Consumer Perspectives On Grocery Retail Shopping In Saudi Arabia

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Abstract

It is well known that consumer behaviors toward grocery shopping in shaping their decision making is considered to play a pivotal role in any given economy growth. After the pandemic several changes relating to the consumer perspectives were changing.   This research focuses on understanding the changes taking place from consumer perspective in the grocery retailer industry. This research has five main objectives; mainly presented in studying consumer purchasing perspectives in KSA and examine the factors along with key drivers for purchasing groceries in KSA.

This paper utilizes an original dataset taking by customer living in KSA. From the finding of the analysis done on the primary date which was a survey distrusted to many end users across the country. it can be concluded that none of the suggested factors were really impacting the decision making for the consumer; in fact it was conclude that the convenience factors plays pivotal role in address the needs for the grocery shopping. Therefore, small grocery store should build new strategy to address the conveniently part with related to grocery shopping.

Keywords: Consumer perspective, Grocery shopping, Hypermarket, retailer shops

Introduction

The change in lifestyles of people is open for the world to recognize different culture. People are focusing on maintaining their lifestyle and the growth of economic conditions have effect the way people purchase, where they should purchase. The concept store has changed overtime. The transformation in hypermarket retailing, the service that is offered has been improvised to enhance the overall shopping experience. Back in the days there was only traditional retail store but because the customer different needs, hypermarkets are interring the market to provide all the needs for consumers, there is also a foreign hypermarket that inter the market from other countries, and this type can attract customers, because the different varieties of food and culture it is providing along with couple of services.

Hypermarket Includes grocery and department store; it is often owned by big companies and have branches in different places and tend to be very large. Traditional retail store it is often focused on selling one category for example, stores focused only to sell grocery, it is tended to be owned by family businesses so they don't have a lot of branches, and tend to be small store with limited services provided like payment method for examples. Hypermarkets provide for the consumer different categories, like clothes, groceries and furniture, all of these in one place so that customers will not waste their time by

going to different places, compared to what it is mentioned previously that traditional retail store focus on selling one category.. Hypermarket it is centralized in one place that is often crowded by people because it can't be spread like traditional retail store.

Within a very short time due to the pandemic, the people's purchasing behaviors have changed in Saudi Arabia and around the globe. When the lockdown was taking place, e.commerce business i.e the online transition through web or smartphone applications experiences very rapid growth (Havrlant et al., 2021). According to Salem & Nor (2020) Hypermarket named Bin Dawood registered an increase in the average sales by 200%. This is an indication that the retailer shopping in Saudi is playing a very pivotal role in the country's economy.

In the recent years the new generation consumers worldwide prefer to use hypermarkets and Malls to buy their day to day required things. There are many reasons which played a vital role to change the mindset of the consumers especially in the study areas. The growth of the hypermarkets and the Malls made the people's buying behavior to be changed from traditional retail stores into the modern hypermarkets in response to the recent changes made post the lockdown. Such new changes had attracted researchers to look in depth about the new perception from a different lens with relation to the consumer purchasing behaviors in saudi. firms and policy makers should look for the reasons of why consumer decide to change their consumption pattern in order to meet their expectations and increase the overall well beings of individuals.

Objectives of the Research

● To study an overview about Consumers purchasing perspectives in KSA.
● To explore the factors that influence consumer's perspective related to grocery shopping
● To examine the key driving forces for purchasing groceries in KSA.
● To identify the causes of increasing the consumers preferences towards the hypermarkets.

● To suggest ways and means to protect the traditional retails stores to overcome the increase of the consumer's behaviors towards the hypermarkets.

Literature Review

Background of hypermarket and retailer shops in Saudi

Silva, Marques and Farhangmehr (2001) states that since hypermarkets exist and became a symbol for modernity, it changes the way of consumers' consumption behavior. They have conducted a study of comparison based on consumers and retailers' perspectives of hypermarkets versus traditional retail stores. The study's main objective was to understand the crisis accrued in Portugal's traditional retail sector and its structure as compared to the dominance and impact of hypermarkets on those stores through historical analysis. The methodology used were by distributing two questionnaires. The first one was for consumers, and the other questionnaire for traditional retailers. Based on the study's results, consumers preferencing for hypermarkets were due to the convenience they offer and their low prices. In relation to traditional retailers, their perception of hypermarkets was negative due to their negative impact on retailers' stores. Based on these analyses, the findings suggested that even though consumers don't hold any negative perception towards traditional retail stores, but also, they don't share their optimistic vision that retailers have about their business.

Consumer adaptability to technology and ecommerce

Meanwhile, Liao, Chen and Lin (2010) claims how importance technology is nowadays, especially for young consumers, who consider the aspects of speed and convenience as their prerequisite in relation of doing their groceries. The main objective was to understand consumers' behavior and intentions for both, online stores and physical stores that considered as valuable information for retailers, so they could do their businesses at multiple levels as consumers' desires. The methodology used was by combining online shopping and home delivery

for determining unknown bundling of fresh and non-fresh goods. In order to measure how hypermarkets would provide consumers with an attractive catalogue, consumers have divided into clusters and each cluster would had a designated catalogue, based on their consumption preferences. The findings of the research show that each cluster has a different home delivery intention, either based on seasonal products, vegetables only or for sweets, and for online shopping behavior, the daily use of network to order were either for 3-5 hours, below one hour or between 1-3 hours which the majority of consumers have chosen. Based on these analyses, the suggestion was to improve the efficiency of online groceries apps and to increase bundling products amount to provide consumers with multiple options, and providing different catalogues based on consumers' preferences, so hypermarkets would reduce its costs of printed catalogues papers.

In addition, Bozkurt (2010) discussed further the impact of e-grocery on consumers and how they perceived it. Understanding their shopping from hypermarkets and what are the factors that may not encourage them to buy through online, such as due to delivery charges or less enjoyment than being in the store and enjoying its atmosphere, as well the inefficient internet access or time available for shopping. Food shop practices show whether traditional retail stores or hypermarkets have significant influence over consumers' shopping decisions. The main aim of the research was to make comparison between online versus in-store grocery shopping based on consumers' environmental characteristics in relation with their habits. The research methodology was consisting of descriptive cross-sectional survey. It was designed to measure data collected based on "whether regular grocery shoppers who buy online significantly differ in terms of environmental characteristics and grocery shopping habits to consumers who buy in store" as it was stated in the research, and it was distributed in two different locations (Bozkurt, 2010). The research found that there is no variation between online and physical stores based on environmental characteristics during shopping. Moreover, the research suggested that future studies could evaluate and test consumers'

behaviors in various countries for further identifications of different behaviors in relation of online shopping.

HeryToiba (2015) the objective of the study is to analyze what the relation between the changes in purchasing habits in Indonesia and the penetration of the supermarket to grocery market. The factor that illustrate the purchasing habits with respect to the frequency of shopping for food at supermarket or traditional retail store. To determinants how much the customers spend at both supermarket and traditional retail store.to determinants the relationship between penetration of the supermarket and the consumers spending more for healthy food. The Methodology, a survey was conducted and the data was collected from three cities in Indonesia: Surabaya, Bogor, and Surakarta. And the total response was 1,180. The findings show the most of consumers are buying from traditional retail store. The consumers how are buying from the supermarket thy have higher incomes, more education, more assets, credit cards, and more sensitive about the food they eat. And consumers how are buying from traditional retail store are more concerns about the prices. The writer suggest for future research can expand the research to include other part of Indonesia.

Drivers of purchasing behavior in the retailer sectors

Anna Tseltsova & Katharin Bohnert (2015). the objective of the study is to determine the grocery retailers that precisely go with the strategy of standardization, and fit in their marketing mix to the host market. Explaining the grocery retailers that precisely go with the strategy of standardization, and fit in their marketing mix to the host market. The exact adaptations are analyzed according to psychic distance whit respect of consumer characteristics. The methodology use is qualitative research design, interviews was conducted, and the method of observations also used in tow place the first were conducted in a grocery retailer in Germany which represent the grocery retailer home market and the second conducted in a grocery retailer in Sweden which represent host market. The Findings of the study was grocery retailers that precisely go with the strategy of standardization, adopt their core strategy at the host market, the

reason to insure economy of scale. But also, the standardization strategy could cause negative financial results, because of that adaptations are required to bring new customers. So, adaptation and standardization marketing strategy both should be use together. The researcher some suggest to develop this topic further, to do the same case study but by using other countries, by using the same case study but the application will be on other grocery retailing companies, use the same case for further observing the psychic distance factors.

Maria Ruiz & Ana Zarko (2011). The main objective of the study is to identify the attributes that affect the consumers satisfaction level in considering the different aspects of retail patronage behavior in achieving success in their commercialization strategies. The methodology used was quantitative research design where they conducted a test to analyze a sample of 358 Spanish customers that purchased from different grocery stores. The findings of the research were taken to examine which of the factors that has a great influence on consumer's satisfaction level. The authors suggested some managerial recommendations to help in the decision making in the grocery retailing stores to help in the commercialization process to aim for success and to attract more customers to their retail stores.

Ali Zareei & PeymanAshtiani (2014). The main objective of the study was to determine consumers attitudes and preferences towards local and foreign brands against factors that affect their decision like quality, availability and price in the Iranian retail industry. The methodology used was a quantitative research design where they conducted a questionnaire collected from young adults within Tehran area. The findings of the research are that young adults between the age 21 and 40 are most likely to earn sufficient income to seek their status of consumption of local or foreign brands. And price is the most common factor that affects the consumers purchasing decisions of local and foreign brands. The authors suggested that questionnaires should be distributed in different areas to collect more data to identify the different factors that can affect the decisions of consumers in their preference of local or foreign brands in the Iranian retail industry.

C.W. ArdonIton and Ewan Scott (2016), talk about the overall traditional retail outlets and the supermarkets. The article presents a Probit analysis of the shoppers in Trinidad and Tobago. The basic or the fundamental purpose of this study is to recognize or identify the customers` choice of retail outlets. The focus is on the Roots and the Tubers in both Trinidad and Tobago. The analysis is conducted between the preference of these regular customers on the retail format in which the basic or major contender is the modern retails outlets and the traditional ones. The study also presents a Probit model which is based on the four demographics and fifteen other important attributes that are considered to be important for the people while they go shopping. The results of the study indicate that the traditional outlets are preferred by these customers as 71% of the individuals of the selected sample chose them. However, the study is only limited to the preferences of a rather smaller group or segment of people and the results have their limitations.

Lam Weng Siew, Ranjeet Singh, Bishan Singh, Lam Weng Hoe and Liew Kah Fai (2018) focus on the preferences of the supermarkets with the help of an analytic hierarchy process model. The study is an empirical one in nature and talks about the various aspects due to which consumers prefer supermarkets over the traditional shops. The large-scale retailers which are gaining importance in the fast-paced world are the focal point of the study. The supermarkets are considered to be in huge demand in the study and therefore the supermarkets which have been studied are AEON, Jaya Grocer, Tesco, Giant and Eco save operating in Malaysia. The overall priority criteria of the selection of the consumers have also been identified in the research. The major factors which interested the consumers` were the quality of the products, the cleanliness, the location, the variety, the competitive price and the fast or quick checkout procedure along with the courtesy of the employees at the supermarkets. According to the study, Aeon was the most preferred choice of supermarkets for the consumers followed by the Jaya Grocer, Tesco, Eco save and the Giant.

Result and Discussion

Quality of hypermarkets and traditional retail stores and

Age of the consumers

Table 1: Multivariate Tests[c]

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.950	185.920[b]	8.000	78.000	.000
	Wilks' Lambda	.050	185.920[b]	8.000	78.000	.000
	Hotelling's Trace	19.069	185.920[b]	8.000	78.000	.000
	Roy's Largest Root	19.069	185.920[b]	8.000	78.000	.000
Age	Pillai's Trace	.296	.644	40.000	410.000	.955
	Wilks' Lambda	.732	.637	40.000	342.789	.958
	Hotelling's Trace	.331	.632	40.000	382.000	.961
	Roy's Largest Root	.149	1.525[c]	8.000	82.000	.161

a. Design: Intercept + Age
b. Exact statistic
c. The statistic is an upper bound on F that yields a lower bound on the significance level.

The above table presents four similar multivariate tests of the within-subjects effect (i.e., whether the eight factors are rated equally). Wilk's Lambda is a commonly used multivariate test. Notice that in this case, the Fs, dfs, and significance levels are the same: $F (0.637, 40) = 0.958$, $p>0.05$. Therefore, there is no difference somewhere in how the quality of hypermarkets and traditional retail stores are rated.

Here is the homogeneity test on the eight groups of data (notice df = 40). The thing to focus on is the "Sig." value. Here 0.958 is clearly not significant, so the researcher has no reason to doubt the assumption of homogeneity of variance.

Hence, it can be concluded that there is no significant difference between quality of hypermarkets and traditional retail stores and age of the consumers since their p-value (0.958) is greater than the usual threshold value of 0.05. Therefore we accept the null hypothesis and reject alternative hypothesis.

Table 2: Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Statistical Inference
Age	The availability of the online shopping for the hypermarket is stronger motivator to buy from it	5.310[a]	5	1.062	.857	.513	Not Significant
	The promotional offers are more important in making the purchasing decisions	1.644[b]	5	.329	.296	.914	Not Significant
	Price of the products in Hypermarket is comparatively less than the Traditional Retail Stores.	6.279[c]	5	1.256	.935	.463	Not Significant
	Different verity /brands are available in Hypermarkets than the Traditional Retail Stores.	8.332[d]	5	1.666	1.684	.147	Not Significant

	Feel spacious and comfortable while shopping in Hypermarket than in Traditional Retail Stores.	10.050[e]	5	2.010	1.602	.168	Not Significant
	Traditional (organic) and unique products are not available in the in Hypermarket which is easily available in the Traditional Retail Stores.	2.462[f]	5	.492	.270	.928	Not Significant
	Locally cultivated /Produced products are available in the Traditional Retail Stores than in the Hypermarkets.	7.538[g]	5	1.508	1.206	.314	Not Significant
	Feel happy to visit the Traditional Retail Stores than in the Hypermarkets.	4.307[h]	5	.861	.718	.612	Not Significant

a. R Squared = .048 (Adjusted R Squared = -.008)

b. R Squared = .017 (Adjusted R Squared = -.041)

c. R Squared = .052 (Adjusted R Squared = -.004)

d. R Squared = .090 (Adjusted R Squared = .037)

e. R Squared = .086 (Adjusted R Squared = .032)

f. R Squared = .016 (Adjusted R Squared = -.042)

g. R Squared = .066 (Adjusted R Squared = .011)

h. R Squared = .041 (Adjusted R Squared = -.016)

The Tests of Between-Subjects Effects table that these corrections reduce the degrees of freedom by multiplying them by Epsilon.

The Within-Subjects Effects (The availability of the online shopping for the hypermarket is stronger motivator to buy from it) is no significant, F (0.857, 5) = 0.513, p value > 0.05, as were the multivariate tests. This means that the ratings of the availability of the online shopping for the hypermarket is stronger motivator to buy from it is not significantly different.

The Within-Subjects Effects (The promotional offers are more important in making the purchasing decisions) is no significant, F (0.296, 5) = 0.914, p value > 0.05, as were the multivariate tests. This means that the ratings of the promotional offers are more important in making the purchasing decisions is not significantly different.

The Within-Subjects Effects (Price of the products in Hypermarket is comparatively less than the Traditional Retail Stores) is no significant, F (0.935, 5) = 0.463, p value > 0.05, as were the multivariate tests. This means that the ratings of the Price of the products in Hypermarket is comparatively less than the Traditional Retail Stores is not significantly different.

The Within-Subjects Effects (Different verity /brands are available in Hypermarkets than the Traditional Retail Stores) is no significant, F (1.684, 5) = 0.147, p value > 0.05, as were the multivariate tests. This means that the ratings of the Different verity /brands are available in

Hypermarkets than the Traditional Retail Stores is not significantly different.

The Within-Subjects Effects (Feel spacious and comfortable while shopping in Hypermarket than in Traditional Retail Stores) is no significant, F $(1.602, 5) = 0.168$, p value > 0.05, as were the multivariate tests. This means that the ratings of the Feel spacious and comfortable while shopping in Hypermarket than in Traditional Retail Stores is not significantly different.

The Within-Subjects Effects (Traditional (organic) and unique products are not available in the in Hypermarket which is easily available in the Traditional Retail Stores) is no significant, F $(0.270, 5) = 0.928$, p value > 0.05, as were the multivariate tests. This means that the ratings of the Traditional (organic) and unique products are not available in the Hypermarket which is easily available in the Traditional Retail Stores is not significantly different.

The Within-Subjects Effects (Locally cultivated /Produced products are available in the Traditional Retail Stores than in the

Hypermarkets) is no significant, F $(1.206, 5) = 0.314$, p value > 0.05, as were the multivariate tests. This means that the ratings of the Locally cultivated /Produced products are available in the Traditional Retail Stores than in the Hypermarkets is not significantly different.

The Within-Subjects Effects (Feel happy to visit the Traditional Retail Stores than in the Hypermarkets) is no significant, F $(0.718, 5) = 0.612$, p value > 0.05, as were the multivariate tests. This means that the ratings of the Feel happy to visit the Traditional Retail Stores than in the Hypermarkets is not significantly different.

Hence, it can be concluded that there is no significant difference in quality of hypermarkets and traditional retail stores between age of the employees since their p-values are greater than the usual threshold value of 0.05. Therefore, we accept the null hypothesis and reject the alternative hypothesis.

Quality of hypermarkets and traditional retail stores and

Nationality of the consumers

Table 3: multivariate tests[c]

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.645	18.400[b]	8.000	81.000	.000
	Wilks' Lambda	.355	18.400[b]	8.000	81.000	.000
	Hotelling's Trace	1.817	18.400[b]	8.000	81.000	.000
	Roy's Largest Root	1.817	18.400[b]	8.000	81.000	.000
Nationality	Pillai's Trace	.155	.860	16.000	164.000	.616
	Wilks' Lambda	.849	.866[b]	16.000	162.000	.609
	Hotelling's Trace	.174	.872	16.000	160.000	.602
	Roy's Largest Root	.148	1.513[c]	8.000	82.000	.165

a. Design: Intercept + Nationality
b. Exact statistic
c. The statistic is an upper bound on F that yields a lower bound on the significance level.

The above table presents four similar multivariate tests of the within-subjects effect (i.e., whether the eight factors are rated equally). Wilk's Lambda is a commonly used multivariate test. Notice that in this case, the Fs, dfs, and significance levels are the same: F $(0.866, 16) = 0.609$, $p>0.05$. Therefore, there is no difference somewhere in how the quality of hypermarkets and traditional retail stores are rated.

Here is the homogeneity test on the eight groups of data (notice df = 16). The thing to focus on is the "Sig." value. Here 0.609 is clearly not significant, so the researcher has no reason to doubt the assumption of homogeneity of variance.

Hence, it can be concluded that there is no significant difference between quality of hypermarkets and traditional retail stores and nationality of the consumers since their p-value (0.609) is greater than the usual threshold value of 0.05. Therefore, we accept the null hypothesis and reject alternative hypothesis.

Table 4: Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Statistical Inference
Nationality	The availability of the online shopping for the hypermarket is stronger motivator to buy from it	2.391[a]	2	1.195	.972	.382	Not Significant
	The promotional offers are more important in making the purchasing decisions	3.660[b]	2	1.830	1.742	.181	Not Significant
	Price of the products in Hypermarket is comparatively less than the Traditional Retail Stores.	.642[c]	2	.321	.236	.790	Not Significant
	Different verity /brands are available in Hypermarkets than the Traditional Retail Stores.	.687[d]	2	.343	.329	.720	Not Significant
	Feel spacious and comfortable while shopping in Hypermarket than in Traditional Retail Stores.	1.826[e]	2	.913	.699	.500	Not Significant
	Traditional (organic) and unique products are not available in the in Hypermarket which is easily available in the Traditional Retail Stores.	3.784[f]	2	1.892	1.082	.343	Not Significant
	Locally cultivated /Produced products are available in the Traditional Retail Stores than in the Hypermarkets.	1.465[g]	2	.732	.574	.566	Not Significant
	Feel happy to visit the Traditional Retail Stores than in the Hypermarkets.	.668[h]	2	.334	.278	.758	Not Significant

a. R Squared = .022 (Adjusted R Squared = -.001)

b. R Squared = .038 (Adjusted R Squared = .016)

c. R Squared = .005 (Adjusted R Squared = -.017)

d. R Squared = .007 (Adjusted R Squared = -.015)

e. R Squared = .016 (Adjusted R Squared = -.007)

f. R Squared = .024 (Adjusted R Squared = .002)

g. R Squared = .013 (Adjusted R Squared = -.010)

h. R Squared = .006 (Adjusted R Squared = -.016)

The Tests of Between-Subjects Effects table that these corrections reduce the degrees of freedom by multiplying them by Epsilon.

The Within-Subjects Effects (The availability of the online shopping for the hypermarket is stronger motivator to buy from it) is no significant, F (0.972, 2) = 0.382, p value > 0.05, as were the multivariate tests. This means that the ratings of the availability of the online shopping for the hypermarket is stronger motivator to buy from it is not significantly different.

The Within-Subjects Effects (The promotional offers are more important in making the purchasing decisions) is no significant, F (1.742, 2) = 0.181, p value > 0.05, as were the multivariate tests. This means that the ratings of the promotional offers are more important in making the purchasing decisions is not significantly different.

The Within-Subjects Effects (Price of the products in Hypermarket is comparatively less than the Traditional Retail Stores) is no significant, F (0.236, 2) = 0.790, p value > 0.05, as were the multivariate tests. This means that the ratings of the Price of the products in Hypermarket is comparatively less than the Traditional Retail Stores is not significantly different.

The Within-Subjects Effects (Different verity /brands are available in Hypermarkets than the Traditional Retail Stores) is no significant, F (0.329, 2) = 0.720, p value > 0.05, as were the multivariate tests. This means that the ratings of the Different verity /brands are available in Hypermarkets than the Traditional Retail Stores is not significantly different.

The Within-Subjects Effects (Feel spacious and comfortable while shopping in Hypermarket than in Traditional Retail Stores) is no significant, F (0.699, 2) = 0.500, p value > 0.05, as were the multivariate tests. This means that the ratings of the Feel spacious and comfortable while shopping in Hypermarket than in Traditional Retail Stores is not significantly different.

The Within-Subjects Effects (Traditional (organic) and unique products are not available in the in Hypermarket which is easily available in the Traditional Retail Stores) is no significant, F (1.082, 2) = 0.343, p value > 0.05, as were the multivariate tests. This means that the ratings of the Traditional (organic) and unique products are not available in the Hypermarket which is easily available in the Traditional Retail Stores is not significantly different.

The Within-Subjects Effects (Locally cultivated /Produced products are available in the Traditional Retail Stores than in the Hypermarkets) is no significant, F (0.574, 2) = 0.566, p value > 0.05, as were the multivariate tests. This means that the ratings of the Locally cultivated /Produced products are available in the Traditional Retail Stores than in the Hypermarkets is not significantly different.

The Within-Subjects Effects (Feel happy to visit the Traditional Retail Stores than in the Hypermarkets) is no significant, F (0.278, 2) = 0.758, p value > 0.05, as were the multivariate tests. This means that the ratings of the Feel happy to visit the Traditional Retail Stores than in the Hypermarkets is not significantly different.

Hence, it can be concluded that there is no significant difference in quality of hypermarkets and traditional retail stores between nationality of the consumers since their p-values are greater than the usual threshold value of 0.05. Therefore, we accept the null hypothesis and reject the alternative hypothesis.

Quality of hypermarkets and traditional retail stores and

Current occupation of the consumers

Table 5: multivariate tests^c

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.949	185.375[b]	8.000	80.000	.000

	Wilks' Lambda	.051	185.375[b]	8.000	80.000	.000
	Hotelling's Trace	18.537	185.375[b]	8.000	80.000	.000
	Roy's Largest Root	18.537	185.375[b]	8.000	80.000	.000
Current Occupation	Pillai's Trace	.302	1.148	24.000	246.000	.292
	Wilks' Lambda	.726	1.132	24.000	232.626	.309
	Hotelling's Trace	.340	1.115	24.000	236.000	.327
	Roy's Largest Root	.157	1.605[c]	8.000	82.000	.136

a. Design: Intercept + Current Occupation
b. Exact statistic
c. The statistic is an upper bound on F that yields a lower bound on the significance level.

The above table presents four similar multivariate tests of the within-subjects effect (i.e., whether the eight factors are rated equally). Wilk's Lambda is a commonly used multivariate test. Notice that in this case, the Fs, dfs, and significance levels are the same: F (1.132, 24) = 0.309, p>0.05. Therefore, there is no difference somewhere in how the quality of hypermarkets and traditional retail stores are rated.

Here is the homogeneity test on the eight groups of data (notice df = 24). The thing to focus on is the "Sig." value. Here 0.309 is clearly not significant, so the researcher has no reason to doubt the assumption of homogeneity of variance.

Hence, it can be concluded that there is no significant difference between quality of hypermarkets and traditional retail stores and the current occupation of the consumers since their p-value (0.309) is greater than the usual threshold value of 0.05. Therefore, we accept the null hypothesis and reject the alternative hypothesis.

Table 6: Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Statistical Inference
Current Occupation	The availability of the online shopping for the hypermarket is stronger motivator to buy from it	7.217[a]	3	2.406	2.024	.116	Not Significant
	The promotional offers are more important in making the purchasing decisions	1.447[b]	3	.482	.443	.723	Not Significant
	Price of the products in Hypermarket is comparatively less than the Traditional Retail Stores.	7.061[c]	3	2.354	1.807	.152	Not Significant
	Different verity /brands are available in Hypermarkets than the Traditional Retail Stores.	7.411[d]	3	2.470	2.528	.063	Not Significant
	Feel spacious and comfortable while shopping in Hypermarket than in Traditional Retail Stores.	12.910[e]	3	4.303	3.606	.017	Not Significant

	Traditional (organic) and unique products are not available in the in Hypermarket which is easily available in the Traditional Retail Stores.	3.276[f]	3	1.092	.616	.607	Not Significant
	Locally cultivated /Produced products are available in the Traditional Retail Stores than in the Hypermarkets.	1.922[g]	3	.641	.498	.685	Not Significant
	Feel happy to visit the Traditional Retail Stores than in the Hypermarkets.	.491[h]	3	.164	.135	.939	Not Significant

a. R Squared = .065 (Adjusted R Squared = .033)

b. R Squared = .015 (Adjusted R Squared = -.019)

c. R Squared = .059 (Adjusted R Squared = .026)

d. R Squared = .080 (Adjusted R Squared = .048)

e. R Squared = .111 (Adjusted R Squared = .080)

f. R Squared = .021 (Adjusted R Squared = -.013)

g. R Squared = .017 (Adjusted R Squared = -.017)

h. R Squared = .005 (Adjusted R Squared = -.030)

The Tests of Between-Subjects Effects table that these corrections reduce the degrees of freedom by multiplying them by Epsilon.

The Within-Subjects Effects (The availability of the online shopping for the hypermarket is stronger motivator to buy from it) is no significant, F (2.024, 3) = 0.116, p value > 0.05, as were the multivariate tests. This means that the ratings of the availability of the online shopping for the hypermarket is stronger motivator to buy from it is not significantly different.

The Within-Subjects Effects (The promotional offers are more important in making the purchasing decisions) is no significant, F (0.443, 3) = 0.723, p value > 0.05, as were the multivariate tests. This means that the ratings of the promotional offers are more important in making the purchasing decisions is not significantly different.

The Within-Subjects Effects (Price of the products in Hypermarket is comparatively less than the Traditional Retail Stores) is no significant, F (1.807, 3) = 0.152, p value > 0.05, as were the multivariate tests. This means that the ratings of the Price of the products in Hypermarket is comparatively less than the Traditional Retail Stores is not significantly different.

The Within-Subjects Effects (Different verity /brands are available in Hypermarkets than the Traditional Retail Stores) is no significant, F (2.528, 3) = 0.063, p value > 0.05, as were the multivariate tests. This means that the ratings of the Different verity /brands are available in Hypermarkets than the Traditional Retail Stores is not significantly different.

The Within-Subjects Effects (Feel spacious and comfortable while shopping in Hypermarket than in Traditional Retail Stores) is no significant, F (3.606, 3) = 0.017, p value > 0.05, as were the multivariate tests. This means that the ratings of the Feel spacious and comfortable while shopping in Hypermarket than in Traditional Retail Stores is not significantly different.

The Within-Subjects Effects (Traditional (organic) and unique products are not available in the in Hypermarket which is easily available in the Traditional Retail Stores) is no significant, F (0.616, 3) = 0.607, p value > 0.05, as were the multivariate tests. This means that the ratings of the Traditional (organic) and unique products are not available in the Hypermarket which is easily available in the Traditional Retail Stores is not significantly different.

The Within-Subjects Effects (Locally cultivated /Produced products are available in the Traditional Retail Stores than in the Hypermarkets) is no significant, F (0.498, 3) = 0.685, p value > 0.05, as were the multivariate tests. This means that the ratings of the Locally cultivated /Produced products are available in the Traditional Retail Stores than in the Hypermarkets is not significantly different.

The Within-Subjects Effects (Feel happy to visit the Traditional Retail Stores than in the Hypermarkets) is no significant, F (0.135, 3) = 0.939, p value > 0.05, as were the multivariate tests. This means that the ratings of the Feel happy to visit the Traditional Retail Stores than in the Hypermarkets is not significantly different.

Hence, it can be concluded that there is no significant difference in quality of hypermarkets and traditional retail stores between current occupation of the consumers since their p-values are greater than the usual threshold value of 0.05. Therefore, we accept the null hypothesis and reject the alternative hypothesis.

Recommendation and conclusion

The main aim of this research is to examine the new factors related to the consumer purchasing behaviors and decisions. According to the collected date, it can be shown that there were some patterns and common points mentioned by multiple shoppers. These were related to the convenience factor and price perspective. In Fact, the participants were asked an open-ended question to explain their current experience in grocery shopping and it was found that people are more inclined to shop with stores that are near to them to address the convenience and will be easy to return the goods if needed.

Considering the new perspective that were mentioned earlier in the analysis is fundamental to understand the new buyer behavior for the grocery shoppers. It is therefore recommended to consider drivers such as the price of the product, availability of the product, location and convenience to be considered in setting the strategic plans for the retailers and shops. Doing so will have an impact in meeting the customer's needs and achieving the growth for their business.

Although the research examined the key driving forces for purchasing groceries in KSA, it has some limitations. This study proposes several research directions to overcome some of these limitations. The first limitation of this research is that the primary data used was based only on Saudi context from different region. This data was collected according to the available time. Although the data to some extent can represent shoppers in the KSA, differences still exist between countries and even between regions. These differences could affect the generalizability of the results of the current research. Therefore, it can be suggested to have another research with another context to see the possible variety of perspectives from grocery shoppers. It would also be interesting to determine whether the findings would be different in another cultural context.

Also, it can be related to the answers provided by the shoppers related to their best experience and it can be concluded that shopperwill go for whatever options meet their expectations considering the change made in their shopping behavior after the pandemic. The challenge for retailers is finding a model that enables them to meet consumers' expectations profitably as there are changes encountered with the customer perspectives due to external changes.

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