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Charles E. Pettijohn
Drury University

Linda S. Pettijohn
Drury University

A J. Taylor

Andrew J. Newman

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Recommended Citation

Pettijohn, Charles E.; Pettijohn, Linda S.; Taylor, A J.; and Newman, Andrew J., "A Comparative Analysis of Retail Store Image: Wal-Mart and Dillards" (2010). *Association of Marketing Theory and Practice Proceedings 2010*. 46.

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A Comparative Analysis of Retail Store Image: Wal-Mart and Dillards
Charles E. Pettijohn, Linda S. Pettijohn, A J Taylor, Andrew J. Newman

Building: Hilton Ocean Front Resort
Room: Promenade 7
Date: 03-26-2010 - 09:30 AM – 10:45 AM
Last modified: 01-19-2010

Abstract

The research in this manuscript reports on analyses of retail image which compares the images of two well-known U.S. retailers. The scale used in the research is one that has been specifically designed to evaluate consumers' perceptions of retailers. The results indicate that differential scale items are required to meaningfully assess different varieties of retail establishments. Specifically, the findings indicate that consumers assess retailers in a manner which seems consistent for retail store type. The study offers conclusions and insights based upon the differential items used to assess discount retailers and traditional department stores.

Keywords

Retailing, Image, Store Image