

# **The Effect of Store Attributes on Retailers' Marketing Performance and Their Contribution to Consumer Satisfaction: An Application Study on the Hypermarkets Operating in the Egyptian Market**

## **Introduction**

Hypermarkets format are aggressively expanding in the global marketplace and their growing presence in the Arab market and African countries, it is equally important to study these hypermarkets in Egyptian market.

In Egypt, hypermarkets are popping up all/around the city and no one knows where this trend is taking the Egyptian market. The introduction of hypermarkets and superstores is helping to reshape the retail industry.

Egyptian consumers are beginning to accept the hypermarket concept, to expect cleanliness, quality, and wider variety of products. Consumers are currently asking for convenience, and shopping at hypermarkets is becoming a leisure activity. Consumers depend less on neighborhood grocery and convenience stores except for last minute, spur of the moment food needs.

## **Research Problem**

This research will focus on studying the effect of hypermarket's store attributes (i.e., price, product, service quality, store personnel, store facilities and atmosphere attributes) on customer satisfaction, patronage and loyalty as marketing performance indicators in the three hypermarkets operating in Egypt.(i.e. Carrefour, Spinneys and HyperOne).