

1.	Record Nr.	UNISA996412748503316
	Autore	BUCKLEY, Sandra
	Titolo	Broken silence : voices of Japanese feminism / Sandra Buckley
	Pubbl/distr/stampa	Berkeley, CA, : University of California Press, 1997
	ISBN	0-520-08513-2
	Descrizione fisica	Testo elettronico (PDF) (XIX, 382 p.)
	Disciplina	305.420952
	Soggetti	Femminismo - Giappone
	Lingua di pubblicazione	Inglese
	Formato	Risorsa elettronica
	Livello bibliografico	Monografia
2.	Record Nr.	UNINA9910298538703321
	Autore	Berg Bettina
	Titolo	Retail Branding and Store Loyalty : Analysis in the Context of Reciprocity, Store Accessibility, and Retail Formats / / by Bettina Berg
	Pubbl/distr/stampa	Wiesbaden : , : Springer Fachmedien Wiesbaden : , : Imprint : Springer Gabler, , 2014
	ISBN	3-658-01596-9
	Edizione	[1st ed. 2014.]
	Descrizione fisica	1 online resource (197 p.)
	Collana	Handel und Internationales Marketing Retailing and International Marketing, , 2626-3327
	Classificazione	380 650 QP 600
	Altri autori (Persone)	SwobodaBernhard
	Disciplina	658.87
	Soggetti	Marketing
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Description based upon print version of record.
	Nota di bibliografia	Includes bibliographical references.
	Nota di contenuto	Managing Retail Brands Across Different Consumer Perception Levels -- Reciprocal Effects of the Corporate Reputation and Store Equity of

Retailers -- Managing retail brands in the light of different local competitive contexts -- Importance of Retail Brand Equity and Store Accessibility for Store Loyalty in Local Competition -- Managing Retail Brands Within Different Retail Formats in an International Context -- A Comparison Study in Germany and Romania on the International Transfer and Perception of Retail Formats.

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Sommario/riassunto

Marketers and retailers have to understand how to manage different consumer perception levels of retail brands, which have a major determining role on store loyalty across different complex contexts. Addressing these issues, Bettina Berg analyzes first whether corporate reputation and retail store equity have a reciprocal relationship in determining store loyalty. Second, she evaluates whether retail brand equity or store accessibility provides a greater contribution to store loyalty across different local competitive situations. Third, she investigates whether perceptions of format specific core attributes differ in their impact on the brand building process in saturated and emerging markets.

Contents

- n Managing Retail Brands Across Different Consumer Perception Levels
- n Reciprocal Effects of the Corporate Reputation and Store Equity of Retailers
- n Managing Retail Brands in the Light of Different Local Competitive Contexts
- n Importance of Retail Brand Equity and Store Accessibility for Store Loyalty in Local Competition
- n Managing Retail Brands Within Different Retail Formats in an International Context
- n A Comparison Study in Germany and Romania on the International Transfer and Perception of Retail Formats

Target Groups · Researchers and students in the fields of management and economics focusing on marketing and retailing · Business practitioners focusing on managing retail brands

The Author Dr. Bettina Berg received her doctor's degree from the University of Trier (FB IV), where she worked at the chair for Marketing and Retailing of Prof. Dr. Prof. h.c. Bernhard Swoboda.

The Editors: The series Handel und Internationales Marketing/Series Retailing and International Marketing is edited by Prof. Dr. Bernhard Swoboda and Prof. Dr. Thomas Foscht.

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