

**THE INFLUENCE OF TANGIBLE AND INTANGIBLE FACTORS ON
RETAIL IMAGE IN TRIPOLI OF LIBYA**

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Degree of Master of Science (Management)
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ABSTRACT

Using the theory reasoned action as its basis; the objective of this study is to identify the relationships among tangible and intangible factors on retail image. Furthermore, for body of knowledge, this study will present the clear description of retail image trends in Tripoli of Libya. This study proposes the tangible and intangible factors as the construct to enhance the understanding of an individual's on retail image of Tripoli context. The primary objective of this research is to test the research hypotheses, based upon the conceptual framework of this study. Questionnaire is designed and distributed to the sample of the research. This study use quantitative research approach and survey the user on retail image in Tripoli of Libya. Questionnaire is designed and distributed to the sample of the research. Based on the data of 120 respondents of retail imager stakeholder, the multi-items measures were subjected to a series of validity and reliability checks. For the multi-item scale, the set of items that correspond to each theoretical construct was initially subjected to an examination of Cronbach's alpha, item-to-total correlations and regression test. This chapter also provides a detailed discussion of the results of empirical testing of the research framework. The result of the final relationship variables and the testing of the influence of the variables are presented. This study confirmed tangible and intangible factors have a direct positive significant influence on retail image in Tripoli of Libya.

Keyword: Tangible factors, Intangible factors, Retail Image.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Retail images in today's global marketplace are subject to increased competition and rapidly changing dynamics. As competition continues to increase, the role of retail images in relation to profits has never been greater. When managed properly, market oriented measures such as awareness and esteem to sell products increase company value. The concept of "think global, act local" has become the business phrase of the twentieth century and will continue into the twenty first century. It is the mantra for retail image positioning the firm's marketing mix (Tomkins, 2004).

The long term effect after satisfaction is loyalty or brand loyalty in brand-retailing context. Brand image has become the battlefield for retailers, as they try to attract shoppers to their outlets (Simon, 2003). Brand image influence consumers like and habitually visit the same brand to purchase a type of merchandise. Brand image can be defined as "the consumer inclination to patronize a given brands or chain of brands overtime". The image will determine the path of the business (Baron, 2004).

Retail image and the interest of customer are important to enhance the dynamism on the business performance (Baron, 2004). Its describes a consistency of commercial behavior that is likely to be advantageous to retailers. Patrons with high image may be the object

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