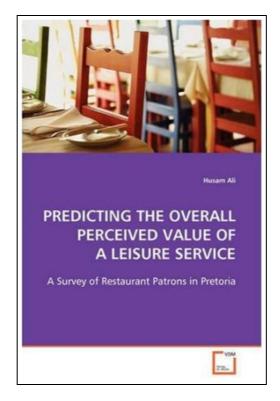
# PREDICTING THE OVERALL PERCEIVED VALUE OF A LEISURE SERVICE



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Book Condition: New. Publisher/Verlag: VDM Verlag Dr. Müller | A Survey of Restaurant Patrons in Pretoria | Global leisure services industry is expected to beworth \$3.4 trillion by 2010. This makes assessing consumers value perceptions an important tool formarketers to adjust their services and meetconsumers needs and expectations. This studyinvestigates the application and relevance of SERV-PERVAL scale as a measure of consumers perceptions of service value in mid-scalerestaurants. The scale measures five dimensions of perceived value perceived quality, monetary &behavioural price emotional response and reputation. Results can assist marketers with the decision process of how best to influence value perceptions and favourable behavioural intentions amongst target markets. A conceptual framework, of the relationships between perceived value, its antecedents &consequences, was synthesised from literature. University students were surveyed and the resulting data analysed, using multiple regression analysis. The first model suggests that consumers apos; apos; emotional response is the best predictor of their overall perceptions of value and the second model indicates that consumers apos; perceived value is a better predictor of consumers apos; apos; favourable behavioural intentions than satisfaction. Format: Paperback | Language/Sprache: english | 274 gr | 196 pp.

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