Holmund & Kock, 1996; Tanner, 1996). A customer who is satisfied with the product/service will be more likely to buy the same product/service repeatedly, to hold themselves to be a customer of the same company, will not be influenced by competitors

and to generate positive word-of-mouth (Bearden & Teel, 1983; Anderson & Sulivan, 1993).

Lee & Cranage (2014) consider word-of-mouth to be the major source of information taken by individuals before making purchasing decisions. The higher the perception of the product/service quality, the more the customer will be inclined to recommend the company to his relatives. These positive word-of-mouth recommendations are in the best position to help a company boost its marketing activity (Raman, 1999). It is said that "satisfied customers" are the best salespeople, they are true ambassadors for the company and will eventually attract other new customers. In addition, a customer who recommends a company to his relatives is a sign of a loyal customer which is very important for the success of a company (Day, 1969).

1.4.3 Loyalty and WOM

As mentioned in the literature previously, the loyalty of a customer allows to make repetitive purchases from the same store, but also provides new customers.

Indeed, loyal customers are free publicity for the company and are the best ambassadors for its brand image, they will not hesitate to let their loved ones know through word of mouth. .A customer who is satisfied with the business is usually happy to refer the business to other people they like. The company that has been the subject of a client's recommendation benefits from an excellent reputation, which also helps to ensure client loyalty and the recruitment of new types of clientele.

Seines (1998) states that a good corporate reputation leads to loyalty. On the other hand, strengthening customer loyalty translates into substantial savings. A loyal customer allows the company to save resources spent on marketing and communication, since these customers buy in a sustainable and often more important way, also makes it possible to recommend the company to those around them, to talk about it around them, and communicate about it in a positive way without any expense. The expenses of the company cost it less in terms of communication. Retaining customers therefore seems much more profitable for a company than winning new customers. Moreover, this high

degree of satisfaction avoids their departure towards the competitors. When loyal customers spend money on a business, competitors lose potential revenue.

However, dissatisfied customers will not stop sharing their experiences and negative comments with those around them .The results of a bad experience experienced by an individual with a company or a product are very important, since a dissatisfied customer talks about it three to five times more than a satisfied customer. It is therefore a strong loss for the company which seeks to develop its activities and attract more customers.

Customer satisfaction is therefore the least expensive way for a company to acquire positive opinions on its products, services or brand and above all makes it possible to promote word-of-mouth, which is the first factor in the purchase decision of a new product.

1.5. STORE IMAGE

Perception can be defined as: a process of continuous functioning by which the individual becomes aware of his environment and interprets it in such a way as to make it coherent with his frame of reference (Dussart, 1983); A process by which an individual selects organizes, and interprets stimuli giving them a coherent meaning about their immediate environment (Chiffman & Kanuk, 1991); A subjective process by which the individual selects organizes and analyzes his sensory impressions. Its sensory receptors (eyes, ears, nose, mouth, and skin) interpret the impressions and information they receive in the form of sensations (Astous et al., 2002)

More formally, perception can be described as the process by which an individual filters, sorts and interprets the stimuli around him to form a personal vision of the world (Chebat et al., 2003).

In the field of marketing, perception refers to one of the psychological factors that can influence an individual's choices in their decision-making behavior (Sheth et al. 2004). This logic is found in the models developed by various researchers (Filser et al., 2001; Cliquet et al. 2002; Sinha & Banerjee, 2004).

It is a very subjective concept (Fishbein & Ajzen, 1975), in that consumers construct decisions based on what they perceive to be a subjective reality rather than an objective reality (Schiffman & Kanuk, 2010). Perception is a prerequisite for action, it depends not only on the characteristics of physical stimuli but also on their reactions to the environment (Gestalt approach) and the conditions specific to the individual (Kotler, Filiatrault & Turner, 1994).

The perception of a store's attributes determines the consumer's frequentation and shopping behavior (Arnold et al., 1983). To manage a store effectively, the manager must have an idea and knowledge of the behavior of the customers and the way how these customers perceive his store. The challenge lies in understanding the perceptual aspects of consumer shopping behavior.

T**able 1.1** Synthesis of previous research on the attributes of a retail store

Dimensions	Authors
Sales Team staff	McDermott, 1936; Kunkel and Berry, 1968; Hills et al., 1973; Hirschman and Krishnan, 1981; Arnold et al., 1983; Reidenbach et al., 1984; Baker 1986; Mueller and Broderick, 1995; Joyce and Lambert, 1996; Mitchell and Kiral, 1998; Baldwin, 1999; Davie et al., 2001; Fatt, 2001; Gilmore et al., 2001; Naylor and Frank, 2000; Tang et al., 2001; Leo and Philippe, 2002; Lemoine, 2004; Sinha and Banerjee, 2004.
Atmosphere	Kunkel and Berry, 1968; Hills et al., 1973; Kotler 1973 Hirschman and Krishnan, 1981; Arnold et al., 1983; Mueller and Broderick, 1995; Joyce and Lambert, 1996; Mitchell and Kiral, 1998; Thompson and Chen, 1998; Baldwin, 1999; Peter et al., 1999; Gilmore et al., 2000; Davie et al., 2001; Fatt, 2001; Gilmore et al., 2001; Uusitalo, 2001; Bonin, 2002; Leo and Philippe, 2002; Tang et al., 2001; Baltas and Papastatholoulon, 2003; Paulins and Geistfeld, 2003; Bouchet, 2004; Filser and Pichon, 2004; Lemoine, 2004; Sinha and Banerjee, 2004; Fernie et al., 2006
Services	McDermott, 1936; Kunkel and Berry, 1968; Hills et al., 1973; Hirschman and Krishnan, 1981; Arnold et al., 1983; Reidenbach and al., 1984; Dotson and Patton, 1992; Joyce and Lambert, 1996; Mitchell and Kiral, 1998; Thompson and Chen, 1998; Baldwin, 1999; Davie et al., 2001; Gilmore et al., 2001; Tang et al., 2001; Uusitalo, 2001; Paulins and Geistfeld, 2003; Mai and Zhao, 2004; Sinha and Banerjee, 2004; Fernie et al., 2006
Security	Lin et al., 1994; Lo et al., 2001; Leo and Philippe, 2002
Quality	McDermott, 1936; Kunkel and Berry, 1968; Hills et al., 1973; Hirschman and Krishnan, 1981; Zeithaml, 1988, Rust and Oliver, 1994, Mueller and Broderick, 1995; Joyce and Lambert, 1996; Mitchell and Kiral, 1998; Thompson and Chen, 1998; Tang et al., 2001; Léo et Philippe, 2002; Davie et al., 2001; Mai and Zhao, 2004; Sinha and Banerjee, 2004; Fernie and al., 2006
Pricing policy and sales promotions	McDermott, 1936; Bucklin, 1967; Kunkel and Berry, 1968; Hills et al., 1973; Hirschman and Krishnan, 1981; Arnold et al., 1983; Reidenbach et al., 1984; Mueller and Broderick, 1995; Joyce and Lambert, 1996; Urbany et al., 1996; Messinger and Narasimhan, 1997; Mitchell and Kiral, 1998; Thompson and Chen, 1998; Baldwin, 1999; Arnold and Luthra, 2000; Davie et al., 2001; Fatt, 2001; Tang et al., 2001; Uusitalo, 2001; Léo and Philippe, 2002; Baltas and Papastatholoulon, 2003; Paulins and Geistfeld, 2003; Mai and Zhao, 2004; Sinha and Baneriee, 2004; Fernie et al., 2006
Product Offered	McDermott, 1936; Bucklin, 1967; Kunkel and Berry, 1968; Hills et al., 1973; Hirschman and Krishnan, 1981; Arnold et al.,1983;Reidenbach et al., 1984; Mueller and Broderick, 1995; Joyce and Lambert, 1996; Messinger and Narasimhan, 1997; Broniarczyk et al. 1998; Thompson and Chen, 1998; Baldwin, 1999; Mitchell and Kiral, 1998; Arnold and Luthra, 2000; Naylor and Frank, 2000; Davie et al., 2001; Fatt, 2001; Gilmore et al., 2001; Tang et al., 2001; Uusitalo, 2001; Goldman and al., 2002; Léo and Philippe, 2002; Balltas and Papastatholoulon, 2003; Paulins and Geistfeld, 2003; Mai and Zhao, 2004; Sinha and Banerjee, 2004; Fernie et al., 2006
Comforts	McDermott, 1936; Bucklin, 1967; Kunkel and Berry, 1968; Hills et al., 1973; Hirschman and Krishnan, 1981; Arnold et al., 1983;Reidenbach et al., 1984; Mueller and Broderick, 1995; Messinger and Narasimhan, 1997; Mitchell and Kiral, 1998; Baldwin, 1999; Peter et al., 1999; Arnold and Luthra, 2000; Davie et al., 2001; Fatt, 2001; Gilmore et al., 2000; Tang and al., 2001; Uusitalo, 2001; Léo and Philippe, 2002; Ballas and Papastatholoulon, 2003; Paulins and Geistfeld, 2003; Mai and Zhao, 2004; Sinha and Banerjee, 2004; Fernie et al., 2006
Distance and accessibility	McDermott, 1936; Bucklin, 1967; Goldman, 1974; Reidenbach et al., 1984; Mueller and Broderick, 1995; Samuel et al., 1996; Arnold et al., 1998; Thompson and Chen, 1998; Baldwin, 1999; Arnold and Luthra, 2000; Tang et al., 2001; Uusitalo, 2001; Goldman and al., 2002; Léo and Philippe, 2002; Baltas and Papastatholoulon, 2003; Sinha and Banerjee, 2004

Source: Bui Thanh Huan, 2006

1.5.1. Sales Team staff

Nguyen and Leblanc (2002) define sales team staff as: “any employee who is at the forefront of the organization and who maintains direct contact with customers.”

The study of the characteristics of the personnel in contact has been the subject of many reflections. The elements that most influence perceived service quality in the literature are communication style (Boshoff, 1999), competence (Zeithaml & Bitner, 2000), friendliness (Boshoff, 1999), adaptability (Burgers, 2000; Bearden, Malhotra, & Uscategui, 1998; Bitner, 1990; Hartline & Ferrell, 1996), attitude (Boshoff, 1999), outward appearance (Baker (1986), (1998), reliability (Johnston, 1997; Boshoff, 1999), availability (Ulaga, 2003; Jun & Cai, 2001), customer knowledge (Burgers, 2000; Shamdasani & Balakrishnan, 2000), courtesy (Lashley, 1999; Jun & Cai, 2001), empathy (Bearden, Malhotra, & Uscategui, 1998; Parasuraman, Berry, & Zeithaml, 1988; Burgers, 2000), types of explanation (Bitner, 1990, 1994; Burgers, 2000), security (Parasuraman, Berry, & Zeithaml, 1985) and enthusiasm (Hartline & Ferrell, 1996).

These characteristics are essential since the quality of service has a great influence on customer loyalty (Heskett, Jones, Loveman, Sasser, & Schlesinger, 1994). Good contact between the sales staff and the customer improves the overall perception of the perceived quality of products/services in a store (Niren et al. 1998). In the current context of competition that exists between retail stores or businesses in general, the quality of sales staff is one of the key factors that allows a store to attract new customers.

The results of two studies conducted by Gilmore et al. (2001) & Arnold et al. (1983) illustrate the positive influence of sales staff attitude on customer satisfaction in supermarkets. In this research, several respondents said they preferred to shop in supermarkets where the sales staff was friendly.

Thus, customers like to frequently visit a store whose sales staff has a good knowledge of the products, such a level of knowledge builds trust among consumers (Naylor & Frank, 2000; Gilmore et al., 2001).

Accountability is the willingness of an employee to help the customer and provide prompt services in their shopping process. According to Naylor and Frank (2000), responsibility is the most important component in the field of retail, because it brings psychological stimulation and time benefits to customers.

1.5.2. Atmosphere

Kotler (1973) considers the atmosphere as "the creation of a shopping environment producing specific emotional effects in the consumer". In the same context Derbaix (1987), defines the atmosphere as “the organization of space with an affective orientation which aims to create impressions of well-being, welcome’’.

A more recent definition of the concept of the atmosphere is given by Eroglu and Machleit, which “refers to all of the physical and non-physical elements of a store that can be controlled in more and restrain the behaviors of its occupants, both customers, and employees. These elements present a multitude of possibilities including ambient eyes such as color, smell, music, lighting, and textures, as well as architectural and artefactual elements” (Eroglu & Machleit, 1993) .

Lemoine (2003) considered the atmosphere of the point of sale as a multidimensional concept, the atmosphere can be divided into three components: ambient factors, design factors, and social factors”. Indeed, a good store design has a positive effect on customer satisfaction.

From these approaches, the atmosphere is therefore considered as a concept that refers to the structure of the distribution area (store) and the atmosphere created by the presence of customers.

Several studies have been carried out in the context of this topic. According to Kotler (1973), the atmosphere is the effort of arrangement, of organization of the place of sale, intended to influence in the consumer certain specific emotional reactions to increase his intention to make a purchase. It is made up of the consumer's sensory dimensions, which correspond to their perceptions.

We then distinguish the visual dimension (color, brightness, size, and shapes…), the olfactory dimension (scent and freshness...), and the tactile dimension (temperature and softness…), and the auditory dimension (volume and tone...).

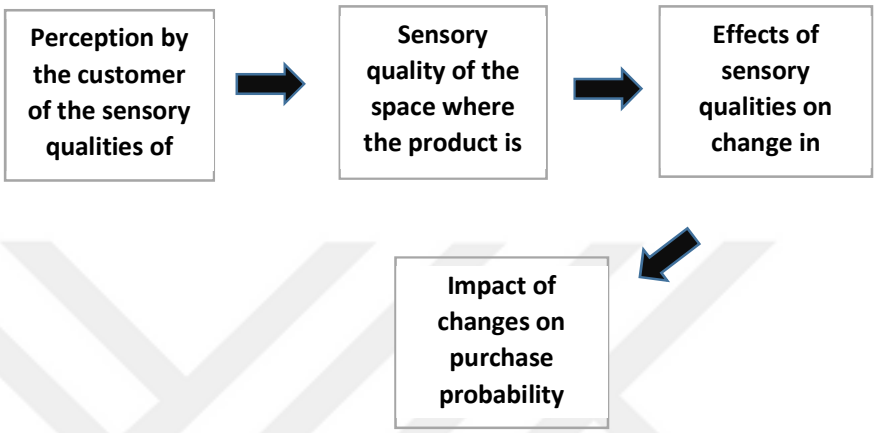

Figure 2. Casual Chain Connecting Atmosphere and Purchase Probability Model of Kotler (1973)

In his model, Kotler (1973) states that as soon as a customer enters a point of sale, his first perception focuses on the quality of the atmospheric elements of the store (or point of sale).

The perception will be translated by a selective attention to this kind of information which will lead the consumer then to modify his emotional state and the information he holds about the store and the products he offers. These changes of state bring the consumer to modify his purchasing behavior and increase his probability of purchase.

Baker (1986) offers another definition of the atmosphere by highlighting three dimensions. The first dimension is directly perceptible by the person, which corresponds to the visual dimension defined by Kotler. These are the direct visual stimuli by the customers linked to the internal and external environment of the point of sale. They can be aesthetic (architecture, color, materials, shape, style, accessories and decoration), functional (fittings, comfort, signage). These factors positively influence the customer's emotions and promote a purchasing decision.

The second dimension: Agrees with the other dimensions defined by Kotler: The olfactory dimension, the auditory dimension, and the tactile dimension. These dimensions are not directly perceived by the consumer.

The third dimension includes social factors such as the behavior of each consumer and each seller. It generally designates the human component including customers and employees and more precisely their number, their appearance and their behavior which can affect the perception and behavior of customers (*this dimension is very important since it makes it possible to apprehend globally the point of sale and has an effect on the acts of purchase (Filser, 2003).*

Table 1.3. Synthesis of previous research on the attributes of a retail store

Dimensions	Authors
Sales Team staff	McDermott, 1936; Kunkel and Berry, 1968; Hills et al., 1973; Hirschman and Krishnan, 1981; Arnold et al., 1983; Reidenbach et al., 1984; Baker 1986; Mueller and Broderick, 1995; Joyce and Lambert, 1996; Mitchell and Kiral, 1998; Baldwin, 1999; Davie et al., 2001; Fatt, 2001; Gilmore et al., 2001; Naylor and Frank, 2000; Tang et al., 2001; Leo and Philippe, 2002; Lemoine, 2004; Sinha and Banerjee, 2004.

Table 1.4. The Components of the Atmosphere As Presented by Baker

Atmosphere factors	Design factors	Social factors
Sound factors • Ambient music played • The noise generated in the store **Olfactory Factors** • The ambient scents diffused • Smells related to the store and its external environment **Tactile Factors** • Store temperature • Materials used in the store **Taste factors** • Food sampling	• Colors • Light • Interior architecture • The layout of products offered and access to these products • The arrangement of items in shelf/store • Cleanliness of the store • Aisles spaces	• Sales team staff • Consumers

Source: Baker, 1986

According to Berman and Evans (1995), the elements of a store's environment can be classified according to four internal categories, the external elements of the store (the location of the store, car parks, traffic, neighboring stores), the internal elements of the store (light, music, smells, products), the layout of the store (stores, spaces, traffic flow) and the interior decoration of the store (displays, decoration, posters, labeling).

1.5.3. Services

To succeed, a company must constantly adapt its strategy to the service needs of its customers, which tend to increase as the company develops. Good customer service in a store wins more customers. The satisfaction that the customer feels toward the sales staff influences his perception of the overall quality of the goods (Niren et al. 1998). Admittedly, many customers leave stores because they are dissatisfied with the quality of their services (Dotson & Patton, 1992).

After conducting their survey and performing their analysis of the results, Gilmore et al. (2001) show that 75% of customers prefer retail stores providing excellent services. The quality of a store's services can thus influence consumer perception and choice.

These services include the warranty of the purchased product, the return of the product, pre-and after-sales services, credit, delivery, checkout service, delivery, payment methods, payment facilities, etc.

In addition, fast service at checkout is an important element for customers in the retail field, especially with time constraints (Arnol et al., 1983). According to the same research by Gilmore et al. (2001), 79% of respondents said they did not want to spend a lot of time on the shopping process. Thus, customers seek help from sales staff. Many customers say that customer service is better in small stores compared to large stores (Uusitalo, 2001).

1.5.4. Quality

Satisfaction has generally been represented as the result of the comparison between expected quality and perceived quality (Sireix & Dubois, 1999). Thus the perceived quality is defined, as an evaluative judgment, by the consumer, of the superiority or the

excellence of a product. (Rust & Oliver, 1994, Zeithaml, 1988). According to Bressolles (2001), quality is subjective (it is the result of a judgment), cognitive (it corresponds to an evaluation), and relative (it is evaluated on a reference base).

The perceived quality is their judgment for the confrontation of the overall perception as perceived by the customer of the quality (delivered) about the expected quality concerning a given product.

If the product quality perceived by customers corresponds to their expectations, it will generate high overall customer satisfaction, but if the performance proves to be less than expected, the perceived quality will be low, thus an impression of disappointment among the consumer.

The quality of the products sold and the reputation of a retail store attract the attention of many consumers, they give them a positive and trustworthy image of the store and thus increase the credibility of the store or the brand. However, the consumer's purchase decision also depends on other factors.

1.5.5. Security

In the literature, only a few authors have been able to address the attribute of safety/security when shopping (Lin et al., 1994). Léo and Philippe (2002) were the first to highlight the effect of this attribute on consumer choice.

Consumers for their goods and the smooth running of their shopping activities, tend to avoid a store that is less secure or that is located in an unsafe area.

1.5.6. Pricing Policy and Sales Promotions

The price is the money that a customer agrees to give up to obtain a product or service in return (Zeithaml, 1988). This concept is considered “one of the brand image components” of a retail store (Bucklin, 1967). Similarly, the results of a study conducted by Kunkel and Berry (1968), demonstrate the presence of an influence of the price level and promotional offers on the conception of the image of a retail store among consumers.

The setting of a selling price (pricing) for a product is defined according to a combination of several methods: concerning a margin rate or cost price, the competition, and the psychological impacts. A company needs to set a selling price that is fair according to the market, the quality of its product or service, and the offer promoted by the competition.

This aspect of price is therefore in itself a source of motivation for the choice of a store. Consumers will be rather motivated by a lower price (compared to competitors) and promotional offers in their choice of a consumer store (Arnold et al., 1983; Davie et al., 2001).

In the same context, the work of Arnold and Luthra (2000) emphasized the influence of the price factor on the purchasing behavior of North American consumers. According to these consumers, a lower price compared to competitors was always an important reason for their choices to frequent a retail store. This is the second determining factor after the comfort of the location. However, this is not always the case for all countries, in the United Kingdom, for example, in a study conducted by (Fernie et al., 2006), the results showed that price is not an attribute important compared to other attributes among the English.

The demographic characteristics of the customer such as age, gender, etc., also have an impact on the perception of the importance of the price. The search for lower prices also depends on the time available to the consumer, the possibility of comparing the prices of products between stores, and the consumer's knowledge, habits, and motivation to buy (Urbany et al., 1996).

1.5.7. Product Offered

The assortment is the set of items offered by a point of sale. According to previous research (Baumol & Ide 1956), the assortment of a retail store can generally be measured by the variety, availability, novelty, and relevance of the products displayed on the shelves to the needs of the consumer.

According to Doyle & Fenwick (1974), the quality, price, and variety of products offered in stores are considered important in influencing consumer purchasing behavior in supermarkets (Doyle et Fenwick, 1974). Similarly, the variety of products in a traditional store would also be a determinant of store choice (Huddleston et al. 2009; Hoch et al., 1999; Oliver, 1999; Bloemer et Ruyter, 1998). Products are at the very heart of supermarkets and they are the main reason why consumers come to a store, a wide variety of products makes it possible to meet all the needs of the customer. The research of Stable et al. (2011); Trinidad (2011); Aurier (1991) reveals that offering a wide variety of products can also contribute more to the differentiation of a company from its competitors and increase its revenues.

The study by Balltas & Papastatholoulon (2003) shows that the variety of products is the first important factor of choice for many customers. The assortment of products and their assortments have a great impact on consumer satisfaction and perception (Davie et al., 2001).

The assortment provides consumers with significant benefits (Tang et al., 2001). From a consumer perspective, variety seeking is defined as "an individual's tendency to seek diversity in the choice of services or goods". Many people want to patronize a large store that has a large product choice because it is easy for them to compare alternatives and find what they need (Sinha and Banerjee, 2004). Some customers sometimes go to a retail store just to look for information or to compare prices before buying (Naylor and Frank, 2000). In conclusion, the variety of products is therefore considered as a factor that would better meet the needs and expectations of consumers.

The assortment has an impact on consumer shopping behavior (Bucklin 1967; Gilmore et al. 2001). It offers consumers the opportunity to save the time and effort required when shopping. Instead of going to several points of sale to buy different products, consumers can do (one-stop) in a single store (Goldman et al, 2002).

The research of Gilmore et al. (2001) also demonstrated that consumers appreciate the variety and novelty of products in stores. According to the results of this study, 53% of the respondents appreciate novelty and variety in the products offered in stores.

1.5.8. Comforts

The comfort of a retail store (the interior space reserved for customers, working hours, price tags, shelf layout, etc.) provides customers with a great deal of convenience when shopping. According to several customers, small stores provide more convenience compared to larger ones, because it is easier to find products and have a direct eye on their prices, the shopping process is, therefore, more efficient and faster (Uusitalo, 2001).

Gilmore et al. (2001) reveal that the dimension of comfort is the most important criterion in the choice of shopping, that is to say, 73% of the consumers say that they prefer stores with a corner where to rest during the shopping, 69% of the customers appreciate more spacious stores, as well as 91% of respondents confirming that the layout of a supermarket makes it easier for them to shop and allows them to optimize their shopping time.

The layout of shelves and points of sale has a strong impact on the perception and experience of consumers and could be the first criterion in their choice of a store before choosing a product. The presentation of the products on the window or the shelves, the ease of movement of consumers inside the store and also the number of items purchased. The layout and decor of a store give consumers a feeling of motivation to make a purchase (Peter et al, 1999).

1.5.9. Distance and Accessibility

Finding the time is a big challenge today, both in business and in the private sphere. The time value is now more valuable than the space and property values (Jeremiah Rifkin). Distance and travel time are considered as two important factors in the store selection process, so that they help consumers to save time (Sinha & Banerjee, 2004).

A study conducted in North America found that the location of a retail store is the primary determinant of consumer perception and choice of a retail store (Arnold et al. 1983, Arnold & Luthra 2000, Balltas and Papastatholoulon 2003). The research of Gilmore et al. (2001) came out to the same conclusion, according to the survey results 73% of the respondents also consider location as an important factor in their choice of a store.

The study of distances or proximity (to retail stores) has been the topic of many research, which has considered it as one of the elements related to comfort. Proximity is an important criterion when it comes to the frequent purchase of convenience products by the consumer, in other words, to come and buy at a store, the consumer must assume travel costs, which are established according to the distance, and transportation, time and depending on the money. The fact of not owning a transport vehicle is also an obstacle to travel and a barrier to bringing the products purchased home (the effort required). This is another reason to explain this consumer choice (Goldman, 1974; Samuel et al, 1996; Tang et al, 2001; Goldman et al, 2002).

1.6. RETAIL SECTOR

Retail (Distribution): covers the entire process of a product from its producer to the final consumer. Distributing a product, in fact, consists in delivering the right product, in sufficient quantity, bringing it to the right place, at the right time with all the services necessary for their sale, their consumption and their follow-up (Kotler & Dubois, 2001).

Wholesaler: It is an intermediary trader, who buys in large quantities, and on a continuous basis, directly from a producer (i.e. the manufacturer of the products) the goods in order to resell them to retailers (the professional who distributes the goods) he usually sells in large quantities (Haring, 1940).

Superstore (Supermarket and Hypermarket): a store including non-perishable, semi-perishable food products, fruits and vegetables and fresh meat, as well as some non-food items; with a wide variety and assortment of products, entirely organized according to the principle of self-service, whose prices are moderately high, with a larger customer base than the convenience store, and with a large surface area (Goldman, 1975).

Retailer: It is the smallest independent trader who buys products generally from one or more suppliers (wholesaler or sometimes from a manufacturer directly) to resell it to the user or the end consumer (Aurore-Pénélope Jourdan, 2022).

Discounters: These are generally stores/distributors that offer consumer goods or services at discount prices (very low prices) (Jacobsen et al., 2017).

Cash and carry: It is a store based on the purchase made in self-service managed by a wholesaler for professionals, communities, associations (retailers). E.g.: Metro, Atakadaw (Codron et al., 2004).

Central Purchasing: Organization whose purpose is to consolidate orders from a group of members and make purchases directly from manufacturers at the best conditions. E.g: Yatoo, Kitea... (Murray, 2017)

Retail sector: It includes all consumer goods retail businesses. It refers to retail businesses comprising consumer goods, sold in more or less large stores for a large number of consumers (Claude Demeure, 2008).

1.6.1. Major Types of Large Retail Chain in Morocco

Currently, the large retail chain market in Morocco is made up of two different distribution forms: Hypermarkets; supermarkets; the swordsmiths.

Hypermarket

A hypermarket is a self-service retail store with an area greater than 2,500 m². A distinction must be made between supermarkets (400 m² to 2,500 m²) and hypermarkets (more than 2,500 m²). In this type of establishment, customers can find food products, clothing, hygiene products, household appliances, etc. Consumers can choose the products they want to buy and add them to their basket in order to purchase them. At the end there is a checkout service where they can pay for the purchase that has been made. The size of these supermarkets requires the installation of a car park, as well as other complementary shops. Among the advantages of hypermarkets is also the fact of offering very competitive prices, promotions and discounts compared to other traditional stores formats, which is very advantageous for customers. It should be pointed out that hypermarkets are not limited to selling food products. They also offer a wide variety of food, textile, home, sports, and other products. Thus in each department or section, there is a specialized salesperson available to customers, in order to offer personalized and detailed information concerning each product. The hypermarket is more often in an optimal location for consumers by being in areas easily accessible by roads and means of

transport (McClelland, 1962). The first hypermarket opened in Morocco in 1991 in Rabat, under the name of Marjane Holding.

Supermarket

A supermarket is a large retail chain store whose surface varies between 400 and 2,500 m² offering a self-service sale service of food products and everyday items. Items offered in supermarkets are organized and distributed in sections according to a policy to gain greater commercial advantage over competitors (Julien van der Feer, 2020).

There are two different types of supermarkets: the small local supermarket, of less than 1000 m2, it is generally more oriented towards the sale of food products and is most often located in different districts and the large supermarket whose surface exceeds 1000 m2. It offers a more developed non-food offer and is generally located in the city Centre.

In Morocco, the first supermarket Marjan Market (formerly Acima) appeared in the year 2001 in order to replace grocery stores and offer self-service goods at reduced prices and loyalty techniques (point cards, temporary reductions, etc.) .

Large chains in Morocco brings together large and medium-sized retail stores that have nothing to do with the image of independent neighborhood grocery stores. These are large stores generally located in residential areas offering the sale of self-service products. Large chain (distribution) consists of two main store formats: the hypermarket and the supermarket (Sampson Quain, 2018).

Large scale distribution is mainly represented by the following six supermarkets: Carrefour & Carrefour Market, Acima (Marjan Market), Marjane Holding, Aswak Assalam, Bim and Atacadão (Makro group).

Label'Vie is a large Moroccan distributor founded in 1986 and which opened its first point of sale in Rabat in, thereafter it continues its expansion in new Moroccan cities. Label'Vie had signed in 2009 a franchise agreement with one of the world's leading retailers "Carrefour", and acquired METRO Maroc (another major distributor) in 2010.

In 2011, Label'vie supermarkets gradually became Carrefour Market Label 'Vie (Labelvie Groupe, s.d.).

Acima is a Moroccan supermarket chain (formerly Moroccan-French), created in 2002 in partnership between ONA and Auchan. The new distribution chain opened its first point of sale in Casablanca in 2002, introducing a new concept of mass distribution in Morocco, that of local supermarkets. From 2018, Acima has been replaced by Marjane Market which has no more than 50 stores across the cities of the kingdom (Marjane Market, s.d.).

Marjane Holding was created in 1990, is a company resulting from an initiative of the O.N.A group of large-scale distribution in Morocco, which opened its first hypermarket in Rabat, in 1991. It is therefore the first chain of hypermarkets created in Morocco and established in several Moroccan cities (Marjane, s.d.). In 30 years, the company has been able to set up its hypermarkets with 130 stores spread over 30 cities in the kingdom, and contributed to the development of the purchasing power of Moroccans by offering them quality products at affordable prices. Today, with an average of 300,000 customers per day and more than 100 million transactions per year, Marjan Holding has been able to position itself as the leader on the Moroccan market ahead of METRO Maroc and Aswak Assalam, its main competitors. Marjane is the main hypermarket chain in Morocco, owning 59% of the retail market share (El Mehdi Berrada, 2021).

Aswak Assalam was founded in 1998, it’s a Moroccan retail brand, belonging to the Ynna Holding group (better known as the Chaâbi group) which today has 13 supers and hypermarkets presented in ten major Moroccan cities: Casablanca, Mohammedia, Temara, Rabat, Kenitra, Tangier, Oujda, Marrakech, Agadir and Essaouira whose surface area for each store varies between 1600 m² and 6200 m². Aswak Assalm is the only brand in Morocco that prohibits the sale of alcoholic beverages on its surfaces, an initiative much appreciated by customers, launched by the Moroccan businessman Miloud Chaâbi from his personal and religious convictions (Aswakassalam, s.d.).

BIM is a Turkish (neighborhood) food distribution chain created in 1995 and established in the Kingdom of Morocco since 2009. BIM now has approximately around

600 points of sale across the Kingdom of Morocco (Haluk Dortluoglu, 2022). Its objective is to minimize its merchandising costs (the decorations of the displays in the stores, the supports of the products of the shelves, the shelves ...) while offering the best quality at the ideal price to all its customers, i.e. it is based on hard discount marketing (Bathelot, 2019). Regarding advertising, it is almost non-existent, it is limited only to posters at the point of sale, word of mouth ,and relies a lot on loss leaders which are offers that are known on Fridays whose price of the product is low and the quality is good (Safaa Kasraoui, 2020).

Atacadão Maroc (formerly Makro Maroc) is a Moroccan brand specializing in mass distribution, particularly known for its wholesale food and non-food products to professionals, present in Morocco since 1991. The company was bought in 1997 by the German group Metro and a subsidiary since 2010 of the Moroccan group label'vie (Wikipedia, s.d.).

Today, trade in large and medium-sized general surfaces represents more than 10% of all retail trade in food products. This strong development is mainly due to the success experienced by supermarkets in the practice of their commercial policies and strategies with consumers. It should be mentioned that supermarkets have a very large sales area compared to traditional stores, which allows them to offer a greater variety of products. In addition, customers of supermarkets can choose the products to buy themselves thanks to self-service, compare the prices of each product through the products displayed on the labels. Thus, supermarkets offer not only food and basic necessities but also computer equipment, household appliances, DIY, textiles, etc. Loyal customers can benefit even more from the advantages of hypermarkets (obtain reductions or rewards in kind).

1.6.2. Traditional Stores in Morocco

Traditional distribution in Morocco consists of the following forms: the souk, municipal markets, grocery stores and street vendors who are independent local retail traders generally located in the city center, in urban areas, surrounded by dwellings and activity offices. Traditional stores (groceries and convenience stores) are generally stores managed by a free trader towards the supplier and are generally and referred locally to as

a hangout which is grocery in Moroccan dialect (Chemonics International, 2006). “Most traditional traders still work in the traditional way they inherited from the first generation practicing this trade, with the risk that their activities will continue to decline, especially with the increase in the rate of urbanization in Morocco, which has led Moroccans wanting to experiment with new modes of purchase and consumption” (Chalabi, 2020).

In Morocco, the landscape of trade activity has known in recent years a large establishment of large and medium-sized stores which are gradually gaining market share. However, as in many emerging countries, modern distribution is far from being dominant. Commercial activity in Morocco is still largely traditional, despite the growth of large-scale distribution on the market. According to Moroccan trade statistics in Morocco in 2020, traditional trade is the main distribution channel for goods and basic necessities in Morocco, local business units represent 58% of the sector's turnover and 36% of jobs. Traditional trade still holds 80% of the distribution market in Morocco, despite competition from modern distribution for three decades (Chalabi, 2020). Sunergia's survey (a research department) of Moroccan Internet users yielded results that could be surprising. Even in a full covide19 lockdown, Traditional retail market remained the preferred place for food purchases. Sunergia had recently published a study on the subject. "After 3 decades of competition with supermarkets, traditional stores still hold 80% of the distribution market, estimated at 200 billion DH". On the other hand, and despite the efforts made by certain players, food e-commerce and the delivery of these grocery products remain negligible (Senam, 2020). Traditional trade has several advantages over other types of retail trade in terms of proximity, payment facilities, opening hours and the possibility of home delivery (Chalabi, 2020).

2. RESEARCH DESIGN

The literature review discussed above showed us the interest on a framework for understanding consumer behavior during the interactions with stimuli from characteristics of the retail store. This perception may also be influenced by individual characteristics that each individual possesses (including age, social status, etc.). To make a purchase, the consumer must choose between several options of points of sale (store) according to specific criteria that condition his choice. It is the overall perception that a consumer has of the various attributes of a store that thus determines his behavior to a specific point of sale (Arnold et al., 1983). Thus the consumer's perception of a store can result from his antecedent satisfaction and his past experiences.

This chapter will include an explanation of the research objective as well as the methodological framework of our work.

2.1. Conceptual Framework of the Research

This study is carried out in the field of retail trade, more specifically between supermarkets and traditional stores. It traces the relationship between consumers and these types of stores as part of a consumer behavior study. It focuses on attributes and characteristics presented in Table 1.1, which have been chosen based on their importance in the literature: (1) Sales Team staff, (2) Atmosphere, (3) Services, (4) Security, (5) Quality, (6) Pricing policy and sales promotions, (7) Product Offered, (8) Comforts, (9) Individual characteristics and their impacts on the consumer buying process.

The objective of this research aims to understand the behavior of the consumer when he/she targets a store to make his/her purchase as well as the motivations and the brakes to make this choice. Thus, in this part, we will seek to evaluate the impact of the attributes identified on satisfaction and the purchasing process of consumers in the field of retail. In other words, we will carry out a comparative study of consumer behavior in two different types of retail trade.

This makes it possible to dig deeper and complete the few studies that have as their main topic the overall perception that consumers have of supermarkets in comparison with traditional stores through their evaluation of the attributes and opinions that they will have transmitted to us by answering our questionnaire. In addition, this research incorporates components that have rarely been associated with perception, such as the credit book and the possibility of retail purchase.

For this, we will collect data from a sample to measure the influence of the perception of the store image dimensions on consumer perception. This research will compare and highlight the existing similarities and differences between two types of retail: supermarkets and traditional stores.

The results of this study will allow us to bring a conceptual brick to a research framework on the perception of Moroccan consumers of the supermarket compared to retail stores, by building a model that can help marketing managers better understand how the dimensions of a store image influence the purchasing decision on the part of their customers.

To answer the managerial problem, this research is articulated around a specific objectives. First of all identify the criteria that consumers take into account when evaluating and choosing a retail store, identify the level of importance of these criteria in choosing a retail store, check consumer expectations of retail stores, identify the main mistakes and promises made by the company, measure the current level of consumer satisfaction regarding supermarkets and traditional stores, and finally identify the changes to be made to maintain a long-term relationship with consumers. Thus, we will present below a synthetic diagram of our research model and the variables that we have chosen to integrate into this present study:

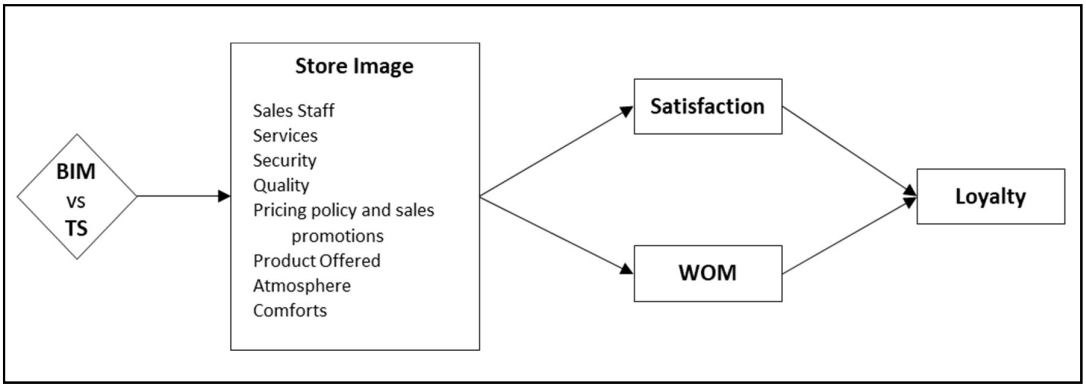

Figure 3 Research Model

2.2. Hypotheses

In Morocco, supermarkets are more professionally organized and managed compared to traditional stores. Traditional stores are generally known for their proximity and small size. They are often poorly equipped and poorly managed (Cadihon et al., 2006). The size of a retail store is an important factor that impacts consumers' perception of retail stores (Uusitalo, 2001).

Supermarket sales staff are regularly trained in knowledge and skills (Hagen, 2002). Moreover, traditional stores are often run by families with a "Genetic" management style, based on the experience acquired over the years.

In recent years, Moroccan supermarkets have been trying to differentiate themselves and develop from the competition by leveraging new attributes such as self-service, product variety, cleanliness, security, price display, promotions of sales, sales staff, etc. (Hagen, 2002).

These analyzes allow us to see that supermarkets are more multi-level compared to traditional stores. For traditional stores, it is always difficult for them to respond to the comfort of their customers, offer a wide variety of products, and attractive atmosphere, and offer good quality services which would facilitate the optimal development of shopping activities. The personalization of the relationship with the customer is born inside the store between the personnel in contact and the customers. The quality of the staff and their behavior is an important factor in the decision to stay in a store and/or to

return to it. You can't become attached to a place where you feel that the reception is poor. The sales staff of a retail store has a great influence on the perception that customers have of a store. When sales staff and customers have pleasant and positive contact, consumers retain an image of the store. He must have this subtle mix between discretion, helpfulness, and knowledge.

A large number of studies show the influence of the atmosphere of retail stores on consumer behavior. It can be influenced by the decor (Kotler, 1973-1974), the temperature (Rieunier, Daucé, Gallopel, Dion, Rémy & Roullet, 2004), the smells (Spangenberg, Crowley & Henderson, 1996), the lighting (Summers & Hebert, 2001).

The quality of service offered by a retail store is another factor that greatly influences the choice of a store (Parasuraman et al. 1985; Bolton and Drew 199 1). Service quality is assessed by comparing the consumer's expectations of the store with the actual performance of the service obtained (Parasuraman et al., 1985).

H1: *Consumers' perception of the store image dimensions are higher for Supermarkets than traditional stores*

H1a*: Consumers' perception of the sales team staff are higher for Supermarkets than traditional stores*

H1b*: Consumers' perception of the atmosphere are higher for Supermarkets than traditional stores*

H1c*: Consumers' perception of the services offered are higher for Supermarkets than traditional stores*

H1d*: Consumers' perception of the security are higher for Supermarkets than traditional stores*

H1e*: Consumers' perception of the quality are higher for Supermarkets than traditional stores*

***H1f**: Consumers' perception of the pricing policy and sales promotions are higher for Supermarkets than traditional stores*

***H1g**: Consumers' perception of the product offered are higher for Supermarkets than traditional stores*

***H1h**: Consumers' perception of the comfort offered are higher for Supermarkets than traditional stores*

People with high incomes and high levels of education prefer higher-quality products that often come at high prices (Wheatley and Chiu, 1977). According to Davie et al. (2001), Consumers' income has a great impact on their perception and satisfaction with supermarkets. The most satisfied customers tend to spend the most to take advantage of the variety and quality on offer and may travel long distances to supermarkets.

***H2:** The positive store image perceived by the customers' increases their satisfaction level with the store*

***H3:** The positive store image perceived by the customers' increases their positive word of mouth level*

***H4:** Satisfaction and word of mouth has positive effect on customers' store loyalty*

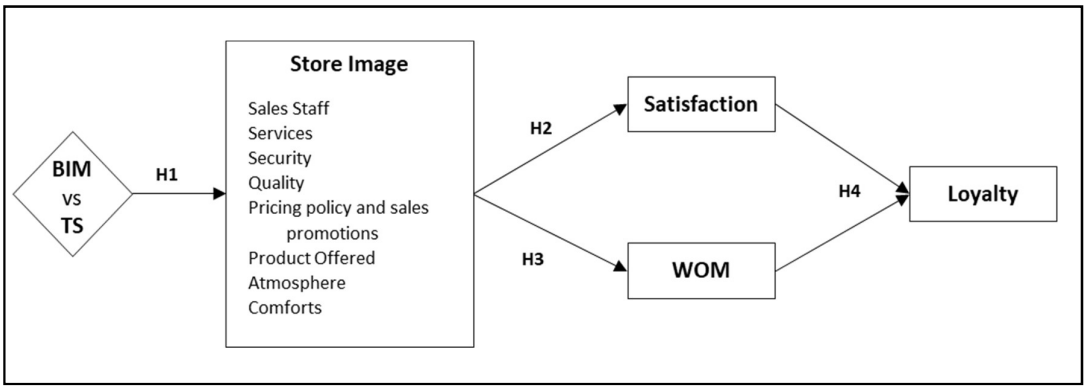

Figure 4 Summary of Variables and Research Hypotheses

Many recent academic works have highlighted the effects of distance and accessibility on consumer perception. Researchers emphasize the great influence of this factor on consumer perception and choice (Arnold et al., 1998; Arnold and Luthra, 2000; Balltas and Papastatholoulon, 2003). Travel time to retail stores is considered a constraint by consumers (Tang et al., 2001). We can therefore conclude that this negatively influences consumers' perception of the value of retail stores, especially supermarkets. This can be explained by the very large number of traditional stores that are present everywhere in Morocco compared to supermarkets which is a new concept in the country. The fact of not owning a transport vehicle is also a reason for explaining this consumer choice.

Geographical factors generally lead to the conclusion that the closer the consumer is to a store, the higher the possibility of visiting it (Prasad, 2010). Popkowski Leszczyc et al. (2000), argue that choosing a store is conceptualized as a problem of deciding where and when to shop. Distance to the store also appears to have a positive effect on store satisfaction. Therefore, the shorter the travel time to the store, the more likely consumers are to go there (Hsu et al., 2010).

Hypothesis 5 and 6 are suggested according to the characteristics of the products offered, the big surface of the supermarket compared to a traditional store, and the atmosphere of the supermarkets. The more spacious and well laid out the store, the more want to stay and return.

H5: *Shopping in a supermarket takes longer than shopping in a traditional store.*

H6*: The amount (MAD) in a supermarket are higher than the amount spent in a traditional store.*

3. METHODOLOGY

3.1. Questionnaire

The questionnaire was developed based on the literature discussed in previous chapters to explain the differences between preferring supermarkets and traditional stores, as well as to test the impact of store image perception on satisfaction and WOM and loyalty.

The questionnaire has five parts. First part contains demographic questions regarding the respondents. To identify the profile of the respondents' gender, age, level of education and working conditions were asked.

The second part measures the store image on eight dimensions. These questions were asked for both BIM market and the Traditional Stores (TS) on a five point scale (1=very dissatisfied to 5=very satisfied) to be able give comparative results to test our main hypotheses. The scale had 39 items, where each were asked for both BIM and TS.

In the third part importance given to these store image eight dimensions were measured on a five point scale (1=not impotent at all to 5=very important).

In the fourth part items were used to measure satisfaction, WOM and loyalty. All items were measured separately for BIM and traditional stores on a five point scale (1=strongly disagree to 5=strongly agree). The number of items were eight per store type.

In the last part we asked questions related to shopping habits as how much time and money they spend at BIM and TS and which transportation they prefer. With these five items included the questionnaire had 112 items on the overall (See Appendix 1).

Questionnaire was distributed in French and includes common vocabulary very easy to understand. (See Appendix 2). The established questionnaire was sent electronically (online) in February 2022 to more than 250 randomly selected people living in the city of El Jadida, the city we chose to carry out the survey.

3.2. Sample

Given the geographical constraints we opted to work only in one city called El Jadida. El Jadida is a Moroccan city in the process of development with a growing population of 214,000 inhabitants. There are in El-Jadida in 2022, 3 hypermarkets, 16 supermarkets (BIM), and convenience stores today number in the hundreds.

Granted the large number of inhabitants of the city of El-Jadida, we planned to collect data from inhabitants of the city who have already visited a supermarket.

Our research results can be discussed within the frame work of city of El-Jadida but not in other Moroccan cities. It is worth emphasizing there are cities where there is no supermarket in Morocco, hence it would be impossible to generalize our findings to Morocco in general.

During the data collection phase, we encountered several difficulties. One of the difficulties is related to the time factor which did not allow us to reach more than 250 responses in the desired period. The questionnaire was sent to hundreds of people but the answers were only a few (non-response).

Another difficulty was related to the technical nature of the questionnaire. Indeed, the respondents found the questionnaire somehow too long to complete.

3.3. Data Collection Procedure

We first developed our questionnaire using Google docs sheets, then and precisely on February 19, 2022, we posted it online at the following link: https://forms.gle/bbF6RCrpApF2BbLP66 . To ensure the proper dissemination of our survey, we published the electronic link dedicated to this study on social media (Facebook, WhatsApp, and Instagram).

During the period from February 19 to May 16, 2022, we managed to collect 250 responses.

3.4. Demographical Profile of the Respondents

To know the demographical profile of the respondents, we first carried out a descriptive analyses. The analyses of our sample shows us that out of an effective of 250 respondents, 174 are female, 69.6% against 76 male respondents, which gives us a percentage of 30.4% See Table 3.2.

This can be explained by the fact that the major household errands are mainly carried out by women. Indeed, many men have not passed the filter.

Table 3.1 Distribution of respondents according to Gender

	Frequency	Percent
Male	76	30.40
Female	174	69.60
Total	250	100.00

Table 3.2 shows that mean average age of respondents were 33.07 with a standard deviation of 14.33.

Table 3.2. Descriptive statistics of respondents by age groups

	N	Minimum	Maximum	M	SD
Age	250	2	77	33.07	14.33

The table 3.3 shows that our sample is characterized by a predominance of respondents with higher education levels with a rate of 68.8%.

Table 3.3.4 Distribution of respondents by education level

	Frequency	Percent
No degree	20	8.00
High School degree	48	19.20
College degree	10	4.00
Bachelor's degree	69	27.60
Master's degree	83	33.20
PhD	20	8.00
Total	250	100.00

The flat sorting results show that employees and students are dominant in our sample with 43.2% and 32.4% respectively. However, the distribution by working conditions can be seen from the table below.

Table 3.4. Working conditions of the respondent

	Frequency	Percent
Unemployed	21	8.40
Employed	108	43.20
Student	81	32.40
Homemaker	24	9.60
Retirement	16	6.40
Total	250	100.00

4. FINDINGS

This chapter aims to present the results obtained from the methodology previously described. To begin, we will present the sample shopping profile. Then factor and reliability analyses will be presented to show the validity and the reliability of the questionnaires used in Moroccan culture. Then the model will be tested with a series of regressions.

4.1. Descriptive Analyses

The questions on consumer consumption habits aim to detect the regular behavior of respondents in order to know the frequency of purchase (Académie des Sciences Commerciales, n.d.).

In order to know the shopping habits of consumers, we asked respondents to answer the following questions: How much do you spend during each store visit per minute.

The results indicate that the average expenditure during each visit of respondents to BIM is 202.73 MAD (= 19 USD) against 110.60 MAD (= 11 USD) in traditional stores, which is almost double of the amount. Respondents' expenditures in BIM during each visit are therefore higher than those spent in a traditional store. The table below gives us more details:

Table 4.4.1 The average expenditure during each visit

	N	M	SD
How much do you spend on average on each visit to BIM? (MAD)	250	202.73	165.01
How much do you spend on average on each visit to traditional stores? (MAD)	250	110.60	159.30

The descriptive results in Table 4.2 show that respondents spend more time shopping in a supermarket than in a traditional store.

Table 4.2. The average shopping duration of respondents

	N	M	SD
On average, how long do you spend shopping in BIM? (Minutes)	250	21.04	13.44
On average, how long do you spend shopping in a traditional store? (Minutes)	250	11.52	24.35

Descriptive results of respondents' average shopping days of the week from BIM indicate that 56.4% of survey respondents tend to shop from BIM on the weekends, with the remaining 43.6% preferring to visit BIM on the weekdays. The table 4.3. below gives more details:

Table 4.3. Distribution of respondents according to their shopping days from BIM

	Frequency	Percent
Weekdays	109	43.60
Weekends	141	56.40
Total	250	100.00

Descriptive results of the mode of transport used to get to BIM show us that the predominant part of the respondents 61.6% go by foot to do their BIM shopping, while 30% use their car for some reason. The table below gives us more details:

Table 4.4 Frequency of respondents according to mode of transport used to get to BIM

	Frequency	Percent
By foot	154	61.60
Bus	4	1.60
Taxi	10	4.00
Bike / motorbike	5	2.20
Car	77	30.80
Total	250	100.00

Purchase Frequency from BIM and Traditional Stores indicate that the predominant part of the respondents often shop from supermarkets and tend to go to traditional stores every day. The table below gives us more details:

Table 4.5. Frequency of respondents by their purchase frequency between BIM and TS

	BIM Supermarket		Traditional Stores	
	Frequency	Percent	Frequency	Percent
Never	6	2.40	4	1.60
Sometimes	109	43.60	69	27.60
Often	126	50.40	69	27.60
Everyday	9	3.60	108	43.20
Total	250	100.00	250	100.00

4.2. Factor Analyses

Before conducting the model test to test the validation and reliability of the scales a series of factor analyses are conducted. Since this study is the first in Morocco the scales were tested with Exploratory Factor Analyses (EFA). In addition, the questions were asked separately for BIM stores and traditional stores. Hence each factor analyses is repeated for both the BIM items and TS (traditional store) items.

In EFA, we carried out an implementation of a principal component factor analysis which will make it possible to reduce several variables (attributes to be measured) more or less correlated with each other to certain dimensions. Which are in the form of linear combinations called principal components or factors. In the factor analysis with Varimax rotation, we used Bartlett's test and the "Eigenvalue" rule to generate the factors. In addition, throughout the factorial analyses, we checked the reliability of the measurement instruments by Cronbach's alpha calculations of the measurement scales. The following paragraphs will present the results of these analyzes and the tests of the hypotheses.

4.2.1. Factor Analyses Results of the Dimensions of the Store Image

In the questionnaire we used 38 possible items of a retail store to collect consumers' evaluations of supermarkets compared to traditional stores. These items were mainly retained from the literature review and grouped into 8 constructs: sales staff (6 items), services (7 items), safety (3 items), product quality (2 items), pricing policy and sales

promotion programs (4 items), Product offered (4 items), atmosphere (9 items) and comfort (5 items), and atmosphere (8 items). In addition, to ensure the possibility of comparing supermarkets and traditional stores through these concepts, we performed factor analyzes within each group to verify the dimensions of our study.

Sales Staff

The 5 measurement items included in the scale (Communication skills; Helpfulness; Presence and availability; Product knowledge; Appearance) have been retained. For supermarket (BIM), the Cronbach alpha is 0.937 (strong). Bartlett's test is significant ($p < 0.050$), so the correlation matrix is not an identity matrix and the items are correlated with each other. The KMO is 0.901 which demonstrates the superb quality of the correlation between the items. The cumulative percentage indicates that 80% of the items explain the variance of the variable. For traditional stores (TS) the principal component factor analysis, with Varimax rotation, reveals the presence of a single dimension which explains the 78.19% of variance and includes six items with an excellent alpha of 0.930. Bartlett's test is significant ($p < 0.050$), so the correlation matrix is not an identity matrix and the items are correlated with each other. The KMO is 0.887, which demonstrates a good quality of correlation between the items. The cumulative percentage indicates that 78.19% of the items explain the variance of the variable. Table 4.6 summarizes these results.

Table 4.6 Sales Staff Scale

Items	BIM Factor Loadings	TS Factor Loadings
Communication skills	0.91	0.92
Helpfulness	0.90	0.88
Presence and availability	0.89	0.86
Product knowledge	0.89	0.89
Appearance	0.87	0.86
KMO	0.90	0.89
Bartlett's Test; p value	1037.74(10); 0.00	983.80(10); 0.00
Variance explained %	79.78	78.19
Reliability	0.94	0.93

Services

For BIM, the principal component factor analysis, with Varimax rotation, shows us the presence of a single dimension which explains the 67.65% of variance and includes seven items with an excellent alpha of 0.914: Pre-sale services; Payment method; Product return services; Guarantee services; after-sales service; Checkout service; Payment facilities. Bartlett's test is significant ($p < 0.050$), so the correlation matrix is not an identity matrix and the items are correlated with each other. The KMO index is 0.909, which demonstrates that the correlation between the items is qualified as superb quality. For Traditional Stores the principal component factor analysis, with Varimax rotation, shows us the presence of a single dimension which explains the 62.97% of variance and includes seven items with an alpha good of 0.899. Bartlett's test is significant ($p < 0.050$), so the correlation matrix is not an identity matrix and the items are correlated with each other. The KMO index is 0.901, which demonstrates that the correlation between the items is qualified as superb quality. Table 4.7 summarizes these results.

Table 4.7 Service Scale

Items	BIM Factor Loadings	TS Factor Loadings
Pre-sale services	0.87	0.82
Payment method	0.87	0.71
Product return services	0.86	0.85
Guarantee services	0.85	0.82
After-sale services	0.85	0.84
Checkout service	0.81	0.83
Payment facilities	0.61	0.67
KMO	0.91	0.90
Bartlett's Test; p value	1239.03 (21); 0.00	987.80 (21); 0.00
Variance explained %	67.65	62.97
Reliability	.91	0.90

Security

For the Supermarket BIM, alpha is 0.919 (Excellent). Bartlett's test is significant ($p < 0.050$), so the correlation matrix is not an identity matrix and the items are correlated with each other. The KMO is 0.751, which demonstrates the good quality of correlation

between the items. The cumulative percentage indicates that 85.99% of the items explain the variance of the variable. For traditional Stores, the Cronbach alpha is 0.898 (good). Bartlett's test is significant ($p < 0.050$), so the correlation matrix is not an identity matrix and the items are correlated with each other. The KMO is 0.733, which demonstrates the good quality of correlation between the items. The cumulative percentage indicates that 83.07% of the items explain the variance of the variable. Table 4.8 summarizes these results.

Table 4.8 Security Scale

Items	BIM Factor Loadings	TS Factor Loadings
Presence of a surveillance camera	0.94	0.93
Secure when shopping	0.93	0.89
Presence of fire-fighting equipment	0.91	0.91
KMO	0.75	0.73
Bartlett's Test; p value	550.64(3); 0.00	469.42 (3); 0.00
Variance explained %	86.00	83.07
Reliability	.92	0.90

Quality

For BIM, the Cronbach alpha is 0.908 (Excellent). Bartlett's test is significant ($p < 0.050$), so the correlation matrix is not an identity matrix and the items are correlated with each other. The KMO is 0.500, which demonstrates the poor quality of correlation between the items. The cumulative percentage indicates that 91.59% of the items explain the variance of the variable. For TS, the Cronbach alpha is 0.813 (good). Bartlett's test is significant ($p < 0.050$), so the correlation matrix is not an identity matrix and the items are correlated with each other. The KMO is 0.500, which demonstrates the poor quality of correlation between the items. The cumulative percentage indicates that 84.25% of the items explain the variance of the variable. Table 4.9 summarizes these results.

Table 4.9 Quality Scale

Items	BIM Factor Loadings	TS Factor Loadings
Product quality level	0.96	0.92
The credibility of product quality	0.96	0.92
KMO	0.50	0.50
Bartlett's Test; p value	291.57 (1); 0.00	156.77 (1); 0.00
Variance explained %	91.59	84.25
Reliability	.91	0.81

Pricing Policy and Sales promotions

Supermarket BIM, the Cronbach alpha is 0.800 (good). Bartlett's test is significant ($p < 0.050$), so the correlation matrix is not an identity matrix and the items are correlated with each other. The KMO is 0.765, which demonstrates the good quality of correlation between the items. The cumulative percentage indicates that 64.73% of the items explain the variance of the variable. The Traditional Stores' Cronbach alpha is 0.838 (good). Bartlett's test is significant ($p < 0.050$), so the correlation matrix is not an identity matrix and the items are correlated with each other. The KMO is 0.801 which demonstrates the great quality of correlation between the items. The cumulative percentage indicates that 67.96% of the items explain the variance of the variable. Table 4.10 summarizes these results.

Table 4.10 Pricing Policy and Sales Promotions Scale

Items	BIM Factor Loadings	TS Factor Loadings
Pricing Credibility	0.91	0.84
Sales promotion	0.89	0.75
Facility to compare prices	0.87	0.88
The ability to negotiate prices	0.46	0.82
KMO	0.76	.80
Bartlett's Test; p value	444.89 (6); 0.00	408.16 (6); 0.00
Variance explained %	64.73	67.96
Reliability	0.80	0.84

Product Offered

For BIM, the Cronbach alpha is 0.847 (good). Bartlett's test is significant ($p < 0.050$), so the correlation matrix is not an identity matrix and the items are correlated with each other. The KMO is 0.790, which demonstrates the good quality of correlation between the items. The cumulative percentage indicates that 70.712% of the items explain the variance of the variable. For Traditional Stores the Cronbach alpha is 0.912 (excellent). Bartlett's test is significant ($p < 0.050$), so the correlation matrix is not an identity matrix and the items are correlated with each other. The KMO is 0.851 which demonstrates the great quality of correlation between the items. The cumulative percentage indicates that 79.16% of the items explain the variance of the variable. Table 4.11 summarizes these results.

Table 4.11 Products Offered Scale

Items	BIM Factor Loadings	TS Factor Loadings
Availability of products	0.91	0.86
Product Variety	0.90	0.91
Novelty	0.89	0.89
Possibility of retail purchase	0.62	0.89
KMO	0.79	0.85
Bartlett's Test; p value	563.63 (6); 0.00	674.23 (6); 0.00
Variance explained %	70.71	76.91
Reliability	0.85	0.91

Atmosphere

For Supermarket BIM, the Cronbach alpha is 0.961 (excellent). Bartlett's test is significant ($p < 0.050$), so the correlation matrix is not an identity matrix and the items are correlated with each other. The KMO is 0.927 which demonstrates a superb quality of correlation between the items. The cumulative percentage indicates that 76.22% of the items explain the variance of the variable. For Traditional Stores, the Cronbach alpha is 0.581 (excellent). Bartlett's test is significant ($p < 0.050$), so the correlation matrix is not an identity matrix and the items are correlated with each other. The KMO is 0.940 which

demonstrates a superb quality of correlation between the items. The cumulative percentage indicates that 74.88% of the items explain the variance of the variable. Table 4.12 summarizes these results.

Table 4.12 Atmosphere Scale

Items	BIM Factor Loadings	TS Factor Loadings
Cleanliness	0.90	0.88
Air	0.90	0.89
Shelves Arrangement	0.89	0.85
Product Placement	0.88	0.86
Decoration	0.87	0.88
Smell	0.87	0.83
Design	0.87	0.88
Light	0.86	0.86
Noise	0.81	0.85
KMO	0.93	0.94
Bartlett's Test; p value	2380.63 (36); 0.00	2158.74 (36); 0.00
Variance explained %	76.23	74.86
Reliability	0.96	0.96

Comforts

For Supermarket BIM, the Cronbach alpha is 0.862 (good). Bartlett's test is significant ($p < 0.050$), so the correlation matrix is not an identity matrix and the items are correlated with each other. The KMO is 0.837 which demonstrates the great quality of correlation between the items. The cumulative percentage indicates that 65.61% of the items explain the variance of the variable. For Traditional Stores, the Cronbach alpha is 0.817 (good). Bartlett's test is significant ($p < 0.050$), so the correlation matrix is not an identity matrix and the items are correlated with each other. The KMO is 0.837 which demonstrates the great quality of correlation between the items. The cumulative percentage indicates that 66.154% of the items explain the variance of the variable. Table 4.13 summarizes these results.

Table 4.13. Comfort Scale

Items	BIM Factor Loadings	TS Factor Loadings
Facility to find products	0.90	0.88
Degree of self-service	0.87	0.82
Customer Area	0.85	0.86
Work schedule	0.72	0.73
Car Parking	0.69	0.77
KMO	0.84	0.84
Bartlett's Test; p value	649.97 (10); 0.00	614.40 (10); 0.00
Variance explained %	65.61	66.15
Reliability	0.86	0.82

4.2.2. Factor Analyses Results of the Dependent Variables

Word of Mouth Scale

For BIM, the Cronbach alpha is 0.841 (good). Bartlett's test is significant ($p < 0.050$), so the correlation matrix is not an identity matrix and the items are correlated with each other. The KMO is 0.716 which demonstrates the quality of correlation between the items (great). The cumulative percentage indicates that 76.04% of the items explain the variance of the variable. For Traditional Stores, the Cronbach alpha is 0.782 (good). Bartlett's test is significant ($p < 0.050$), so the correlation matrix is not an identity matrix and the items are correlated with each other. The KMO is 0.665, which demonstrates the quality of correlation between the items (mediocre). The cumulative percentage indicates that 69.75% of the items explain the variance of the variable. Table 4.14 summarizes these results.

Table 4.14 Word of Mouth Scale

Items	BIM Factor Loadings	TS Factor Loadings
recommended to my family and friends	0.90	0.83
recommended to my relatives	0.88	0.79
spoken positively	0.84	0.89
KMO	0.74	0.67
Bartlett's Test; p value	310.83 (3); 0.00	224.80 (3); 0.00
Variance explained %	76.04	69.76
Reliability	0.84	0.78

Satisfaction Scale

For Supermarket BIM, the Cronbach alpha is 0.580 (Poor). Bartlett's test is significant ($p < 0.050$), so the correlation matrix is not an identity matrix and the items are correlated with each other. The KMO is 0.500, which demonstrates the quality of correlation between the items (mediocre). The cumulative percentage indicates that 70.50% of the items explain the variance of the variable. For traditional Stores, the Cronbach alpha is 0.689 (questionable). Bartlett's test is significant ($p < 0.050$), so the correlation matrix is not an identity matrix and the items are correlated with each other. The KMO is 0.500, which demonstrates the quality of correlation between the items (good). The cumulative percentage indicates that 75.89 % of the items explain the variance of the variable. Table 4.15 summarizes these results.

Table 4.15 Satisfaction Scale

Items	BIM Factor Loadings	TS Factor Loadings
Meets my expectations	0.71	0.81
I am a satisfied customer	0.71	0.81
KMO	0.50	0.50
Bartlett's Test; p value	77.29 (1); 0.00	48.59 (1); 0.00
Variance explained %	70.50	75.89
Reliability	0.58	0.68

Loyalty Scale

For supermarket BIM, the Cronbach alpha is 0.691 (Questionable). Bartlett's test is significant ($p < 0.050$), so the correlation matrix is not an identity matrix and the items are correlated with each other. The KMO is 0.603, which demonstrates the quality of correlation between the items (mediocre). The cumulative percentage indicates that 62.36% of the items explain the variance of the variable. For Traditional Stores, the Cronbach alpha is 0.827 (great). Bartlett's test is significant ($p < 0.050$), so the correlation matrix is not an identity matrix and the items are correlated with each other. The KMO is 0.716, which demonstrates the quality of correlation between the items (good). The

cumulative percentage indicates that 74.37% of the items explain the variance of the variable. Table 4.16 summarizes these results.

Table 4.16 Loyalty Scale

Items	BIM Factor Loadings	TS Factor Loadings
I prefer this retail store	0.81	0.86
I will continue to buy from this store	0.80	0.81
I go first to this store when I have to buy	0.65	0.80
KMO	0.60	0.60
Bartlett's Test; p value	98.79 (3); 0.00	197.76(3); 0.00
Variance explained %	62.36	74.37
Reliability	0.69	0.82

4.3. Test of Research Hypotheses

In this section, we will look at the different results of the statistical tests. These results will confirm or reject the research hypotheses. Before that based on the previous factor analyses results summated scores of the varıables are formed and will be used in the following analyses.

4.3.1. Comparison of BIM and Traditional Stores - Paired samples t-test results

Paired samples t-test results of the Dimensions of the Store Image can be found in Table 4.17. As can be seen from the table 4.17.

The statistical tests of paired means indicate that four evaluations of respondents on eight dimensions between the two types of retail trade are statistically significant at the level a = 0.05 (services, security, product offered and the atmosphere). That is to say that consumers perceive differently supermarkets and traditional stores in terms of services, security, and product offered dimensions and the atmosphere. However, we find that consumers share almost the same level of satisfaction with the rest of dimensions: sales staff, quality, pricing policy and comfort. The test results are shown in Table 4.17.

The results of the calculations of the average evaluations of the participants reveal that they consider the security of BIM (Mean = 3.19) to be superior to that of traditional stores (Mean = 2.57). Same result can be said to the services and atmosphere dimensions, as we have BIM (M=3.12) against TS (M=2.9) for the services and BIM (M=3.08) against TS (M=2.89) for the atmosphere. On the other hand they consider that the products offered by BIM (Mean = 2.93) less inferior to those offered by traditional stores (Mean = 3.27) (see Table 4.17.).

Table 4.17. Paired samples t-test results: Dimensions of the Store Image

Dimensions		M	N	SD	*t*	*df*	*p*
Sales Staff	BIM	3.09	250	1.12	-1.27	249	0.21
	TS	3.18	250	1.06			
Services	BIM	3.12	250	1.05	2.77	249	0.01*
	TS	2.93	250	0.98			
Security	BIM	3.19	250	1.17	6.96	249	0.00**
	TS	2.57	250	1.22			
Quality	BIM	3.23	250	1.20	1.91	249	0.06
	TS	3.09	250	1.12			
Pricing policy and sales promotions	BIM	2.89	250	0.96	-0.89	249	0.37
	TS	2.95	250	1.03			
Product Offered	BIM	2.93	250	1.04	-4.96	249	0.00**
	TS	3.27	250	1.12			
Atmosphere	BIM	3.08	250	1.06	2.62	249	0.01*
	TS	2.89	250	1.01			
Comforts	BIM	2.83	250	0.97	-1.80	249	0.07
	TS	2.95	250	1.02			

Note * $p<0.05$; ** $p<0.001$

4.3.2. Importance given to Dimensions of the Store Image

To find out the importance given to the Dimensions of the Store Image, we had an importance scale in the question form. When these questions were analyzed with Friedman test, results indicated that there was no significant difference in the importance given to the dimensions. Pricing policy and sales promotions and quality were ranked

with highest importance followed by products offered. However sales staff was ranked the least (Chi-square (8) = 52.35; p=0.00).

Table 4.18. Friedman test results

Dimensions	Mean rank	M	SD
Pricing policy and sales promotions	4.81	3.62	1.18
Quality	4.81	3.63	1.17
Product Offered	4.72	3.60	1.18
Comforts	4.51	3.54	1.19
Atmosphere	4.47	3.48	1.19
Security	4.43	3.51	1.12
Services	4.41	3.50	1.10
Sales Staff	3.86	3.28	1.14

Friedman *Chi-square*(8)=52.35; *p* =0.00**

Based on the paired samples and Friedman t-test, we can conclude that the following dimensions which are services, security, product offered and atmosphere were perceived differently between BIM and TS. When looking at the Friedman test, the product offered is ranked among the most important factors. However, services, security and atmosphere are less important to respondents. Products offered were also perceived better at TS then supermarkets (according to the results above), we see they are very important for the customers so if traditional stores want to increase their sales, they must increase the assortment of products they offer.

4.3.3. Comparison of Dependent Variables - Paired samples t-test results

To test if the dependent variables; word of mouth, satisfaction and loyalty were perceived differently by the responses another group of paired sample t-tests were conducted. Results can be seen in Table 4.19.

The paired sample t-tests indicate that two out of three evaluations of respondents between the two types of retail trade are statistically significant at the level a = 0.05: word of mouth and satisfaction. That is to say that consumers perceive differently the two variables word of mouth and satisfaction between supermarket and traditional. However,

we find that consumers share the same level of loyalty for both supermarkets and traditional stores.

The results of the calculations of the average evaluations of the participants reveal that they perceive the word of mouth and satisfaction of BIM (Mean = 3.69 and Mean =3.49) to be superior to that of traditional stores (Mean =3.50 and 3.38) (see Table 4.19.).

Table 4.19 Paired samples t-test results: Dependent Variables

Dimensions		M	N	SD	*t*	*df*	*p*
word of mouth	BIM	3.69	250	1.04	5.39	249	0.00**
	TS	3.50	250	1.06			
satisfaction	BIM	3.49	250	1.00	2.02	249	0.04*
	TS	3.38	250	1.06			
loyalty	BIM	3.38	250	0.96	1.85	249	0.07
	TS	3.29	250	1.06			

Note * $p<0.05$; ** $p<0.001$

4.3.4. Impact of Dimensions of the Store Image on Satisfaction and WOM – Regression Analysis results

The impact of the Store Image Dimensions on satisfaction and word of mouth were tested with regression analyses, both for BIM and traditional stores. As can be seen from Table 4.20 from eight dimension regarding BIM stores Quality Perception only one variable was found significant. Atmosphere perception of customers has a positive, moderate effect on their satisfaction with BIM. The Atmosphere variable can explain the 27% of changes in satisfaction level.

Table 4.20 Store Image Dimensions impact on Satisfaction - Regression Analyses for BIM

Independent Variables	Beta	Std. Beta	*t*	*p*	*R*	R^2	*F*	*p*
Constant	1.98		11.78	0.00	0.52	0.27	91.04	0.00
Atmosphere	0.49	0.52	9.54	0.00				

Note * $p<0.05$; ** $p<0.001$

In TS case only two of the Store Image Dimensions had impact on satisfaction, which were Sales Staff and Security. Security had a weak, negative impact on the satisfaction this may be due to the fact the questions were related with the amount of security system and the cameras, since there are no security systems at the TS relation is found to be negative. It may be say that all types of stores are exposed to different security risks. The most common relate to thefts committed by criminals, but also by employees. Some accidents can also affect installations such as fires, floods, etc. consumers seek to feel safe when shopping. The protection of a store is essential to carry out its activity and guarantee the physical security. The sale staff has moderate positive effect on satisfaction.

Table 4.20 Store Image Dimensions impact on Satisfaction - Regression Analyses for TS

Independent Variables	**Beta**	**Std. Beta**	***t***	***p***	***R***	***R²***	***F***	***p***
Constant	2.67		13.12	0.00	0.36	0.13	18.58	0.00
Sales Staff	0.42	0.42	6.01	0.00				
Security	-0.25	-0.28	-4.03	0.00				

Note * $p<0.05$; ** $p<0.001$

Just like satisfaction, WOM was explained only with atmosphere variable in BIM case. Atmosphere explains 22% of changes in WOM regarding BIM and has weak positive effect (See Table 4.22). Sales Staff and Security explains 17% of changes in WOM regarding TS and Security has negative weak effect whereas sales staff has positive slightly moderate effect (See Table 4.22).

Table 4.21 Store Image Dimensions impact on WOM - Regression Analyses for BIM

Independent Variables	**Beta**	**Std. Beta**	***t***	***p***	***R***	***R²***	***F***	***p***
Constant	2.26		12.55	0.00	0.47	0.22	71.04	0.00
Atmosphere	0.47	0.47	8.43	0.00				

Note * $p<0.05$; ** $p<0.001$

Table 4.22 Store Image Dimensions impact on WOM - Regression Analyses for TS

Independent Variables	Beta	Std. Beta	*t*	*p*	*R*	R^2	*F*	*p*
Constant	2.66		13.41	0.00	0.41	0.17	25.12	0.00
Sales Staff	0.48	0.48	7.03	0.00				
Security	-0.27	-0.31	-4.50	0.00				

Note * $p<0.05$; ** $p<0.001$

4.3.5. Impact of Satisfaction and WOM on Store Loyalty– Regression Analysis results

The impact of satisfaction and WOM on loyalty was in line with literature and both variables had positive significant effect. On the overall the exploratory power was 62% percent for BIM and 69% for TS analyses. IN BIM case WOM had slightly more effect than satisfaction on loyalty. However in TS case satisfaction had more effect than WOM (See Table 4.24 and 4.25)

Table 4.24 Satisfaction and WOM impact on Store Loyalty - Regression Analyses for BIM

Independent Variables	Beta	Std. Beta	*t*	*p*	*R*	R^2	*F*	*p*
Constant	0.45		13.41	0.00	0.79	0.62	201.38	0.00
Satisfaction	0.34	0.48	7.03	0.00				
WOM	0.47	-0.31	-4.50	0.00				

Note * $p<0.05$; ** $p<0.001$

Table 4.25 Satisfaction and WOM impact on Store Loyalty - Regression Analyses for TS

Independent Variables	Beta	Std. Beta	*t*	*p*	*R*	R^2	*F*	*p*
Constant	0.17		1.26	0.21	0.83	0.69	281.46	0.00
Satisfaction	0.53	0.54	11.30	0.00				
WOM	0.37	0.37	7.89	0.00				

Note * $p<0.05$; ** $p<0.001$

4.3.6. Additional analyses - Paired samples t-test results

To test further analyze Moroccan customers' attitudes towards markets two more analyses were conducted. One regarding the time spent, and the other on the amount of money spent. As can be seen from Table 4.26 both the time and money spent in the BIM stores are higher compared to Traditional Stores.

Table 4.26 Comparison of time and money spent - Paired sample t-test results

Dimensions		M	N	SD	*t*	*df*	*p*
Money spent (MAD)	BIM	202.73	250	165.01	9.14	249	0.00**
	TS	110.60	250	159.30			
Time spent (min)	BIM	21.04	250	13.44	6.61	249	0.00**
	TS	11.52	250	24.36			

Note * $p<0.05$; ** $p<0.001$

5. DISCUSSION

The results related to our first research objective show that 250 people have already had an experience with a supermarket and a traditional store. This number, which is still relatively high, makes it possible to know the selection criteria that retail stores must do more to satisfy and retain their current customers and succeed in attracting other customers.

These results first allowed us to understand the general perception of Moroccan consumers towards BIM supermarkets as well as the behavioral attitude of the same consumers compared to traditional stores in a developing economy where we observe an establishment succession of new types of commerce from developed countries that disrupts the traditional commercial landscape of the country. At the end of the results obtained, we conclude that satisfaction and WOM has a positive effect on the store loyalty (H4).

From a general point of view, it seems to us that Moroccan consumers evaluated in the same way the sales staff, quality, pricing policy and comfort dimensions of supermarkets (BIM) compared to that of traditional stores and they expressed the same level of satisfaction for both types of retail stores (this conclusion comes after comparing the overall level of satisfaction with each of the two types of stores). The results of our study also show us that Moroccan consumers appreciate several dimensions of BIM supermarkets which constitute for them an advantage during their shopping, such as the security, services, the atmosphere of shopping and many other points, as well as they perceive traditional stores to be superior to supermarkets in terms of product ranges offered. Consumers agree that traditional stores offer a wide choice of products compared to BIM. According to consumers, shopping in the supermarket is more pleasant and easier than in a traditional store. As BIM offers self-service during shopping, consumers can choose the products to buy, compare prices, change products, this can also allow them to discover new products during their visit to the supermarket. In addition, the change of atmosphere and the pleasant feeling felt by consumers during their visit to BIM would be linked to the atmosphere, the presentation of the products and the design of the

supermarkets. These elements have a positive impact on their purchasing behavior. On the other hand, travel distance is a barrier to the development of supermarkets. According to previous research, the travel distance to a retail store is a factor explaining the consumer's choice of a retail store (Arnold, 1983; Arnold and Luthra, 2000). Thus transporting groceries from the supermarkets to the house is a major constraint for the majority of Moroccan consumers who go to BIM on foot, i.e. 62% of participants go to the nearest BIM on foot, and this does not allow them to travel far very long distances or to make very large purchases.

Consumers also shop at a traditional convenience store when they are pressed by time. This available time to a person also impacts the choice of shopping between a supermarket and a traditional store. The research results indicate that consumers spend an average of 12 minutes shopping in a traditional store compared to around 21 minutes in BIM. Certainly it takes longer to get to a supermarket, to shop, to wait in line and many others, especially with the professional and personal life which is more and more demanding these days for most customers who seek to save as much time as possible (Peter et al, 2004). This is why the majority of consumers (57% of participants) generally come to do their shopping in a supermarket on weekends or when they have time.

Moreover, in Morocco, it is the children who take care of the small shopping in most of Moroccan homes, this can also be a reason to explain this choice of the consumer to send their children to the closest possible stores. In addition, traditional stores in Morocco favor retail purchases, which means that instead of buying a pack, a person can buy, for example, by kilo/piece. For some, this is a way not to waste and to others an ease of purchase. Convenience stores also offer Moroccan consumers the possibility of buying on credit and paying afterwards, this encourages consumers, especially female consumers, to go and take the products they want and the burden will remain on the father of the family who will come to pay after. So all these elements promote recourse to the nearest traditional stores. There is a strong relationship between travel distance and the choice of retail store to shop (Samuel et al, 1996). Proximity to the place of shopping is an easier way for consumers to save time and effort (Uusitalo, 2001). We certainly believe

that Moroccan consumers would visit supermarkets more if supermarkets were open near them or if supermarkets suggested a home delivery service.

Our study also revealed that all the dimensions (comforts; quality; services; product offered; pricing policy; security; sales promotions; team staff , atmosphere) of the retail stores mentioned in our research were very important criteria for customers at the time of purchase choose a retail store to shop. However pricing policy and sales promotions and quality were ranked with highest importance followed by products offered and sales staff was ranked the least important for respondents.

5.1. Theoretical Implications

The topic of this study is not new in the literature. However, there is only some researches that focuses on consumer preference for a specific type of retail store. There are also very few studies on the retail trade in Morocco in general and on the perception that Moroccan consumers have of the different types of stores. This type of study is therefore new for Morocco. At the managerial level, this study represents a resource for retail managers on which managers can build their marketing strategies to increase consumer engagement and attract more customers. Moreover this research could be a starting point for new research for other countries or relational subjects.

5.2. Limitations and Recommendations

This research has contributed to the advancement of the literature in addition to being a key resource for managers. However, it has a number of limitations which also represent considerable avenues for research.

First, the data collection method which consists of collecting data from Moroccan consumers was limited to an online survey via the internet, the profile of respondents does not include the category of people who do not have access to tools computers, especially those who do not have access to the Internet and who certainly belong to other socio-professional categories.

Second, there is a limitation as to the context of the study. Because this research focused on the retail sector in Morocco and more particularly on the city of Eljadida, the results cannot be generalized for all Moroccan cities. However, there are cities in Morocco where BIM is not yet established. Moreover, the difference between the cities of Morocco is very great. Casablanca is for example the largest city in the country with more than 3.36 million inhabitants and its level of socio-economic development is higher than that of Eljadida, which has about 220,000 inhabitants. It is therefore difficult to extrapolate the results of the research to all cities in the country.

Thirdly, during the preparation of this thesis, we took into account the existence of only one type of supermarket in the city of Eljadida (BIM supermarket), today the Marjan Holding group has just launched a similar type of business in the same city under the name of Marjan Market, it is new for the city, but so far the city contains only one store.

Consumers' perception of a retail store's dimensions explains their behavior as well as their store choice and store visitation process. The main challenge at the moment for managers is to plan the best trading policies that take into account the image that consumers have in order to keep customers satisfied and attract more customers to the store.

According to the results of our research, supermarket managers should fill in the gaps of dimensions that have received negative or less lower ratings compared to that of traditional stores in order to attract more customers, change their shopping behavior and improve the performance of their businesses. But they must also improve the dimensions that have been the subject of a positive evaluation of supermarkets by consumers while investing more and improving management.

The distance and travel time is a major constraint for supermarkets, so we must take into account the possibility of delivering the product to consumers. Moreover, the results of our research indicate that Moroccan consumers will be more likely to order supermarkets if they launch a home delivery option. In this sense, supermarkets could therefore work with delivery companies (like the example of GLOVO) or launch their own activities.

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Appendix 1. The Questionnaire in English

Questionnaires :

Supermarkets or traditional stores: Comparison of consumer preferences between BIM Turkish supermarkets and traditional stores in Morocco.

Study title : Supermarkets or traditional stores: Comparison of consumer preferences between BIM Turkish supermarkets and traditional stores in Morocco.

You are invited to participate in this graduate Final Major Project research survey. Taking part in this survey will only take a few minutes of your time. Please read the following information. The aim of this survey is to inform and shape my Final Major Project research surrounding Supermarkets or traditional stores in Morocoo .

Please be aware that the researcher is not looking for a right or wrong answer, the nature of the research is exploratory and you are encouraged to take time answering the questions. Taking part in this survey is voluntary and you have the right to withdraw your consent to participate in the project up until the point of final write-up without detriment.

There are no direct or indirect risks involved with this survey. No personal details are collected and any data recorded is anonymised and will remain confidential, stored on a password protected laptop of which the researcher has sole access to. Data will be collected in accordance with the Data Protection Act 1998. The information will be solely used for the purpose of this study and will be disposed of securely.

1/ Gender:

- Male
- Female

2/ Age:

3/ Education level (hightest degree completed)

- No degree
- Primary
- College
- High school
- Bachelor’s degree
- Master’s degree

4 / What's your current occupation :

- Student
- Employed
- Unemployed
- Homemaker
- Retirement
- Other

5 / Generally you do your shopping in:

- Hypermarkets
- "BIM" markets
- Traditional Stores (nearby)
- By Internet
- Others

6. How satisfied or dissatisfied are you with these following dimensions when shopping at BIM supermarkets & traditional stores?

		BIM Super-Market						Tradionnal Stores				
		Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied		Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
	Sales Team Staff											
1	Appearance											
2	Product knowledge											
3	Communication Skills											
4	Helpfulness											
5	Presence and Availability											
	Services											
6	Pre-sale											
7	After-sale											
8	Guarantee											
9	Product Return											
10	Checkout service											
11	Payment method											
12	Payment Facility											

	Security											
13	Secure when shopping											
14	Presence of fire-fighting equipment											
15	Presence of surveillance camera											
	Quality											
16	Product Quality Level											
17	The credibility of product quality											
	Pricing policy and sales promotions											
18	Sales Promotion											
19	The ability to negotiate prices											
20	Pricing Credibility											
21	Facility to compare prices											
	Product Offered											
22	Availability of products											
22	Possibility of retail purchase											
23	Product Variety											
24	Novelty											
	Atmosphere											
25	Smell											
26	Noise											
27	Cleanliness											
28	Design											
29	Decoration											
30	Shelves Arrangement											
31	Air											
32	Light											
33	Product Placement											
	Conforts											

34	Car parking											
35	Work schedule											
36	Degree of self-service											
37	Customer Area											
38	Facility to find Products											

6/ What level of importance do you give to each of the following criteria when shopping?

	Not all Important	Fairly Important	Moderately Important	Very Important	Very Important
Sales Team Staff					
Services					
Security					
Quality					
Pricing Policy					
Sales Promotions					
Product Offered					
Conforts					
Atmosphere					

7/ Please Indicate to What Extinct Do You Agree with The Following Statements ?

	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
I feel more comfortable in self-service					
I would go shopping in a traditional store if I was pressed for time					
I go directly to traditional stores if I need a small limited number of products					
I spend more time shopping in a supermarket than in a traditional store					
Traditional stores offer a wide choice of products compared to BIM					

The prices of products at BIM are higher than at traditional stores					
If I ever need more help, I'll probably go to a traditional store					
The line is always moving slowly in a supermarket					
It is easier to shop in a supermarket than a traditional store					
In case of financial constraint, I always go to the nearest traditional stores to make the credit					
I could do my shopping at the supermarket if I need several types of products					
Transporting from supermarkets to my house is a big problem					
I shop at the supermarket to change the atmosphere					
I often do my shopping in supermarkets alongside one or more person					
It is difficult to compare prices in a traditional store than to compare them in a supermarket					
I would be in favor of ordering more from supermarkets, if they launch a home delivery service					
I prefer to buy products sold in retail (per gram, piece, unit, etc.) from traditional stores rather than buying a pack from a supermarket to avoid wasting product and money.					

I want to see more Turkish products at BIM					
I buy Turkish products offered by BIM supermarkets					
The distance can be a constraint for the choice of shopping in a supermarket					
I spend more money than expected each time I visit a supermarket					
Shopping in a supermarket is an enjoyable thing					
I always end up buying other products with the product I came to buy during my visit to the supermarket					
I feel safer shopping in a supermarket than a traditional store					

	Strongly Disagree	Disagree	Pretty Agree	Agree	Agree Stongly
I will keep on shopping from BIM in the coming months					
I am planning to shop from BIM in coming months					
I advise shopping from BIM to my friends					
I am satisfied to be a customer of TS					
I will keep on shopping from traditional shops in the coming months					
I am planning to shop from traditional shops in coming months					
I advise shopping from traditional shops to my friends					
I am satisfied to be a BIM client					

8 / Please Indicate Your Satisfaction Level With Each of the Followings Market :

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Statisfed
BIM Supermarket					
Traditional Market					

9 /How Much Do You Spend on Average on Each Visit to

BIM	…… MAD

Traditionnal Stores	…… MAD

10/ In Which Part of The Week Do You More Your Shopping at BIM ?

Weekdays
Weekend

11/ On Average, How Long Do You Spend Shopping at :

BIM	…… minutes
Traditionnal Stores	…… minutes

12/ What Means of Transport Do You Use to Get Into the Nearest BIM?

Car
Taxi
On foot
Bike
Motorbike
Bus

13/ How Often Do You Shop From BIM & Tradional Market

	Never	Sometimes	Often	Everyday
BIM				
Tradionnal Stores				

Appendix 2. The Questionnaire in French

Questionnaires : Supermarchés ou Magasins traditionnels : Comparaison des préférences des consommateurs entre les supermarchés turcs BIM et les magasins traditionnels au Maroc

Vous êtes invité à participer à cette enquête de recherche sur les projets majeurs de fin d'études supérieures. Participer à cette enquête ne vous prendra que quelques minutes de votre temps. Veuillez lire les informations suivantes. Le but de cette enquête est d'informer et de façonner ma recherche finale sur le projet majeur autour des supermarchés ou des magasins traditionnels au Maroc.

Veuillez noter que le chercheur ne cherche pas une bonne ou une mauvaise réponse, la nature de la recherche est exploratoire et vous êtes encouragé à prendre le temps de répondre aux questions. La participation à cette enquête est volontaire et vous avez le droit de retirer votre consentement à participer au projet jusqu'au moment de la rédaction finale sans préjudice.

Il n'y a aucun risque direct ou indirect lié à cette enquête. Aucune donnée personnelle n'est collectée et toutes les données enregistrées sont anonymisées et resteront confidentielles, stockées sur un ordinateur portable protégé par un mot de passe auquel le chercheur a seul accès. Les données seront collectées conformément à la loi de 1998 sur la protection des données. Les informations seront uniquement utilisées aux fins de cette étude et seront éliminées en toute sécurité.

*Obligatoire

1. Vous êtes : *

   Une seule réponse possible.

   ◯ Un homme
   ◯ Une femme

2. Quel âge avez-vous ? *

3. Quel est votre diplôme le plus élevé ? *

Une seule réponse possible.

- ◯ Aucun diplôme
- ◯ Brevet des collèges
- ◯ Baccalauréat
- ◯ Licence
- ◯ Master
- ◯ Phd

4. Quelle est votre situation professionnelle ? *

Une seule réponse possible.

- ◯ Employé
- ◯ Étudiant
- ◯ Retraité
- ◯ Personne au foyer
- ◯ Chômeur
- ◯ Autre : _____

5. Généralement vous faites vos courses dans : *

Une seule réponse possible.

- ◯ Les hypermarchés
- ◯ Les supermarchés BIM
- ◯ Les magasins traditionnels (à proximité)
- ◯ Par Internet
- ◯ Autre : _____

6. Dans quelle mesure êtes-vous satisfait ou insatisfait des dimensions suivantes lors de vos achats dans les supermarchés BIM ? *

Plusieurs réponses possibles.

	Très insatisfait	Plutôt insatisfait	Ni satisfait, ni insatisfait	Plutôt satisfait	Très satisfait
Apparence du personnel de vente	☐	☐	☐	☐	☐
Degré de connaissance des produits par le personnel de vente	☐	☐	☐	☐	☐
Compétences en communication (personnel de vente)	☐	☐	☐	☐	☐
Serviabilité du personnel de vente	☐	☐	☐	☐	☐
Présence du personnel de vente	☐	☐	☐	☐	☐
Services avant-vente	☐	☐	☐	☐	☐
Services après-vente	☐	☐	☐	☐	☐
Services de garantie	☐	☐	☐	☐	☐
Services de retours de produit	☐	☐	☐	☐	☐
Services à la caisse	☐	☐	☐	☐	☐
Modes de paiement	☐	☐	☐	☐	☐

.

Facilités de paiement	☐	☐	☐	☐	☐
Sécurité lors de vos achats	☐	☐	☐	☐	☐
Présence d'équipements et signalétique de lutte contre l'incendie	☐	☐	☐	☐	☐
Présence de caméras de surveillance	☐	☐	☐	☐	☐
Degrés de qualité des produits	☐	☐	☐	☐	☐
La crédibilité de la qualité des produits	☐	☐	☐	☐	☐
Promotions de vente	☐	☐	☐	☐	☐
Capacité à négocier les prix	☐	☐	☐	☐	☐
Tarification et Crédibilité des prix	☐	☐	☐	☐	☐
Facilités pour comparer les prix	☐	☐	☐	☐	☐
Disponibilité des produits	☐	☐	☐	☐	☐
Possibilité d'achat en détail	☐	☐	☐	☐	☐
Variété de produits	☐	☐	☐	☐	☐
Nouveautés	☐	☐	☐	☐	☐

Nouveautés					
l'Odeur du magasin	☐	☐	☐	☐	☐
Bruit	☐	☐	☐	☐	☐
Propreté	☐	☐	☐	☐	☐
Design	☐	☐	☐	☐	☐
Décoration	☐	☐	☐	☐	☐
Arrangement des étagères	☐	☐	☐	☐	☐
Air	☐	☐	☐	☐	☐
Lumière	☐	☐	☐	☐	☐
Placement des produits	☐	☐	☐	☐	☐
Parking	☐	☐	☐	☐	☐
Horaire de travail	☐	☐	☐	☐	☐
Degré de libre-service	☐	☐	☐	☐	☐
Espace réservé aux Clients	☐	☐	☐	☐	☐
Facilité de trouver des produits	☐	☐	☐	☐	☐

7. Dans quelle mesure êtes-vous satisfait ou insatisfait des dimensions suivantes lors de vos achats dans les magasins traditionnels ? *

Plusieurs réponses possibles.

	Très insatisfait	Plutôt insatisfait	Ni satisfait, ni insatisfait	Plutôt satisfait	Très satisfait
Apparence du personnel de vente	☐	☐	☐	☐	☐
Degré de connaissance des produits par le personnel de vente	☐	☐	☐	☐	☐
Compétences en communication (personnel de vente)	☐	☐	☐	☐	☐
Serviabilité du personnel de vente	☐	☐	☐	☐	☐
Présence du personnel de vente	☐	☐	☐	☐	☐
Services avant-vente	☐	☐	☐	☐	☐
Services après-vente	☐	☐	☐	☐	☐
Services de garantie	☐	☐	☐	☐	☐
Services de retours de produit	☐	☐	☐	☐	☐
Services à la caisse	☐	☐	☐	☐	☐
Modes de paiement	☐	☐	☐	☐	☐

.

Facilités de paiement	☐	☐	☐	☐	☐
Sécurité lors de vos achats	☐	☐	☐	☐	☐
Présence d'équipements et signalétique de lutte contre l'incendie	☐	☐	☐	☐	☐
Présence de caméras de surveillance	☐	☐	☐	☐	☐
Degrés de qualité des produits	☐	☐	☐	☐	☐
La crédibilité de la qualité des produits	☐	☐	☐	☐	☐
Promotions de vente	☐	☐	☐	☐	☐
Capacité à négocier les prix	☐	☐	☐	☐	☐
Tarification et Crédibilité des prix	☐	☐	☐	☐	☐
Facilités pour comparer les prix	☐	☐	☐	☐	☐
Disponibilité des produits	☐	☐	☐	☐	☐
Possibilité d'achat en détail	☐	☐	☐	☐	☐
Variété de produits	☐	☐	☐	☐	☐
Nouveautés	☐	☐	☐	☐	☐

Nouveautés					
l'Odeur du magasin	☐	☐	☐	☐	☐
Bruit	☐	☐	☐	☐	☐
Propreté	☐	☐	☐	☐	☐
Design	☐	☐	☐	☐	☐
Décoration	☐	☐	☐	☐	☐
Arrangement des étagères	☐	☐	☐	☐	☐
Air	☐	☐	☐	☐	☐
Lumière	☐	☐	☐	☐	☐
Placement des produits	☐	☐	☐	☐	☐
Parking	☐	☐	☐	☐	☐
Horaire de travail	☐	☐	☐	☐	☐
Degré de libre-service	☐	☐	☐	☐	☐
Espace réservé aux Clients	☐	☐	☐	☐	☐
Facilité de trouver des produits	☐	☐	☐	☐	☐

8. Quelle importance accordez-vous à chacun des critères suivants lors de votre magasinage ? *

Une seule réponse possible par ligne.

	Pas du tout important	Peu important	Relativement important	Très important	Extrêmement important
Personnel de vente	◯	◯	◯	◯	◯
Services	◯	◯	◯	◯	◯
Sécurité	◯	◯	◯	◯	◯
Qualité	◯	◯	◯	◯	◯
Politique de prix	◯	◯	◯	◯	◯
Promotions de ventes	◯	◯	◯	◯	◯
Produits proposés	◯	◯	◯	◯	◯
Conforts	◯	◯	◯	◯	◯
Atmosphère	◯	◯	◯	◯	◯

9. Comment évaluez vous les points suivants ? *

Une seule réponse possible par ligne.

	Pas du tout	Plutôt non	Neutre	Plutôt oui	Tout à fait
Je me sens plus à l'aise en libre-service	◯	◯	◯	◯	◯
J'irais faire du shopping dans un magasin traditionnel si j'étais pressé par le temps	◯	◯	◯	◯	◯
Je suis suis satisfaite d'etre une client de BIM	◯	◯	◯	◯	◯
Les magasins traditionnels offrent un large choix de produits par rapport au BIM	◯	◯	◯	◯	◯
Je suis satisfaite s'etre une cliente des magasins traditionnels	◯	◯	◯	◯	◯
Je vais en premier chez BIM quand je dois faire mes achats	◯	◯	◯	◯	◯
Je vais en Premier chez les magasins traditionnels	◯	◯	◯	◯	◯
Les magasins traditionnels répond très bien à mes attentes	◯	◯	◯	◯	◯
Il est plus facile de faire ses courses dans un supermarché que dans un magasin traditionnel	◯	◯	◯	◯	◯
2. Je préfère ce fournisseur	◯	◯	◯	◯	◯

(Tradionnel Store) plus que les autres					
En cas de contrainte financière, je me rends toujours dans les magasins traditionnels les plus proches pour faire le crédit	○	○	○	○	○
Je pourrais faire mes courses au supermarché si j'avais besoin de plusieurs types de produits	○	○	○	○	○
Le transport a partir des supermarchés à ma maison est un gros problème	○	○	○	○	○
Je fais mes courses au supermarché pour changer d'ambiance	○	○	○	○	○
Je préfère ce fournisseur (BIM) plus que les autres	○	○	○	○	○
BIM répond très bien a mes attentes	○	○	○	○	○
Je serais favorable à commander plus de produits auprès des supermarchés BIM, s'ils lancent un service de livraison à domicile	○	○	○	○	○
Je préfère acheter des produits vendus au détail (au gramme, pièce, unité, etc.) dans les magasins traditionnels plutôt que d'acheter un pack dans un supermarché pour éviter le	○	○	○	○	○

gaspillage de produits et d'argent.					
J'ai déjà recommander BIM à mes proches					
J'ai déjà recommander les MT à mes proches					
La distance peut être une contrainte pour le choix des courses dans un supermarché					
J'ai déjà parler positivement des MT					
Faire ses courses dans un supermarché est une chose agréable					
J'ai deja parler positivement de BIM					
Je me sens plus en sécurité dans un supermarché que dans un magasin traditionnel					
Je continuerai à magasiner chez BIM dans les mois à venir					
Je conseille les achats de BIM à ma famille et à mes proches					
Je continuerai à faire mes achats dans les boutiques traditionnelles dans les mois à venir					
Je conseille les achats dans les magasins					

traditionnels à ma famille et à mes proches	

10. Veuillez indiquer votre niveau de satisfaction pour chacun des marchés suivants : *

Plusieurs réponses possibles.

	Très insatisfait	Plutôt insatisfait	Ni satisfait, ni insatisfait	Plutôt satisfait	Très satisfait
Supermarché BIM	☐	☐	☐	☐	☐
Marché traditionnel	☐	☐	☐	☐	☐

11. Combien dépensez-vous en moyenne à chaque visite chez BIM ? (MAD) *

12. Combien dépensez-vous en moyenne à chaque visite chez un magasin traditionnel ? (MAD) *

13. Dans quelle partie de la semaine faites-vous le plus de shopping chez BIM ? *

Une seule réponse possible.

- ◯ Jours de la semaine
- ◯ Week-end

14. En moyenne, combien de temps passez-vous votre magasinage chez BIM ? (Minutes) *

15. En moyenne, combien de temps passez-vous votre magasinage chez Un magasin traditionnel ? (Minutes) *

16. Quel moyen de transport utilisez-vous pour vous rendre au BIM le plus proche ? *

Une seule réponse possible.

- ◯ Voiture
- ◯ Taxi
- ◯ À pied
- ◯ Vélo
- ◯ Moto
- ◯ Bus

17. À quelle fréquence faites-vous vos achats à partir du BIM et du marché traditionnel ? *

Une seule réponse possible par ligne.

	Jamais	Parfois	Souvent	Tous les jours
BIM	◯	◯	◯	◯
Magasin Traditionnel	◯	◯	◯	◯

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