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# **Agric. Econ. – Czech**

## **Nagyová L., Tonkovičová Z.: Image of the multinational trade chains functioning in the Slovak food market**

Agric. Econ. – Czech, 54 (2008): 384-391

The image of a shop is the perception of the attributes of trade chains which are stated by consumers or the target market. The part of the shop image can be the assortment, the production quality and price, services of the shop, organization,

the location and atmosphere of the shop, advertising and the shop reputation. The basis for conceiving this paper was an assumption that the image of a shop is one of the determining factors of the shopping place choice. The individual attributes of a shop can affect the perception of a consumer and therefore affect his decision about the choice of a shop and buying goods. The image analysis of trade chains was processed on the basis of a 5-point scale which shows the respondents' attitude toward each and every of 29 attributes of the researched trade chains. The basic data were gained by the means of a questionnaire research in the field of Slovak consumers' behaviour and the results were analysed by the means of the semantic differential method. The shop image analysis hands out information which can be a starting point for understanding the importance of the attributes of the trade chains from the point of view of the consumer perception and attitude. Based on the image analysis of the foreign trade chains in the Slovak market, we can say that the consumers are satisfied with the opening hours,

shops location, cleanliness and appearance of shops and the sufficient number of shopping trolleys. Minuses were noticed in the field of promotion activities and the waiting time at the registers.

**Keywords:**

image analysis, multinational trade chains, retail, wholesale, questionnaire research, customer attitudes, customer perception

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