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A Comparative Analysis of Retail Store Image: Wal-Mart and Dillards
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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