

RETAIL TRADE DYNAMICS AND CONSUMER EXPECTATIONS IN BULGARIA: EMPIRICAL ANALYSIS BASED ON BUSINESS AND CONSUMER SURVEYS

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Abstract: *The paper suggests selected empirical results from a correlation analysis of the retail trade dynamics and consumer expectations in Bulgaria for the period 2001-2017. Covariation patterns are evaluated between the quarterly rates of changes in retail trade volume and several survey-based indicators of Bulgarian consumers' behaviour. New insights about possible effects of consumers' attitudes and intentions are suggested concerning the dynamics of the retail trade during this period.*

Key words: *retail trade dynamics, consumer expectations, Bulgaria.*

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