

## MASTER'S THESIS

### Department store image advertising in Hong Kong: management and customer responses

Luk, Siu Lun

*Date of Award:*  
1995

[Link to publication](#)

#### General rights

Copyright and intellectual property rights for the publications made accessible in HKBU Scholars are retained by the authors and/or other copyright owners. In addition to the restrictions prescribed by the Copyright Ordinance of Hong Kong, all users and readers must also observe the following terms of use:

- Users may download and print one copy of any publication from HKBU Scholars for the purpose of private study or research
- Users cannot further distribute the material or use it for any profit-making activity or commercial gain
- To share publications in HKBU Scholars with others, users are welcome to freely distribute the permanent URL assigned to the publication

Department Store Image Advertising in Hong Kong:  
Management and Customer Responses

LUK Siu Lun

A thesis submitted in partial fulfillment of the requirements  
for the degree of  
Master of Philosophy

June 1995

Hong Kong Baptist University



## TABLE OF CONTENTS

	<u>PAGE</u>
ABSTRACT	i - ii
ACKNOWLEDGMENT	iii - v
 <u>VOLUME ONE: CHAPTER ONE - CHAPTER SIX &amp; REFERENCES</u>	
CHAPTER ONE : RESEARCH BACKGROUND	1 - 14
Section 1.1 : Introduction	1 - 6
Section 1.2 : Statements of the Research Problem	7 - 10
Section 1.3 : Purposes of the Research	11 - 12
Section 1.4 : Significance of the Research	13 - 14
 CHAPTER TWO : LITERATURE REVIEW	 15 - 41
Section 2.1 : Department Store	15 - 16
Section 2.2 : Store Image	17 - 25
Section 2.3 : Image Communication	26 - 32
Section 2.4 : Image Advertising Management	33 - 38
Section 2.5 : Conclusions	39 - 41

<b>CHAPTER THREE</b>	<b>: RESEARCH PLAN: METHODOLOGY</b>	<b>42 - 67</b>
Section 3.1	: Research Design	42
Section 3.2	: Phase I: In-depth Interviews	43 - 54
Section 3.3	: Phase II: Department Store Image/ Advertising Survey	55 - 66
Section 3.4	: Conclusions	67
<b>CHAPTER FOUR</b>	<b>: PHASE I FINDINGS - RESULTS AND INTERPRETATION: DEPARTMENT STORE IMAGE ADVERTISING: MANAGEMENT</b>	<b>68 - 126</b>
Section 4.1	: Introduction	68 - 69
Section 4.2	: Description of the Participants in the Survey	70 - 73
Section 4.3	: Attitudes toward Store Image Advertising	74 - 86
Section 4.4	: Store Image Advertising Managerial Process	87 - 110
Section 4.5	: The Critical Factors of Effective Management	111 - 118
Section 4.6	: Store Image Advertising Managerial Problems	119 - 122
Section 4.7:	Conclusions	123 - 126
<b>CHAPTER FIVE</b>	<b>: PHASE II FINDINGS - RESULTS &amp; INTERPRETATION: DEPARTMENT STORE IMAGE ADVERTISING: CUSTOMER RESPONSES</b>	<b>127 - 170</b>
Section 5.1:	Introduction	127 - 130
Section 5.2:	Description of the Respondents in the Survey	131 - 136

Section 5.3:	Test of Hypothesis 1	137 - 144
Section 5.4:	Test of Hypothesis 1.1	145 - 148
Section 5.5:	Test of Hypothesis 1.2	149 - 152
Section 5.6:	Test of Hypothesis 2	153 - 160
Section 5.7:	Test of Hypothesis 3	161 - 167
Section 5.8:	Conclusions	168 - 170
<b>CHAPTER SIX : CONCLUSIONS, DISCUSSION AND IMPLICATIONS</b>		171 - 194
Section 6.1:	Conclusions	171 - 179
Section 6.2:	Discussion	180 - 184
Section 6.3:	Implications	185 - 194
<b>REFERENCES</b>		195 - 203

## VOLUME TWO: APPENDICES

### APPENDICES

Appendix 1.1:	Samples of Store Image Advertisement	204 - 223
Appendix 3.1:	Sample Population of Phase I Survey: List of 'Qualified' Department Stores in Hong Kong	224 - 225
Appendix 3.2:	The Request Letter & The Letter of Introduction	226 - 230

## APPENDICES (CONTINUED)

Appendix 3.3: The Last Version of Phase I Discussion Guide Before Pretesting	231 - 244
The Final Version of Phase I Questionnaire After Pretesting	245 - 259
Appendix 3.4: Locations and Time Schedule of Phase II Survey for Store M and Store W	260 - 261
Appendix 3.5: The Application Letter For Conducting Survey in The Shopping Mall & The Approval Letters	262 - 267
Appendix 3.6: The Last Version of Phase II Questionnaire Before Pretesting (Both English & Chinese)	268 - 286
The Final Version of Phase II Questionnaire After Pretesting (Both English & Chinese)	287 - 304
Appendix 3.7: The Sample Store Image Ads (Both Store M and Store W)	305 - 311
Appendix 4.1: Summary of the Description of the Stores That Responded	312 - 318
Appendix 5.1: Estimation of Customers' Perception of Their Store Images (Store W & M) & Ratings on Their Projected Store Images	319 - 327
VITA	328