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Linking Consumer Perception of Store Image Using FANP

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ABSTRACT

Both theoretical and practical efforts in store image often neglect the characteristics that have interactions and mutual influence among attributes or criteria, even in the stages of different brand life cycles. This study aims at creating a hierarchical framework for the store image managements. The analytical network process and fuzzy sets theory have been applied to both share of mind in store image and inherent interaction/inter-dependencies among diverse information resources. A real empirical application has been demonstrated for retailers. Both the theoretical and practical background of this paper have shown that fuzzy analytical network process can capture consumer's perception existing incomplete and vague information for the mutual influence on attribute and criteria of the store image attributes.

KEYWORDS

Consumer Perception; FANP; Store Image

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